



**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.

### Results

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

# ENGAGE YOUR AUDIENCE WITH THESE POWERFUL TITLES

## FULL MARKET BRANDS WITH TARGETING POTENTIAL



CHICAGO TRIBUNE

[chicagotribune.com](http://chicagotribune.com)

Digital, Print

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



SUNDAY SELECT (INSIDE SHOPPER)

Inserts

- Sunday home delivery to households who choose to receive it
- No duplication with the Chicago Tribune subscribers
- 237,000 distribution in 110 zip codes
- Accept both ROP ads and preprints

## NICHE BRANDS



CHICAGO MAGAZINE

[chicagomag.com](http://chicagomag.com)

Magazine, Digital, Events

- Chicago's premier luxury brand
- Home + Garden edition 2x/ year
- Targets residents & visitors alike
- Published monthly



SPLASH MAGAZINE

[chicagosplash.com](http://chicagosplash.com)

Magazine, Digital

- Chicago's dose of style, society, and celebrity
- Distributed with the Sunday Chicago Tribune to the most affluent communities and in high profile points of interest throughout Chicagoland
- Published monthly



NAPERVILLE MAGAZINE

[napervillemagazine.com](http://napervillemagazine.com)

Magazine, Digital

- Award-winning premier lifestyle publication of Chicago's west suburbs
- Largest distribution and broadest reach in the area
- Published monthly



Fin de Semana

[Chicagotribune.com/espanol](http://Chicagotribune.com/espanol)

Print, Digital

- Weekend Spanish tabloid publication
- Primarily home-delivered to Spanish-speaking households in 95 zip codes
- Preprint targeting by zip code available



REDEYE

[chicagotribune.com/redeye](http://chicagotribune.com/redeye)

Digital, Print

- Robust dining and entertainment portfolio
- Expanded digital reach through social media and informative newsletters
- Thursday print edition delivers Eat. Drink. Do. content



CHICAGONOW

[chicagonow.com](http://chicagonow.com)

Digital

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

# ENGAGE YOUR AUDIENCE WITH THESE POWERFUL TITLES

## POWERFUL TITLES IN SUBURBAN COMMUNITIES

### THE **Beacon-News**

THE BEACON-NEWS

[aurorabeaconnews.com](http://aurorabeaconnews.com)

Print, Digital

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

### THE **COURIER-NEWS**

THE COURIER-NEWS

[elgincouriernews.com](http://elgincouriernews.com)

Print, Digital

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

### DAILY **Southtown**

DAILY SOUTHTOWN

[dailysouthtown.com](http://dailysouthtown.com)

Print, Digital

- Community news since 1906
- Target: South suburbs / 3 Zones Sun
- Published M-F and Sunday

### LAKE COUNTY **NEWS-SUN**

LAKE COUNTY NEWS-SUN

[newsunonline.com](http://newsunonline.com)

Print, Digital

- Community news since 1842
- Target: North suburbs
- Published M-Sat (Weekend Edition)

### **NAPERVILLE SUN**

NAPERVILLE SUN

[napersun.com](http://napersun.com)

Print, Digital

- Community news since 1935
- Target: Western suburbs
- Published Wed, Fri & Sunday

### **Post-Tribune**

POST-TRIBUNE

[post-trib.com](http://post-trib.com)

Print, Digital

- Community news since 1908
- Target: Northwest Indiana (NWI)
- Published everyday

## **Pioneer Press**

PIONEER PRESS

[chicagotribune.com/suburbs](http://chicagotribune.com/suburbs)

Print, Digital

- 33 weekly community papers
- 6 Chicagoland zones
- Primarily targets North Shore, north and near west suburbs
- Published every Thursday

# CHICAGO TRIBUNE



media group

Chicago Tribune Media Group  
160 N. Stetson Ave.  
Chicago, IL 60601  
[chicagotribunemediagroup.com](http://chicagotribunemediagroup.com)  
Phone: 312-222-5995