

RedEye Daily Spring QUICKFAX

We keep growing! Year over year, daily readership increased 35%!

READERSHIP

Daily: Average issue reach is **377,089**
 Weekly: 5 - issue cume reach is **799,394**

RedEye is the #1 Daily Newspaper in the City!

DEMOGRAPHICS

Male	50%	Single	60%
Female	50%	Live in City	76%
18-34	46%	Homeowners	40%
35-44	18%	Employed	81%
45-54	25%	Average HHI	\$75,673

DISTRIBUTION

200,000 copies
 daily at over 3,500
 locations in the City!

SPECIAL SECTIONS

April

- 4/2 NCAA Tourney Bracket (3)
- 4/9 NCAA Tourney Bracket (4)

CONTENT: Daily features

News, Sports, Pop Culture, Original Columnists, Nightlife, and more!



CONTENT: Weekly features



Monday
Careers

Tuesday
Fitness

Wednesday
Metromix
Nightlife Guide

Thursday
Shopping

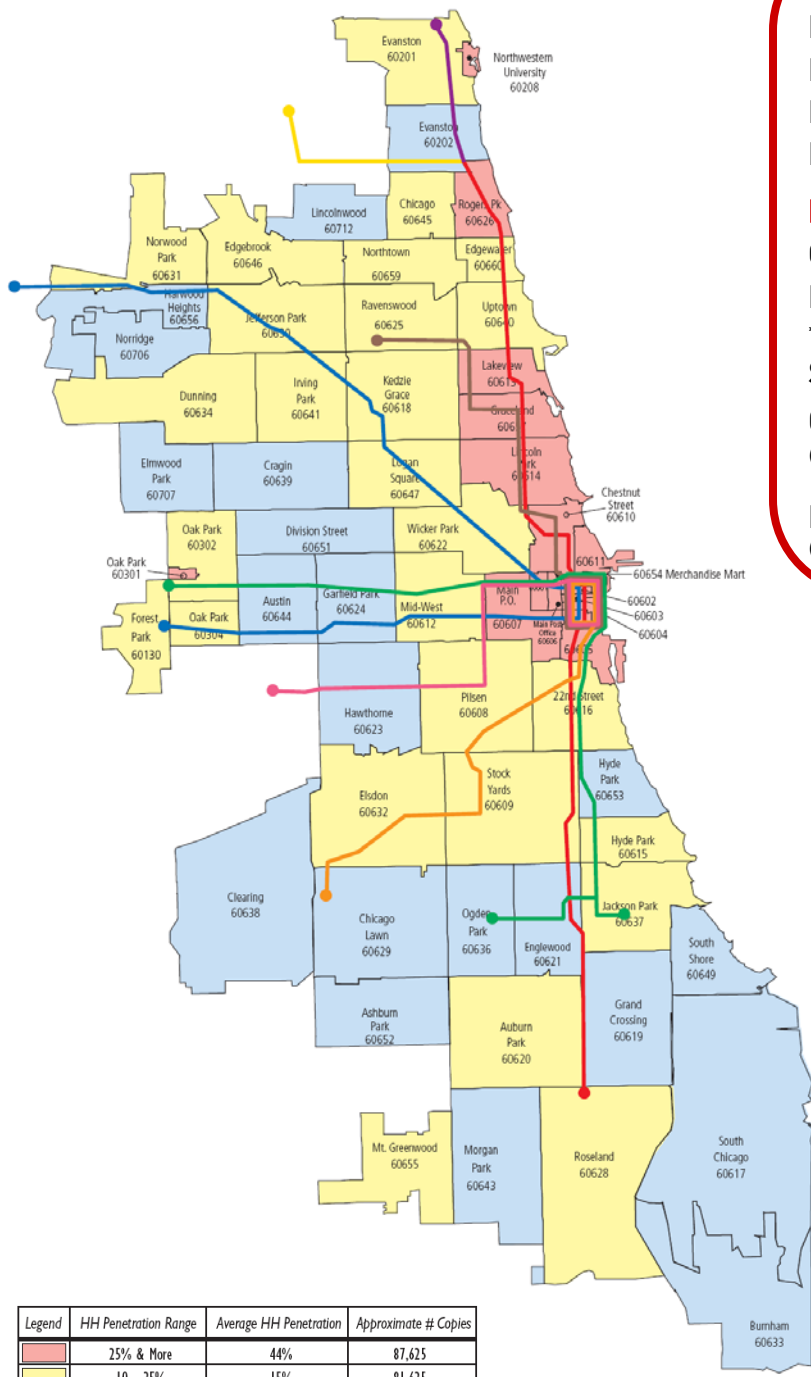
Friday
Movies



Chicago Tribune Media Group
 More Reach. More Results.

RedEye's Daily Footprint Covers Key City Locations

RedEye Distribution Based On Household Penetration



Legend	HH Penetration Range	Average HH Penetration	Approximate # Copies
	25% & More	44%	87,625
	10 - 25%	15%	81,625
	< 10%	4%	16,100

Daily Distribution **200,000**

Distribution Points 3,563

Honor Boxes 2,313

Retail Outlets 1,235

Promoters 15

High Traffic Locations:

CTA Locations 555

Metra Stations 205

* Does not include stops in Indiana or Wisconsin

Starbucks 299

College Outlets 125
(including 29 campuses)

Non-traditionals 94
(Bars, gyms, restaurants, etc.)

Retail Distribution Partners

For more information contact your local sales representative or **Lisa Schmitz** at 312-222-4131