

Chicago Tribune

Chicago, IL – #3 DMA

Reach 5.4+ million consumers each week, 75% market coverage

- The Chicago Tribune is the #1 newspaper and #1 news & information website in market
- RedEye is the #1 daily commuter paper in market

PRINT



Quick Read: RedEye
Daily: 200,000



Hispanic: Hoy, Fin de Semana
Mon-Thurs: 75,410
Friday: 100,000
Weekend: 335,735



Magazine: Chicago Tribune Magazine
Sunday: 779,440
(distributed in newspaper)

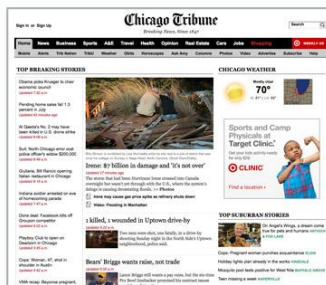


Magazine: Chicago Magazine
Monthly: 150,000

BROADCAST



DIGITAL



chicagotribune.com
UVs: 6.0 MM/6 month average
PVs: 107.9 MM/6 month average



mobile.chicagotribune.com
UVs: 464,516/6 month average
PVs: 6.5 MM/6 month average



chicagonow.com



redeyechicago.com



chicago.metromix.com



vivelohoy.com

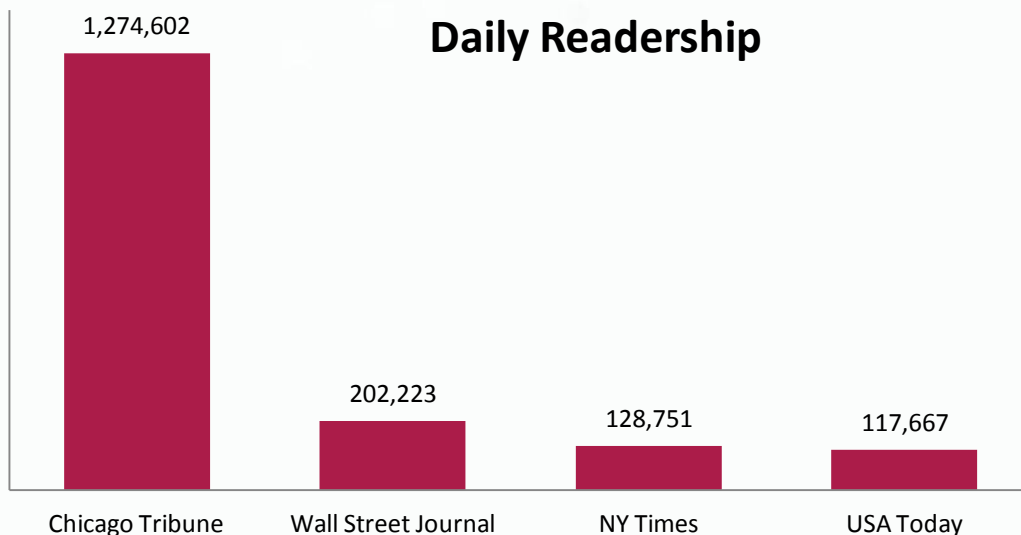
Mobile apps are also available for iPad, iPhone, Android and Blackberry platforms.

EVENTS

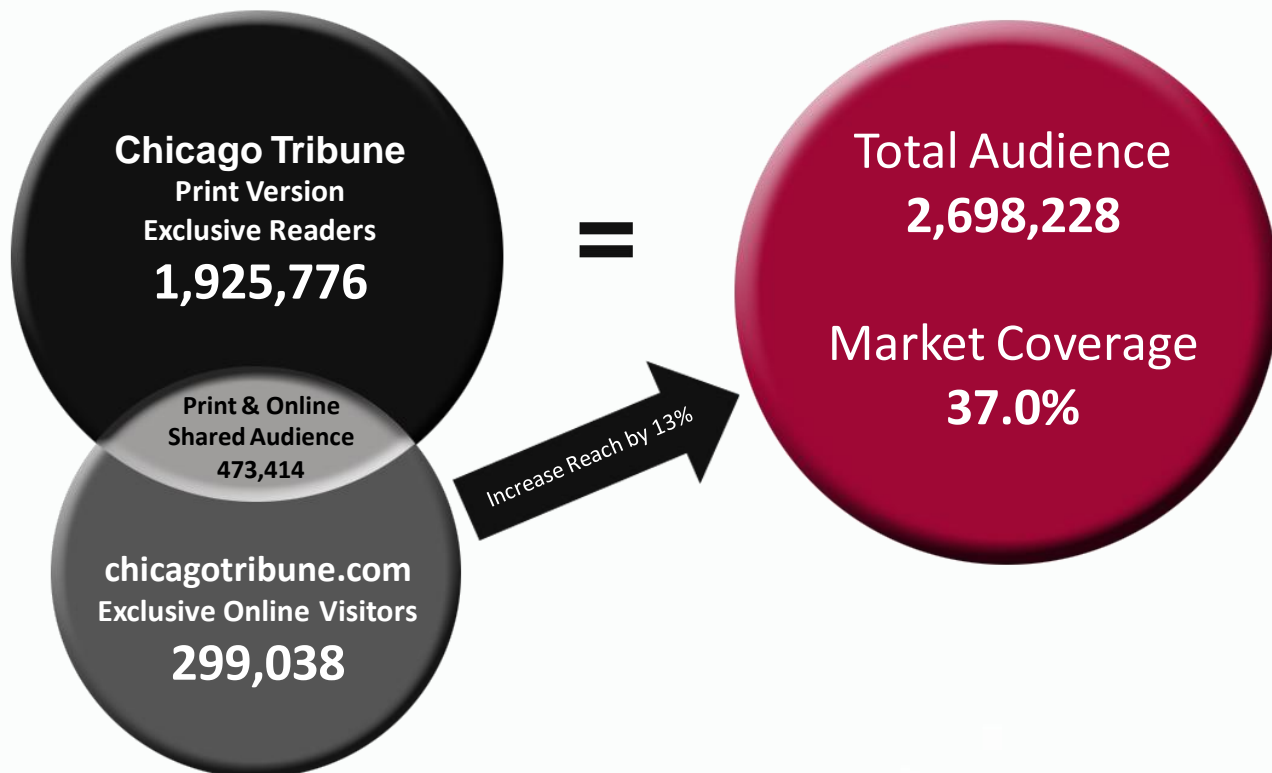
78+ annual events – Over 180,000 attendees



