



2011 Media Kit

Your Chicago Advertising & Business
Solutions Partner

Table of Contents

- Marketplace Overview
- Chicagoland Consumer Profile
- What We Offer
- Portfolio Overview
- A Proven Approach
- Business Solutions
- Results
- Corporate Philanthropy
- Contact Us



Marketplace Overview

» Chicagoland is an in-demand marketplace.

- Chicagoland is the 3rd largest market in the U.S.
- DMA of 9.7 million people is slightly larger than the country of Sweden
- Home to 65 international and 149 U.S. business centers
- Home to over 200 theaters
- 2010 Sporting News “Best Sports City”
- Home to 60+ major corporations
- Composed of 14 counties across 3 states (IL/IN/WI)



Sources: 2009 Census estimate; Other sources provided by Tribune Media Group Market Research Team.

Chicagoland Consumer Profile

» Chicagoland consumers are diverse and have buying power.

- 3rd largest DMA market by African American population
- 5th largest market by both Asian American and Hispanic population
- Men (49%) / Women (51%)
- Household annual income \$75K+ (43%)
- Home Value \$250K+ (33%)
- 70% of adults age 18+ own their home
- 62% of adults age 18+ are employed
- 30% of the DMA is between the ages of 18-34
- 40% of the DMA is between the ages of 35-54
- 30% of the DMA is age 55+



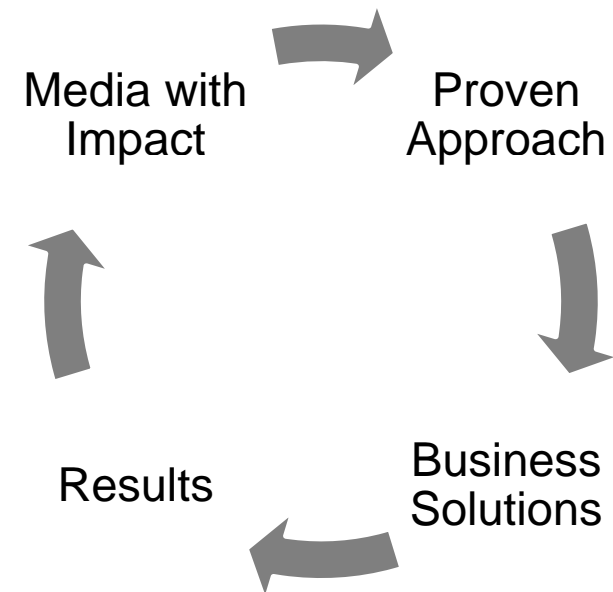
What We Offer

» More Than Media

We understand that every business is unique. Our combination of media, services, and a proven approach allow us to deliver customized solutions that align with your needs – helping your business to achieve results.

How we deliver:

- **Media with Impact:** Our diverse portfolio of media brands reach 90% of the marketplace.
- **A Proven Approach:** Our experts specialize in crafting solutions just for you.
- **Business Services:** Our full range of agency services take your campaigns to the ultimate level.
- **Results:** We have a proven track-record of helping clients achieve success.



Portfolio Overview

» Media With Impact

Mass Reach Brands with Targeting Capabilities

Brands Chicagoans know & trust. Can deliver your message market-wide and on a targeted level.



Targeted / Niche Brands

Designed for the diverse needs of Chicagoland consumers, these brands reach and engage at a targeted level.



Business Services

Our experts are on-hand to take your campaign to the next level.



- » Co-Op Advertising
- » Content Solutions
- » Creative Services
- » Mobile Solutions
- » Out of Home
- » Preprint Network

A Proven Approach

» Tailored to Your Needs

From small and local businesses, to media buyers and agencies – we follow an approach that conforms to the unique needs of your business.



Discovery

- Discuss brand & industry
- Clarify goals & audience
- Confirm timing & budget
- Identify metrics for success

Strategy

- Uncover key insights
- Profile target consumers
- Build strategic plan
- Gain agreement

Design

- Integrate campaign solutions
- Craft unique content
- Discuss creative execution

Implementation

- Deliver customized plan
- Provide campaign support

Evaluation

- Measure results during / after
- Present findings
- Identify future opportunities

Business Solutions

» Services That Generate Results

We provide a variety of full-service solutions that can take your campaign to the next level. Not only that, our experts on are on hand to provide support every step of the way.

Creative Services

- Campaign design
- Ad creation
- Video production

435 Digital

- Web design & dev.
- SEO
- Social Media
- Training

Tribune Direct

- Direct Mail
- Email Marketing
- Printing Services

Co-Op Advertising

- Process Management
- Research

Preprint Network

- Share Mail
- ZIP Code targeting
- EZ Targets

Content Solutions

- Custom content
- Content networks

Mobile Solutions

- Mobile Strategies
- QR Codes
- SMS / Text Campaigns

Out of Home

- Digital Signs
- Billboards
- Tribune Trucks

Tribune Events Group

- Custom Events
- Partnership Events
- Sponsorships

Results

» Customer Testimonials

Our philosophy is simple: to drive results for your business. Here is what a few of our customers have to say:



"I want to thank you for recommending the insert that I did with you in 2010. I am very diverse with my advertising and I did not see near the results with other ads as I did with the Tribune insert. We advertised Miele for 12 months and this is the only place I advertised Miele. I saw a 21% increase in my Miele business versus 2009 totals. In a challenging economy, with \$40 vacuums available at every big box store in the area, I find these numbers to be remarkable."

Ron Vohs, President - Best Vac



"Nearly every registrant for our Rundown Alzheimer's event told us they saw our ad in RedEye. You delivered the perfect target market for this event. Also, your staff could not have been more helpful from every aspect: planning, designing, even dropping off materials to the distribution center was great!"

**Nancy Rainwater, Director - Alzheimer's Association,
Greater Illinois Chapter**



"I recommend the Tribune to business colleagues all the time. It has been a great advertising tool and brought so much business through my doors. The customer service I have received from you and your colleagues has been excellent. Your advertising knowledge, input and professionalism is outstanding."

Alice McNulty, Owner - Elite Children's Academy

For more testimonials, visit
tribunemediagroup.com

Corporate Philanthropy

» Helping Your Business Give Back

The Chicago Tribune supports community organizations through grant-making, event sponsorship, editorial and in-kind gifts. Our goal is to raise the profile of our nonprofit partners and the issues they are championing for Chicagoland's under-served youth and families. These issues include: education and literacy, job training and family strengthening.

"We have a unique perspective on our Chicago area - we see the cracks in its foundation up close and personal everyday – and we want to do more than just report on it.

That's why we're committed to strengthening today's youth and families in an effort to provide a more promising tomorrow for all of us."

Tony Hunter
President, Publisher, CEO Chicago Tribune



Contact Us

➤ For more information on a customized, multi-media solution, contact your Tribune Media Group Account Executive, or reach us at:

Tribune Media Group
435 N Michigan Ave, TT200
Chicago, IL 60611
Phone: 312.222.5995
Online: www.tribunemediagroup.com