



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

Digital, Print

- Award-winning, trusted journalism
- Household level targeting, premium content
- Engaged audience
- #1 circulated newspaper in market



MIDWEEK TOTAL MARKET COVERAGE (INSIDE SHOPPER)

Inserts

- The Midweek program is a total market coverage program delivered each week to over 2.6 million homes in Chicagoland
- Distributed in an alliance with "Save" shared-mail
- The non-subscriber base is de-duplicated from the Wednesday Chicago Tribune home delivery subscriber base
- The Wednesday Chicago Tribune home delivery and TMC bundle is efficient in reaching all households within a geography without any duplication

NICHE BRANDS



MAGAZINE

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



your city. your magazine.

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

ENGAGE YOUR AUDIENCE WITH THESE POWERFUL TITLES

POWERFUL TITLES IN SUBURBAN COMMUNITIES

THE **Beacon-News**

THE BEACON-NEWS

chicagotribune.com/suburbs

Print, Digital

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

THE **COURIER-NEWS**

THE COURIER-NEWS

chicagotribune.com/suburbs

Print, Digital

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

DAILY **Southtown**

DAILY SOUTHTOWN

chicagotribune.com/suburbs

Print, Digital

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

LAKE COUNTY **NEWS-SUN**

LAKE COUNTY NEWS-SUN

chicagotribune.com/suburbs

Print, Digital

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

NAPERVILLE SUN

NAPERVILLE SUN

chicagotribune.com/suburbs

Print, Digital

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

Post-Tribune

POST-TRIBUNE

chicagotribune.com/suburbs

Print, Digital

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

Pioneer Press

PIONEER PRESS

chicagotribune.com/suburbs

Print, Digital

- 29 weekly, tabloid community papers
- 4 Chicagoland zones
- Primarily targets North Shore, north and near west suburbs
- Published every Thursday

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