The Dominant Voice of the Chicago DMA



Extend Your Reach with chicagotribune.com



Market Profile:

#3 DMA in America – 9.7 million people

Population 18+	7,286,299
Median Age	45.2
Median HHI	\$63,105

College Education	59%
Employed	64%
Own Home	69%

Demographics:

Chicago Tribune Profile: Daily/Sunday	% Composition	% Coverage	Index
Male/Female	47/53	32/34	97/103
College Educated	71	40	121
Own Their Home	77	37	111
HHI \$100K+	31	40	120
Professional/Managerial	30	37	112
<i>Median HHI – \$72,028; Median Age – 50.1</i>			

chicagotribune.com Profile: Visited Site in Past 7 Days	% Composition	% Coverage	Index
Male/Female	58/42	13/9	119/82
College Educated	86	16	146
Own Their Home	76	12	110
HHI \$100K+	47	20	184
Professional/Managerial	46	19	176
<i>Median HHI – \$94,732; Median Age – 38.5</i>			

Content and Media Opportunities

	SU	MO	TU	WE	TH	FR	SA
Main News	•	•	•	•	•	•	•
Business	•	•	•	•	•	•	
Sports	•	•	•	•	•	•	•
Travel	•						
Arts & Entertain.	•	•	•	•	•	•	
Money & Real Est.	•						
Rides	•						
Sunday	•						
Good Eating				•			
Health & Family				•			
Dining					•		
On The Town						•	
Chicago Homes						•	
The Guide							•

GENERAL DEADLINES

Space:

- Color: 3 days prior to pub date
- B&W: 2 days prior to pub date

Material:

- Color: 3 days prior to pub date
- B&W: 2 days prior to pub date

DIGITAL OPPORTUNITIES



- #1 platform for Chicago's diverse online voice
- 350 blogs and growing
- Behavioral and geo-targeting
- Data capturing

Other Advertising Opportunities

Out-of-Home:

- Tribune Tower's interactive screen
- Truck mobile billboard
- In-Store digital screens
- Digital billboards
- Tribune Tower's mobile tours

