

CHICAGO'S LEADING ENTERTAINMENT SITE ATTRACTS THE OUT-AND-ABOUT CROWD.

Metromix is Chicago's premiere online entertainment authority, attracting nearly 725,000 unique visitors per month. It targets an active, high-income audience looking for the inside scoop on the best things to do and see. Its searchable database highlights more than 20,000 events and 15,000 destinations—including 9,000 restaurants and 2,600 bars and clubs, as well as museums, galleries, and more. The site also features more than 40,000 Reader Reviews on everything from the best places for dining and drinking to top spas, gyms and more.



PAGE VIEWS PER MONTH:
metromix.com: 15 million +

Source: SageMetrics, October 2005

UNIQUE VISITORS PER MONTH:
metromix.com: 725,000

Source: Nielsen/NetRatings, September 2005

DEMOGRAPHIC PROFILE

METROMIX.COM READERS

GENDER	Men	47%
	Women	53
AGE	18-34	32
	25-54	77
EDUCATION	Bachelor's degree+	69
HOUSEHOLD INCOME	\$50,000+	74

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.