



CHICAGO TRIBUNE

media group

MEDIA KIT

YOU KNOW YOUR BUSINESS; WE KNOW MEDIA

Chicago Tribune Media Group can connect your business – large or small – with your ideal audience throughout Chicagoland.

Your advantage? A comprehensive, local focus. Incomparable resources that deliver engaging content across all devices. A rich portfolio of services and partners that will meet your every need.

We've helped businesses in the city and suburbs for more than 160 years. Our capabilities and integrated marketing opportunities will set you apart.

Engage Chicagoland. Get results.

Pleased To Meet You



HOW WE DELIVER

A proven approach

Our experts specialize in crafting customized solutions designed for your needs.

Marketplace knowledge

We understand Chicagoland consumers and what it takes to reach them.

Media with impact

Reach your target customers through our diverse portfolio of media brands.

Business services

Our full range of services makes it easy to do it all.

Results

We have a proven track record of helping clients achieve success.

Hello!

GET TO KNOW THE PEOPLE OF CHICAGOLAND



Millennials A18-34

Over 40% read at least one print publication each week.²



Hispanics

Chicagoland Hispanics have over \$32 billion in buying power.⁴



Families with Kids

Over 1 million households have spent nearly \$800 /each online in the past year.²



Working Moms

4 out of 5 working moms have shopped for an item online in the past year.³



Boomers A45-64

Over 2.5 million Chicagoland Boomers spend 7.8 hours online each week.²



Your Target Audience

We can tell you when, where and how to reach your target audience in Chicagoland.

Online

91% of internet users have gone into a store after being influenced by an online experience.⁷

Newspaper

84% of newspaper readers check newspaper ads on a regular basis.⁸

Mobile

By 2017, 87% of connected devices sales will be tablets and smartphones.⁹

Magazines

Magazines have a long shelf-life, high pass-along rate and the ability to target engaged audiences.¹¹

Out of Home

The 2012-2017 projected growth rate for OOH media is the highest for all traditional media.¹⁰

Events

Event sponsorship in the U.S. was a \$20 billion business in 2013.¹³

Mail

75% of consumers say they have examined their mail more closely in recent months to search for coupons and discounts.¹⁴

Media Matters

The average Chicagoan spends over 10 hours a day exposed to media.

Engaging Consumer Brands

FULL MARKET BRANDS WITH TARGETING POTENTIAL



CHICAGO TRIBUNE

chicagotribune.com

Newspaper, Online, Magazine, Mail, Mobile, Events, Out of Home

- Award-winning, trusted journalism
- Household level targeting
- High-value, engaged audience
- #1 news website in market



INSIDE SHOPPER

Mail, Newspaper

- Chicagoland inserts & coupons
- Paper delivery or standalone
- Total market coverage: 300K HH
- Weekly wrap: 900K HH

NICHE BRANDS DESIGNED FOR UNIQUE CONSUMERS



CHICAGO MAGAZINE

chicagomag.com

Magazine, Online, Mobile, Events

- Chicago's premier luxury brand
- Published monthly
- Home + Garden edition 4x / year
- Targets residents & visitors alike



CHICAGONOW

chicagonow.com

Online, Mobile

- Network of 300+ blogs
- Wide range of topics / audiences
- Custom-branded blogs available
- Blog sponsorship opportunities



HOY

vivelohoy.com

Newspaper, Online, Mail, Mobile, Events, Out of Home

- Connects with local Hispanics
- Chicago's #1 Spanish-language daily
- Bilingual website – Spanish / English
- Engaging events



THE MASH

themash.com

Newspaper, Online, Mobile, Events

- Chicago's one-of-a-kind teen brand
- Written for teens, by teens
- High school / teen center distribution
- 75% students read 2-3 times /month



METROMIX

metromix.com

Online, Mobile

- Features what to do in Chicagoland
- Built for all-ages
- Dining, entertainment, nightlife, etc.
- New website launched in 2015



REDEYE

redeyechicago.com

Newspaper, Online, Mobile, Events

- A brief & clever take on news & more
- Over 3.4K distribution points
- Chicago focus / diverse topics
- New website launched in 2015

Engaging Consumer Brands

POWERFUL BRANDS IN SUBURBAN COMMUNITIES

THE Beacon-News

THE BEACON-NEWS

aurorabeaconnews.com

Newspaper, Online, Mobile

- Community news since 1846
- Over 70% of audience own home
- Target: Western suburbs
- Published M-F and Sunday

THE COURIER-NEWS

THE COURIER-NEWS

elgincouriernews.com

Newspaper, Online, Mobile

- Community news since 1874
- 80% of audience own home
- Target: North / Northwest suburbs
- Published M-F and Sunday

DAILY Southtown

DAILY SOUTHTOWN

dailysouthtown.com

Newspaper, Online, Mobile

- Community news since 1906
- 80% of audience own home
- Target: South suburbs / 3 Zones Sun
- Published M-F and Sunday

LAKE COUNTY NEWS-SUN

LAKE COUNTY NEWS-SUN

newssunonline.com

Newspaper, Online, Mobile

- Community news since 1842
- Over 1/3 of audience has \$75K+ HHI
- Target: North suburbs
- Published M-Sat (Weekend Edition)

naperville your city. your magazine.

