

Quick Facts

Key metrics and sectional information are based on a combination of Omniture Metrics, CTI's internal analytics system and Nielsen Net Ratings

Unique Visitors:

The total number of unique users who have visited a web site during the month

Visit:

The number of times visitors have visited a web site during the month. A unique visitor can be counted as 2 or more visits if s/he has visited the same web site more than once during the month during different sessions.

Page Views:

The number of pages viewed by all the users during the month. This is different from "Ad Impressions" because there can be multiple ads on one page, meaning multiple "ad impressions," but only one page view.

Online Advertising:

The number of times an ad appears on a given web site is called an impression, which is primarily how Tribune online ads are sold. The cost is usually quoted in cost per thousand impressions (CPM).

Key metrics: March 2007

	CTI	chicagotribune	metromix	ChicagoSports
Unique Visitors *	2,910,000	2,073,000	459,000	254,000
Visits	16,706,157	12,270,619	1,681,537	2,754,001
Page Views	88,745,269	63,039,271	13,264,774	12,441,224
Avg Pgs./Visitor	n/a	12	11	13
Avg Min./Visitor	n/a	20.11	10.93	20.42

Source: *Nielsen/NetRatings March 2007, Omniture March 2007 (Metrics are for all users and are not limited to Chicagoland), ^Insufficient sample size for Metromix and ChicagoSports.com in Nielsen, Omniture does not report on CTI Rolled Up Avg Pages and Min per Visitor

- CTI as a whole were flat in their unique visitors vs. YA (March '06 UVs = 2,907K).
- According to Nielsen, CT.com UVs compared to YA were slightly down. Due to the insufficient Nielsen sample sizes for MMX and CS.com, we are unable to conclusively determine the change in UVs compared to YA. However, when looking at internal data (non-audited) we see the increases for CT.com, MMX and CS.com as +29%, +13%, and +14% respectively. (source: Omniture March 2006 & 2007)
- Compared to other news sites (specifically suntimes vs. ct.com) we "out-engage" the competition on average by 8 more pages viewed per visitor and almost 3x more min spent on the site per visitor than suntimes.com. (source: ComScore Local March 2007)

Sectional Readership

Percentage of Page Views

chicagotribune.com		metromix.com		ChicagoSports.com	
News	28%	Search	29%	Baseball	29%
Home Page	27%	Dining	19%	Home Page	25%
Classifieds	18%	Home Page	12%	Football	12%
Sports	6%	Bars & Clubs	10%	Basketball	9%
Entertainment	5%	Events	8%	Preps	8%
Services	5%	Movies	6%	Columnists	5%
Business	4%	Holiday	4%	College	5%
Features	4%	Music	3%	Custom	1%
Search	2%	Local Guide	3%	Hockey	1%
Travel	1%	Stage	2%	Gil Thorp	1%
		Services	2%		

Source: Omniture March 2007 (Metrics are for all users and are not limited to Chicagoland) 3rd party is not included in above percentages - Please just use directionally for popular sections.

- The leading popular pages within the CTI site continue to be News, Home Page and Classifieds, accounting for 73% of the page views.
- Search, Dining, Home Page and Bars&Clubs result in 70% of metromix traffic. Search generally tops the most popular section.
- Over 1/2 of Chicago Sports traffic came from the Baseball section and the Home Page. The site is greatly determined by the sport season.

Quick Facts

Local Rankings based on ComScore Media Metrix, a syndicated Internet audience measurement service.

Reach:

The percentage of the total Internet universe a particular web site reaches in a given month.

Local Chicagoland Reach					
News & Information	%	Entertainment	%	Sports	%
CTI	16.8	Metromix	5.7	ESPN	13.5
chicagotribune.com	16.8	Centerstage.net	2.6	Yahoo! Sports	13.0
suntimes.com	9.7	AOL City Guide Chicago	2.3	Sportsline	5.7
nbc5.com	6.6	Chicago Reader	1.8	AOL Sports Network	4.1
abc7chicago.com	6.3	Chicagoist.com*	n/a	ChicagoSports.com	1.4
dailyherald.com	4.6	ChicagoCitySearch.com*	n/a		
cbs2chicago.com	3.6	The Onion*	n/a		
dailysouthtown.com	2.7				
Pioneerlocal.com	1.2				
chicagobusiness.com	0.8				
myfoxchicago.com*	n/a				

Source: ComScore Media Metrix, Local Chicago DMA, March 2007
*Sites are too small to be tracked by ComScore on a Local Level.

