

2013 MEDIA KIT



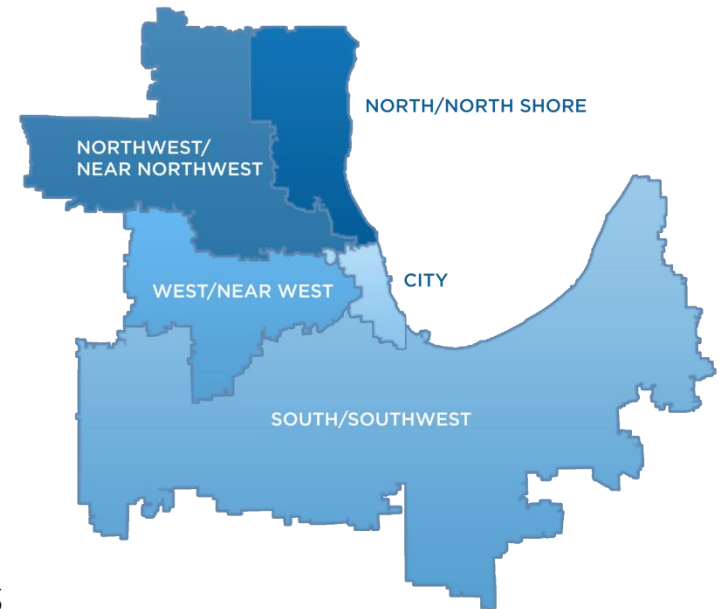
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MARKETPLACE OVERVIEW

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
- City of Chicago is home to 11 Fortune 500 companies
- Composed of 14 counties across three states – IL/IN/WI
- Over 200 theaters



CHICAGOLAND CONSUMER PROFILE

Chicagoland consumers are diverse and have buying power.

- 2nd largest DMA, second to NYC
- 5th largest market by both Asian American and Hispanic population
- Men (49%) / Women (51%)
- Household annual income \$75K+ (43%)
- Home value \$250K+ (26%)
- 70% of adults age 18+ own their home
- 63% of adults age 18+ are employed
- 31% of the DMA is between ages 18-34
- 38% of the DMA is between 35-54
- 31% of the DMA is 55+



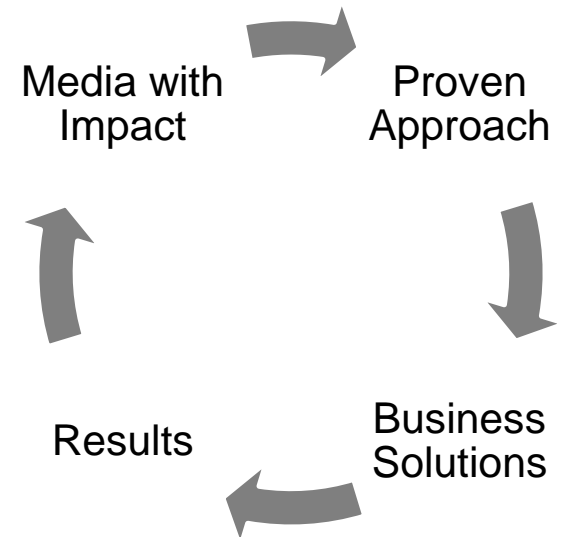
WHAT WE OFFER

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

» Tribune Media Group

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

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 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

Out of Home

- Digital Signs
- Billboards
- Elevate Digital

Content Solutions

- Custom content
- Content networks

LocalTrack

- SEO/Content Marketing
- Web/Mobile/Social
- Video Production

Mobile Solutions

- Mobile Strategies
- QR Codes
- SMS / Text Campaigns

Preprint Network

- Shared Mail
- ZIP Code targeting
- EZ Targets

DataWorks

- Data-centric Campaign Solutions
- Campaign Performance - ROI
- Scalability Across Top Markets

Co-Op Advertising

- Process Management
- Research

Tribune Events Group

- Custom Events
- Partnership Events
- Sponsorships

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.



CONTACT US

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

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