

DRIVE UP SALES WITH TRANSPORTATION.

Chicago Tribune's Sunday Transportation section offers abundant editorial and advertising content that addresses a variety of transportation topics. Auto buyers turn to the Transportation section for the most comprehensive information that aids them when looking to purchase their next vehicle.

Every Sunday, Transportation reaches more automotive buyers than any newspaper in the Chicagoland area and allows advertisers to drive traffic and sales early in the week.



Published: Sunday
Zoning: Available
Order Deadline: Thursday, 3:00p
Material Deadline: Thursday, 6:00p

Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE

| | | TOTAL MARKET ADULTS | SUNDAY TRANSPORTATION READERS* | TARGETING INDEX |
|-------------------------|-----------------------------|---------------------|--------------------------------|-----------------|
| GENDER | Men | 48% | 68% | 140 |
| | Women | 52 | 32 | 63 |
| AGE | 18-34 | 33 | 21 | 64 |
| | 35-54 | 40 | 45 | 111 |
| | 55+ | 27 | 34 | 126 |
| EDUCATION | College Grad+ | 28 | 40 | 145 |
| | Some College | 28 | 29 | 103 |
| HOUSEHOLD INCOME | \$100,000+ | 20 | 29 | 145 |
| | \$75,000+ | 36 | 49 | 134 |
| | \$50,000+ | 60 | 71 | 118 |
| | MEDIAN HHI | \$59,084 | \$73,351 | |
| HOUSEHOLD DATA | Child(ren) in Household <18 | 45 | 39 | 87 |
| | Home Owner | 64 | 76 | 120 |
| | Rent/Other | 36 | 24 | 65 |
| | Home Value \$250,000+ | 32 | 49 | 152 |
| | MEDIAN HOME VALUE | \$250,172 | \$292,206 | |

*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.