



CHICAGO TRIBUNE

media group

MEDIA KIT

YOU KNOW YOUR BUSINESS; WE KNOW MEDIA

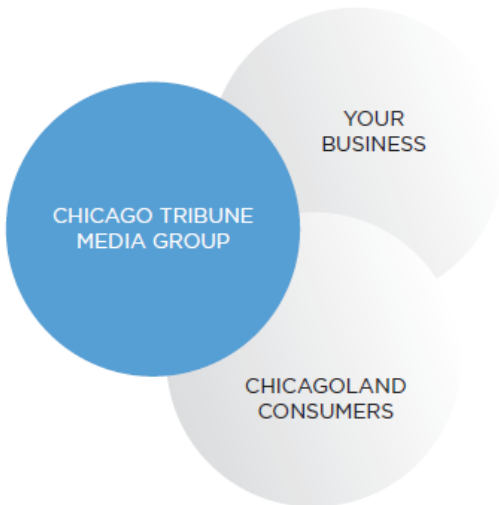
Chicago Tribune Media Group can connect your business – large or small – with your ideal audience throughout Chicagoland.

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 170 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 range of services makes it easy to do it all.

Results

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

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 2x / year
- Targets residents & visitors alike



SPLASH MAGAZINE

chicagoplash.com

Magazine, Online

- Chicago's dose of style, society, and celebrity
- Average Household Income is \$104K
- Distributed with the Sunday Chicago Tribune to the most affluent communities and in high profile points of interest throughout Chicagoland
- Published twice a month



HOY

Chicagotribune.com/hoy

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

- Connects with local Hispanics
- Chicago's largest distributed Spanish language publication
- Culturally relevant website for Spanish and English speaking Hispanics
- Bilingual cross channel marketing platform



METROMIX

metromix.com

Online, Mobile

- Features what to do in Chicagoland
- Built for all-ages, city and suburban
- Dining, entertainment, nightlife, etc.



REDEYE

chicagotribune.com/redeye

Online, Mobile, Events, Newspaper

- Robust dining and entertainment portfolio
- Expanded digital reach through social media and informative newsletters
- Thursday print edition delivers Eat. Drink. Do. contents
- Over 3.4K distribution points



CHICAGONOW

chicagonow.com

Online, Mobile

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

Engaging Consumer Brands

POWERFUL BRANDS IN SUBURBAN COMMUNITIES

THE Beacon-News

THE BEACON-NEWS

aurorabeaconnews.com

Newspaper, Online, Mobile

- Community news since 1846
- Target: Western suburbs
- Published M-F and Sunday

THE COURIER-NEWS

THE COURIER-NEWS

elgincouriernews.com

Newspaper, Online, Mobile

- Community news since 1874
- Target: North / Northwest suburbs
- Published Wed, Fri & Sunday

DAILY Southtown

DAILY SOUTHTOWN

dailysouthtown.com

Newspaper, Online, Mobile

- Community news since 1906
- 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
- 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
- Target: Western suburbs
- Published Wed, Fri & Sunday

Pioneer Press

PIONEER PRESS

chicagotribune.com/suburbs

Newspaper, Online, Mobile

- 33 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
- Target: Northwest Indiana (NWI)
- Published every day / 3 Zones Sun

Business Services

TAP INTO OUR EXPERTISE



tribune publishing
recruitment services

TRIBUNE PUBLISHING RECRUITMENT SERVICES

jobs.chicagotribune.com

- Digital:
 - o Chicago Tribune job board: Jobs.chicagotribune.com
 - o MaxRecruit – Indeed, Jobs2Careers, Glassdoor, Google for Jobs, & more
 - o CareerBuilder
 - o Additional niche network sites
- Chicago Tribune print advertising
- Sourcing and screening service
- Career fairs

Preprint Network

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

Out of Home

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

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