- Chicago Tribune continues to be the top local news site in the Chicagoland area reaching just about 17% of the Chicagoland DMA. CTI as a whole is just below 27% reach in Chicago.
- Metromix reaches almost 5.7% of the market within the entertainment category. Additional sites looked at, but too small: Planet99, Yelp, Sheekys, BeepCentral, Gapers Block, and TimeOut Chicago.
- ChicagoSports.com holds 1.4% reach in the market.

Incremental Reach data is based on The Media Audit, a syndicated local market survey.

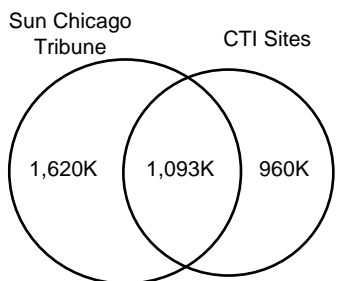
Reach Added:

The percentage an advertiser's reach will increase over their Sunday Chicago Tribune Newspaper Buy.

Sunday Chicago Tribune and CTI Web Sites (CT, MMX and CS) Reach of Adults 18+ Within Chicago Metropolitan Area (Past Month)

Incremental Reach		
	AD18+ Reach	Chicago DMA Reach
Gross Reach of NP and CTI Sites	4,766,800	n/a
Duplicated Reach	1,093,200	16%
Net Reach of NP and CTI Sites	3,673,600	53%
Sunday Chicago Tribune Reach	2,713,600	39%
CTI (CT, MMX and CS) Reach	2,053,200	30%

AD18+ Reach



Unduplicated Incremental Reach % when one or more CTI site is added to a Sunday Newspaper plan (by demo)

	CTI (CT, MMX and CS)	chicagotribune.com	metromix.com
AD18+	35%	28%	13%
AD18-34	68%	49%	33%
AD18-49	51%	40%	22%
AD25-54	40%	32%	17%

Source: The Media Audit Nov'06-Jan'07, Base: 6,888,600 adults 18+ in the 11 county Chicago metropolitan area

• Tribune Interactive has decided to move towards new Respondent based data for all Venn diagrams moving forward. This new survey does not project out through a formula, it is actual respondent data, therefore you will notice a drop in Reach numbers.

• By adding the CTI sites to a plan, an advertiser can increase their targeted reach

• Example: If an advertisers is targeting AD18-34, by adding the CTI sites to their Sunday Newspaper plan, they increase their reach by 68%.

Quick Facts

Demographic data based on Nielsen NetRatings National Audience Panel, which is a syndicated audience measurement service for the Internet.

- The demographics for CTI sites combined or looked at on an individual basis are detailed below.
- In March we skewed 2/3 male for CTI as well as for CT.com specifically. Metromix is more of an even split with their M/F ratio, while ChicagoSports continues to be dominated by males.
- CTI readers are educated with 83% attending at least some college
- Execs/Managers and Professionals continue to comprise a large number of our readers (54%). Additionally, 79% of the CTI audience earns over \$50K and 44% earns over \$100K

Demographics				
	CTI	chicagotribune	metromix	ChicagoSports
Gender-				
Male:	64%	66%	46%	75%
Female:	36%	34%	54%	25%
Age-				
18-24:	7%	3%	7%	4%
18-34:	30%	34%	27%	10%
18-49:	72%	77%	73%	59%
25-54:	74%	78%	79%	64%
55+:	19%	19%	11%	28%
Education-				
Some College:	13%	12%	29%	29%
Bachelor's Degree:	32%	23%	40%	17%
Post Graduate:	38%	45%	19%	35%
Occupation-				
Exec/Managerial:	20%	19%	7%	28%
Professional:	27%	28%	33%	14%
Sales:	7%	8%	3%	8%
Household Income-				
150,000+:	8%	8%	10%	9%
100K - 149,999:	36%	33%	20%	39%
75K - 99,999:	23%	20%	24%	15%
50K - 74,999:	12%	15%	23%	23%

Source: Nielsen/NetRatings (CTI & ct.com March '07, mmx and cs.com avg of last 3 months UVs ending March '07).

All of CTI demographics are based on an adult (18+) visitor