

## FIND QUALIFIED CANDIDATES FOR YOUR OPEN POSITIONS WITH CAREERBUILDER.

More local job seekers turn to CareerBuilder in print and online than any other source when searching for a job. And even today, 54% of job seekers find newspapers the most useful source when looking for a job. Weekly features include:

- Weekly industry focuses
- Niche category banners
- Job market editorial
- Career training and education marketplaces
- WEB ID's that link your print and online ad, so qualified responders can apply online



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

Color deadline 24 hours prior to material deadline

### DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	SUNDAY CAREER BUILDER READERS*	TARGETING INDEX
<b>GENDER</b>	Men	48%	46%	95
	Women	52	54	104
<b>AGE</b>	18-34	33	34	104
	35-54	40	47	117
	55+	27	19	70
<b>EDUCATION</b>	College Grad+	28	32	117
	Some College	28	33	120
<b>HOUSEHOLD INCOME</b>	\$100,000+	20	19	93
	\$75,000+	36	38	104
	\$50,000+	60	63	104
<b>MEDIAN HHI</b>		\$59,084	\$61,926	
<b>HOUSEHOLD DATA</b>	Child(ren) in Household <18	45	47	106
	Home Owner	64	59	92
	Rent/Other	36	41	113
	Home Value \$250,000+	32	33	102
	<b>MEDIAN HOME VALUE</b>	\$250,172	\$268,734	

\*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.