

ChicagoSports.com

TRY TO KEEP UP.

Bears Blackhawks Bulls Cubs WhiteSox Soccer Golf College Prep

Chicago's only locally focused sports site.

If it's happening in sports around Chicagoland, you can read about it on this sports-focused site. ChicagoSports.com is the site for Chicagoland sports, with in-depth coverage of the Cubs, White Sox, Bears, Bulls, Blackhawks, and other professional sports teams as well as college and high-school sports. A large audience, including over 428,000 active registered users, keep up with their favorite Chicago sports teams every month. Visitors also purchase sports memorabilia, play trivia games, interact with other die-hard fans on message boards and get their questions answered by sports authorities here in Chicago. ChicagoSports.com caters to the sports enthusiast and attracts a young, male, affluent audience.

The screenshot shows the ChicagoSports.com website interface. At the top, there are navigation links for 'more news: chicagotribune.com metromix.com | classifieds: jobs cars homes shopping'. The main header features the 'ChicagoSports.com' logo, 'powered by the Chicago Tribune TRY TO KEEP UP.', and a '159th.com' banner with '6,000 Vehicles'. Below the header is a search bar and a 'Please register or log in' link. The left sidebar contains a 'NEWS & NUMBERS' menu with links for Bears, Blackhawks, Bulls, Cubs, White Sox, Soccer, Golf, College, Preps Plus, Columnists, Scores & Stats, and MORE SPORTS (Chicago Wolves, Chicago Rush, Recruiting, On the Air, Message Boards, Gil Thorp, Horse Racing, International Sports, Auto Racing). The main content area features a 'RACE FANS' section with a registration prompt, 'TOP HEADLINES' with a story about a basketball game, and a 'Down on the Farm' section. The right sidebar includes a 'Bears Gear' advertisement, a 'Columnist' section with Mike Downey, Fred Mitchell, and Teddy Greenstein, and an 'Advertising' section with a United.com ad and flight prices.

ChicagoSports.com Demographics

Age: 18-34 years old	33%	Male	79%	428,000 unique users per month <i>Source: Nielsen/NetRatings, May 2005</i>
25-54 years old	67%	Female	21%	
Education:		HHI \$50K+	68%	11 million page views per month <i>Source: Sage Metrics, April 2005</i>
Bachelor's degree or higher	47%			

**Source: Nielsen/NetRatings, May 2005*

For more details, please contact your local Chicago Tribune Interactive Sales Manager, or call (312) 222-2583.