

DRIVE SALES WITH AUTO MART.

Readers turn to the Chicago Tribune Auto Mart for an abundance of local dealer, manufacturer, dealer association and private party auto advertising.

Auto Mart's New Car Dealer Directory lists and highlights participating dealer locations, web sites and phone numbers.

Auto Mart's Saturday issue reaches active auto buyers on their preferred shopping day.



Published: Saturday
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	SATURDAY AUTO MART READERS*	TARGETING INDEX
GENDER	Men	48%	69%	142
	Women	52	31	60
AGE	18-34	33	36	109
	35-54	40	33	81
	55+	27	32	116
EDUCATION	College Grad+	28	30	107
	Some College	28	30	106
HOUSEHOLD INCOME	\$100,000+	20	23	114
	\$75,000+	36	44	121
	\$50,000+	60	64	107
	MEDIAN HHI	\$59,084	\$66,346	
HOUSEHOLD DATA	Child(ren) in Household <18	45	40	90
	Home Owner	64	68	107
	Rent/Other	36	32	89
	Home Value \$250,000+	32	40	125
	MEDIAN HOME VALUE	\$250,172	\$274,521	

*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.