



**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, 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



### CHICAGO MAGAZINE

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

# ENGAGE YOUR AUDIENCE WITH THESE POWERFUL TITLES

## POWERFUL TITLES IN SUBURBAN COMMUNITIES

### THE **Beacon-News**

#### **THE BEACON-NEWS**

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

Print, Digital

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

### DAILY **Southtown**

#### **DAILY SOUTHTOWN**

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

Print, Digital

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

### **NAPERVILLE SUN**

#### **NAPERVILLE SUN**

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

Print, Digital

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

### **Post-Tribune**

#### **POST-TRIBUNE**

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

Print, Digital

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

## **Pioneer Press**

#### **PIONEER PRESS**

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

Print, Digital

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

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