

# CHICAGO'S ONLY LOCALLY FOCUSED SPORTS SITE.

If it's happening in sports around Chicagoland, you can read about it on this sports-focused site. ChicagoSports.com is the site for Chicagoland sports, with in-depth coverage of the Cubs, White Sox, Bears, Bulls, Blackhawks, and other professional sports teams as well as college and high-school sports. A large audience, including over 478,000 active registered users, keeps up with their favorite Chicago sports teams every month. Visitors also purchase sports memorabilia, interact with other die-hard fans on message boards and get their questions answered by sports authorities here in Chicago. ChicagoSports.com caters to the sports enthusiast and attracts a young, male, affluent audience.



**PAGE VIEWS PER MONTH:**  
**chicagosports.com: 13.7 million**

Source: SageMetrics October 2005

**UNIQUE VISITORS PER MONTH:**  
**chicagosports.com: 476,000**

Source: Nielsen/NetRatings, September 2005

**#1 SOURCE FOR LOCAL SPORTS**

**chicagosports.com: 31%**

**suntimes.com: 11%**

Source: The Media Audit, Jan-Feb 2004;  
 Base: Males 25-54.

Note: Includes local sports, breaking news and weather

## DEMOGRAPHIC PROFILE

### CHICAGOSPORTS.COM READERS

GENDER	Men	79%
	Women	21
AGE	18-34	33
	25-54	67
EDUCATION	Bachelor's degree or higher	47
HOUSEHOLD INCOME	\$50,000+	68

Source: Nielsen/NetRatings, September 2005



**Chicago Tribune**

What's in it for you?

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