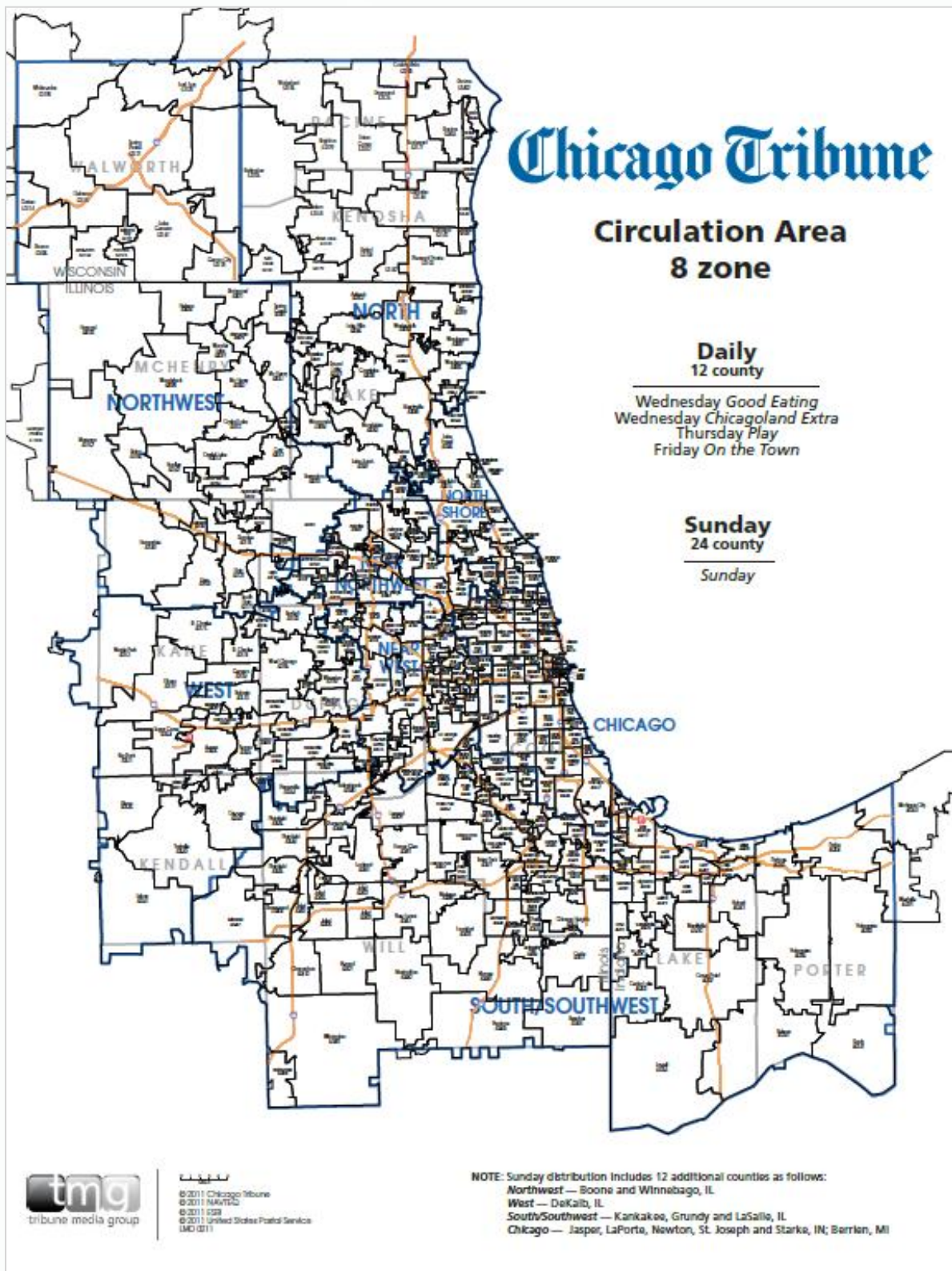
Tribune Tower

- 13,545 sq. ft. museum space
- Premier location on Michigan Avenue
- Access 50,000 pedestrians/day
- 22 million visitors each year
- 460 retail stores and more than 275 restaurants
- \$1.9 billion in retail sales generated annually
- Prominent brand signage on Michigan Avenue, the Tower's interactive windows and throughout museum interior

Chicago Tribune

Distribution Map:








Chicago Tribune Circulation – Sunday: 779,440 – Daily: 414,590



Chicago Tribune

Preprint Capabilities:

Increase market penetration by adding a preprint option to your buy

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	 <p>TribLocal Values Sub-ZIP Capability 2.6 mm Distribution (200k carrier delivered)</p>	 <p>Chicago Tribune Sub-ZIP Capability 486,000 Distribution</p>	 <p>Chicago Tribune Sub-ZIP Capability 443,000 Distribution</p>	 <p>Chicago Tribune Sub-ZIP Capability 494,000 Distribution</p>	 <p>Fin de Semana Full ZIP Code 336,000 Distribution</p>	 <p>Chicago Tribune Full ZIP Code 810,000 Distribution</p>
			 <p>RedEye ZIP Code 200,000 Distribution</p>	 <p>RedEye Full Run ONLY 200,000 Distribution</p>	 <p>TribLocal Values Sub-ZIP Capability 1.0 mm Distribution (300k carrier delivered)</p>	 <p>Deals Delivered Sunday Select Full ZIP Code 195,000 Distribution</p>
	 <p>The Mash (Thur) City/Suburban Zone 75,000 Distribution</p>	 <p>The Onion (Thur) Full Run ONLY 50,000 Distribution</p>	 <p>Hoy Full ZIP Code 73,000 Distribution</p>	 <p>Hoy Full ZIP Code 95,000 Distribution</p>	 <p>Triblocal - Carrier ZIP Capability 800,000 Distribution</p>	

NOTE: Estimated distribution quantities are subject to change. Based on Q1 '12.

Data Solutions:



Preprint Optimization™

- Tribune365 merges a client's customer data with our subscriber and recipient data to yield the best combination of geographies and insert products to reach your most desirable households



Direct Delivery Plus™

- Campaign is targeted on the front end and fully measurable on the back end, with our recipient address file available for match back and backend analysis purposes
- Can be executed using "toppers/outserts" – delivered on top of/outside certain home-delivered print products
- Replacement for Direct Mail with up to 50% savings

