CHICAGO TRIBUNE
media group
MEDIA KIT

# Pleased To Meet You

## 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.

## 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

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

Magazine, Digital, Events

- Provides most authoritative coverage of the best in dining, the arts, style and urban life
- Targets residents & visitors alike
- Published monthly

### NAPERVILLE MAGAZINE

napervillemagazine.com

Magazine, Digital

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

### CHICAGONOW

chicagonow.com

Digital

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

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## POWERFUL TITLES IN SUBURBAN COMMUNITIES

### THE BEACON-NEWS
aurorabeaconnews.com
Print, Digital

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

### THE COURIER-NEWS
elgincouriernews.com
Print, Digital

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

### DAILY SOUTHTOWN
dailysouthtown.com
Print, Digital

- Community news since 1906
- Target: South suburbs
- Published M-F and Sunday

### LAKE COUNTY NEWS-SUN
newssunonline.com
Print, Digital

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

### NAPERVILLE SUN
napersun.com
Print, Digital

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

### POST-TRIBUNE
post-trib.com
Print, Digital

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

### PIONEER PRESS
chicagotribune.com/suburbs
Print, Digital

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

### CROWN POINT STAR
chicagotribune.com/suburbs
Print, Digital

- Local guide for Lake County, Indiana residents
- Paid, weekly mailed
- Published every Thursday

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