

# TRAVEL

## DELIVERS WORLD-CLASS RESULTS.

Chicago Tribune's Travel section offers an exciting editorial environment that highlights tourism categories ranging from Midwest weekend getaways to exotic destinations. Travel allows advertisers to reach consumers who love to travel and are actively seeking related products and services.

Feature destination articles provide a compatible editorial environment and attract consumers most interested in your products.

Winner of more than 60 journalism awards, including Best Newspaper Travel Section in the Lowell Thomas Awards and the Society of American Travel Writers' Central States contest, Travel puts your advertising message in a product that is respected and enjoyed.



**Published:** Sunday  
**Zoning:** Not available  
**Order Deadline:** Tuesday, 5:00p  
**Material Deadline:** Tuesday, 6:00p

Color deadline 24 hours prior to material deadline

### DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	SUNDAY TRAVEL READERS*	TARGETING INDEX
<b>GENDER</b>	Men	48%	48%	99
	Women	52	52	101
<b>AGE</b>	18-34	33	17	51
	35-54	40	45	113
	55+	27	38	140
<b>EDUCATION</b>	College Grad+	28	45	162
	Some College	28	28	101
<b>HOUSEHOLD INCOME</b>	\$100,000+	20	30	150
	\$75,000+	36	51	140
	\$50,000+	60	75	126
	<b>MEDIAN HHI</b>	\$59,084	\$76,227	
<b>HOUSEHOLD DATA</b>	Child(ren) in Household <18	45	25	78
	Home Owner	64	80	126
	Rent/Other	36	20	54
	Home Value \$250,000+	32	53	168
	<b>MEDIAN HOME VALUE</b>	\$250,172	\$314,765	

\*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.