

CHICAGOLAND'S AWARD-WINNING NEWS AND INFORMATION SITE

Chicago relies on chicagotribune.com for local news and information more than any other source. In fact, chicagotribune.com is the #1 local content site in the Chicago market, reaching nearly 2.6 million viewers per month. And more Chicagoland adults turn to chicagotribune.com for breaking news, weather, and sports than any other website.



PAGE VIEWS PER MONTH:

chicagotribune.com: 88 million +

Source: SageMetrics, October 2005

UNIQUE VISITORS PER MONTH:

chicagotribune.com: 2.6 million +

Source: Nielsen/Net Ratings, September 2005

DEMOGRAPHIC PROFILE

CHICAGOTRIBUNE.COM READERS

TOTAL ADULTS	Men	56%
	Women	44
AGE	18-34	22
	25-54	71
EDUCATION	Bachelor's Degree +	59
HOUSEHOLD INCOME	\$50,000+	66

Sources: Nielsen/NetRatings, September 2005



What's in it for you?

For more information, contact your Chicago Tribune Sales Representative or call 312-222-4150.