

**STAY TUNED FOR SALES GROWTH WITH TV WEEK.**

TV Week organizes the upcoming week's television schedule in a user-friendly format utilizing color-coded program grids, and more. TV Week's easy-to-use layout is key to its popularity.

TV Week is a product with a true seven-day shelf life so your advertising message receives multiple impressions as readers seek out each day's televised programming.

As part of the Sunday Chicago Tribune package, TV Week reaches more than 2.8 million readers. Further, TV Week can integrate your advertising in a variety of manners, including display advertising, premium back-page positioning, wraps and popouts.



**Published:** Sunday  
**Zoning:** Not available  
**Order Deadline:** Wednesday, 3:00p  
 18 days prior to publication  
**Material Deadline:** Thursday, 7:00p  
 17 days prior to publication

Color deadline 24 hours prior to material deadline

**DEMOGRAPHIC PROFILE**

		TOTAL MARKET ADULTS	SUNDAY TV WEEK READERS*	TARGETING INDEX
<b>GENDER</b>	Men	48%	41%	85
	Women	52	59	114
<b>AGE</b>	18-34	33	20	61
	35-54	40	38	96
	55+	27	42	152
<b>EDUCATION</b>	College Grad+	28	33	120
	Some College	28	33	117
<b>HOUSEHOLD INCOME</b>	\$100,000+	20	22	111
	\$75,000+	36	42	115
	\$50,000+	60	65	109
<b>MEDIAN HHI</b>		\$59,084	\$65,264	
<b>HOUSEHOLD DATA</b>	Child(ren) in Household <18	45	31	70
	Home Owner	64	73	114
	Rent/Other	36	27	75
	Home Value \$250,000+	32	42	133
	<b>MEDIAN HOME VALUE</b>	\$250,172	\$277,210	

\*Average issue readership  
 Base: 7,080,519 adults 18+ in the Chicago DMA.  
 Source: Gallup Chicago Media Usage and Consumer Behavior Poll © 2005.



What's in it for you?

For more information, contact your Chicago Tribune Sales Representative or call 312-222-4150.