

## ADD SALES POP WITH TEMPO.

Chicago Tribune's Tempo is a comprehensive section that features stories on politics, pop culture, television, arts, entertainment, fashion and general news. Its mass appeal and broad readership increases the opportunity for an advertiser's message to be seen.

Tempo features a weekly entertainment planner for music, arts, books and theater reviews, and page two includes "At Random," a daily column devoted to various modern day topics. Page 3's Arts & Entertainment page features reviews, interviews and the Metromix Daily Planner. Tuesday Tempo features the Digital Page, devoted to the world of video games and the Internet. Wednesday Tempo features WomanNews, with stories on health, fashion, shopping, relationships and popular culture.

Other popular Tempo elements that generate loyal readership include advice columnist Amy Dickinson's "Ask Amy," Cheryl Lavin's "Tales from the Front," crossword puzzles, comics, TV listings, horoscopes and the Jumble®.



**Published:** Monday–Friday  
**Zoning:** Available Wednesday and Thursday  
**Order Deadline:** 3:00p  
 2–3 days prior to publication  
**Material Deadline:** 6:00p  
 2–3 days prior to publication

Color deadline 24 hours prior to material deadline

### DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	DAILY TEMPO READERS*	TARGETING INDEX
<b>GENDER</b>	Men	48%	48%	98
	Women	52	52	102
<b>AGE</b>	18–34	33	20	60
	35–54	40	38	95
	55+	27	42	154
<b>EDUCATION</b>	College Grad+	28	41	147
	Some College	28	30	109
<b>HOUSEHOLD INCOME</b>	\$100,000+	20	28	138
	\$75,000+	36	49	135
	\$50,000+	60	72	120
	<b>MEDIAN HHI</b>	\$59,084	\$73,863	
<b>HOUSEHOLD DATA</b>	Child(ren) in Household <18	45	35	77
	Home Owner	64	77	121
	Rent/Other	36	23	63
	Home Value \$250,000+	32	48	150
	<b>MEDIAN HOME VALUE</b>	\$250,172	\$294,100	

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

**Chicago Tribune**

What's in it for you?

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