NAPERVILLE MAGAZINE

napervillemagazine.com

Magazine, Online

- Award-winning lifestyle magazine
- Affluent audience - \$500K+ HV*
- Target: Naperville & Western suburbs
- Published monthly / range of topics

NAPERVILLE SUN

NAPERVILLE SUN

napersun.com

Newspaper, Online, Mobile

- Community news since 1935
- 45% of audience has \$100K+ HHI
- Target: Western suburbs
- Published Wed, Fri & Sunday

Pioneer Press

PIONEER PRESS

chicagotribune.com/suburbs

Newspaper, Online, Mobile

- 32 weekly community papers
- 6 Chicagoland zones
- Includes The Doings publications
- Published every Thursday

Post-Tribune

POST-TRIBUNE

post-trib.com

Newspaper, Online, Mobile

- Community news since 1908
- 62% of audience own home
- Target: Northwest Indiana (NWI)
- Published every day / 3 Zones Sun

Trib LOCAL

TRIBLOCAL

triblocal.com

Newspaper, Online, Mobile

- Local community news & happenings
- Aggregated suburban stories & photos
- 5 unique weekly print editions
- Thursday topper to Chicago Tribune

* HV = Home Value

Classified Marketplaces / Events

DELIVERING ALL OF YOUR CLASSIFIED NEEDS



CAREERBUILDER

careerbuilder.com

Online, Mobile

- America's #1 online recruitment site
- Local and national reach
- Backed by a network of 1K+ partners
- Scalable solutions for every budget



CARS.COM

cars.com

Online, Mobile

- #1 destination for online car shoppers
- Local and national reach
- Backed by expert advice
- Dealer chat, guided search & more



CARS MAGAZINE

Magazine

- #1 used car magazine source
- Local source for auto news & pricing
- 40K free copies distributed weekly
- Ability to add QR codes



HOMEFINDER.COM

homefinder.com

Online, Mobile

- Online real estate shopping made easy
- Tools for home buyers and sellers
- Backed by 120+ newspaper sites
- Enhanced listings, reporting, and more



TRIBUNE RECRUITMENT SERVICES

tribunerecruitmentservices.com

Online

- Full-service recruitment solution
- 100+ years of experience
- Network of print + digital resources
- Recruit360: full life-cycle recruiting



TRIBUNE EVENTS GROUP

tribuneeventsgroup.com

Events

- Chicagoland event expertise
- Signature and custom events
- Range of venue services
- CTMG promotional resources



TRIB NATION EVENTS

chicagotribune.com/tribnation

Events

- Events that encourage conversation
- 50+ events produced each year
- Range of critics, columnists & celebrities
- Seminars, workshops & more



PRINTER'S ROW LIT FEST

Events

- #1 outdoor literary festival in Midwest
- Approximately 125K attendees
- Typically 5 tented blocks of activities
- Stages with programming / events

Business Services

TAP INTO OUR EXPERTISE



CHICAGO TRIBUNE CONTENT SOLUTIONS

tribunecontentsolutions.com

- Full-service digital marketing expertise
- Team of storytellers & strategists
- Website dev. / paid search / SEO
- Content marketing / Social media



MEDIAWORKS

mymediaworks.com

- Optimized media campaign solutions
- Utilizes publisher data for insights
- Reach up to 70% of the U.S.
- Data-driven analysis & media insight



TRIBUNE DIRECT

tribunedirect.com

- Scalable direct market solutions
- Local and national reach
- Certified list broker
- Online, email, and mobile solutions

Creative Services

- Smart, savvy creative solutions
- Marketing campaign development
- Multi-channel designs
- Customized to business needs

Content Solutions

- Aligns brands with engaging content
- Custom publication development
- Sponsored & themed sections
- Multiple targeted distribution options

Co-op Advertising

- Dedicated co-op team
- Identifies earned manufacturer dollars
- Simple process
- Custom marketing plans

Extended Partnerships

- CTMG's network of media partners
- Includes WGN-TV, WGN Radio & CLTV
- Integrated messaging across platforms
- Extend reach up to 90% of Chicagoland

Out of Home

- Custom solutions with impact
- Reach targets near point of purchase
- Compliment existing media buys
- Includes billboards, taxi tops & more

Preprint Network

- Effective, flexible network of options
- Tap into a loyal newspaper audience
- Reach opt-in non-subscribers
- Zip Code / Household level targeting

Results

As part of our Charitable Foundation, Coldwell Banker Residential Brokerage is proud to partner with the Ronald McDonald House. We are especially thrilled to see all of the excitement and fun that the guests have at the downtown location when they use the Photo Kiosk to share and send photos to friends and loved ones. The Kiosk has brought many smiles to those who need them, and we couldn't be happier with how that helps our community.

*Chris Haran,
Director of Strategic
Planning and Initiatives
Coldwell Banker
Residential Brokerage*

Chicago Tribune Media Group: outstanding, energetic and professional. It's always a pleasure to work with them. Their help has been a great asset to OAK Orthopedics.

*Mark Sutton,
Director of Practice
Development
OAK Orthopedics*

Chicago Tribune Media Group is an excellent partner for Goodman Theatre. In addition to providing some of the most impactful advertising mediums in Chicagoland, they have become a valuable media sponsor, providing additional support for the work we do on our stages.

*Jay Corsi,
Director of Advertising
& Sales
Goodman Theatre*

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SOURCES:

1. Nielsen Claritas, 2013; 2. Scarborough Chicago Tribune Custom Recontact Study, R1 2013; 3. Scarborough R1, 2013; 4. Ipsos 2012 U.S. Diversity Markets Report; 5. August 2012 Nielsen/BoomAgers Report; 6. Nielsen, 2013; 7. Dimensional Research, 'Technology Blurs the Line of Online vs In-Store Shopping', December 2012; 8. NAA, 'How America Shops and Spends', 2013; 9. IDC, 'Worldwide Smart Connected Device Forecast', September 2013; 10. Outdoor Advertising Association; 11. The Association of Magazine Media; 12. Nielsen Audio/Media Monitors/Coleman Insights; 13. IEG annual sponsorship report, 2013; 14. USPS 2012 Mail Moment Study; 15. Media Audit 2010