The Chicago Sun-Times Delivers Marketing Results

FOSTER CONSUMER TRUST AND ACTION IN EVERY CORNER ACROSS CHICAGOLAND
For over 75 years, the Chicago Sun-Times has captivated its growing audience with a respected dedication to insightful coverage and entertainment.

This earned trust has resulted in a highly effective landscape of marketing opportunities spanning:

- Print
- Digital
- Events
- Audio

Source: Nielsen, Chicago DMA, Scarborough R2 Aug 2022-Sep 2023, Chicago Sun-Times IN4, WBEZ M-S 6a-12m, website visitors, A18+
In unification with Chicago Public Media, the Chicago Sun-Times builds on its legacy of uncompromising quality in local journalism. We are a nonprofit service, community-funded by individuals, businesses and organizations linked by a belief in independent, freely accessible news.

We are proliferating more stories and media channels, and attracting more reads, likes, shares and listens. Our increase in quantity and quality audience connections means better return on investment for our advertisers and sponsors.

Your marketing investment shows readers corporate social responsibility. Let’s ensure we serve generations to come with the excellent, trustworthy local journalism they deserve.
LARGEST REGIONAL NEWSROOM

United under Chicago Public Media, WBEZ and the *Chicago Sun-Times* represent one of the country’s largest local nonprofit news organizations. The transformative partnership underpins journalism’s critical role to inform the public, strengthen local communities and safeguard democracy.

**Collaboration Broadens Awareness and Impact**

*Hundreds of multimedia collaborations including*

Helping voters prepare, our municipal elections website distilled details about who and what was on the ballot. The People’s Agenda Project collected public questions for the candidates. Similar initiatives and resources will help voters throughout 2024.

As a hub for arts and culture, the *Chicago Sun-Times*, WBEZ and music station Vocalo produce seasonal and topical guides that inspire Chicagoans to explore, such as the *Murals and Mosaics* weekly feature and interactive map. Interviews lend behind the scenes views and celebrate Chicago’s makers, creators and visionaries, like in *Creative Chicago*. 
Community Connectors
Rely on the Chicago Sun-Times

With a passion for giving back to their communities and getting the most out of life in Chicago, people turn to our trustworthy journalism and authentic perspectives. Readers highly regard us for an informed connection about the communities in which they live, work and play.

<table>
<thead>
<tr>
<th>WATCHDOG INVESTIGATIONS</th>
<th>THE CITY’S BEST SPORTS COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncovering the real stories that impact our communities and neighbors</td>
<td>Covering all the games, from high school to the pros</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IN-DEPTH POLITICAL ANALYSIS</th>
<th>RACE &amp; EQUITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive scoops from City Hall and Springfield</td>
<td>Reflecting the diversity of Chicago in perspectives and coverage</td>
</tr>
</tbody>
</table>
**Community Connectors**

- News plus op-ed
- Authentic representation
- Publisher’s platforms and social

**Daily News Consumers**

**Who Prioritize**

- Volunteer and seek more civic engagement
- Join communities by lifestyle and life stage

**Engage**

**Super Civics**

- Trusted news sources
- In-depth analysis
- Traditional and publisher’s platforms

**Community Impact**

- Mission-driven leaders
- Well-networked information conduits

Locally invested consumers choose brands that benefit communities
WBEZ and Chicago Sun-Times Combined Audience

Legacy Platforms

WBEZ & SUN-TIMES
TOTAL WEEKLY AUDIENCE OF
5.1M+

423K
WBEZ listeners

955K
Chicago Sun-Times
weekly print / e-paper readers

Digital Platforms

1.4M
site visitors
wbez.org and suntimes.com

1.5M
social media followers

1.4M
site visitors
wbez.org and suntimes.com

724K
newsletter subscribers

147K
podcast downloads

11K
app users

Sources: WBEZ cume - Nielsen, Chicago Metro, Oct 2022-2023, M-Su 6a-12m, A18+; Chicago Sun-Times readers - Scarborough Research, 2023 release 2; digital platforms - Google Analytics, Jul-Oct 2023; campaign monitor, Oct 2023
# Broad Reach — Neighborhood Connections

| CHICAGO SUN-TIMES |  
|-------------------|---|
| SUNTIMES.COM ¹ | 4.6M Monthly Unique Visitors |
| 11M | Monthly Pageviews |
| NEWSPAPER PRINT / E-PAPER ² | 364K Weekday Readers |
| 599K | Sunday Readers |
| NEWSLETTERS ⁴ | 232K Unique Subscribers |
| Sun-Times Morning and Evening Editions | 39% Open Rate |
| PODCASTS ⁵ | 646K Monthly Downloads |

Grow Alongside the Sun-Times

4.6M
Monthly Unique Site Visitors
2023 | August-October
Average monthly visitors increased YOY an average of
+49% per month

1.3M
Weekly Unique Visitors
2023 | August-October
Average weekly visitors increased YOY an average of
+61% per month

232K
Unique Newsletter Subscribers
to Sun-Times Morning Edition and / or Afternoon Edition
Over the course of a year
+360% more subscribers

Averaging
17.4K
new subscribers monthly

Source: Google Analytics, Aug-Oct 2023 over Aug-Oct 2022 average

Source: Campaign Monitor, Nov 2022-Nov 2023
### Sun-Times Reader Snapshot | Digital or Print

**44% FEMALE | 56% MALE**  
**65% WHITE | 26% BLACK | 22% HISPANIC | 3% ASIAN | 6% OTHER**

<table>
<thead>
<tr>
<th>AGE</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3%</td>
<td>20%</td>
<td>22%</td>
<td>17%</td>
<td>16%</td>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ANNUAL HHI</th>
<th>&lt;$30K</th>
<th>$30-50K</th>
<th>$50-75K</th>
<th>$75K-100K</th>
<th>$100K+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17%</td>
<td>14%</td>
<td>21%</td>
<td>15%</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>HS or Less</th>
<th>Some College</th>
<th>College Degree or More</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31%</td>
<td>34%</td>
<td>34%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMPLOYMENT</th>
<th>Employed</th>
<th>Retired / Homemaker / Student</th>
<th>Disabled / Unemployed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>65%</td>
<td>22%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: Scarborough Research, 2023 release 2; Integrated Newspaper Audience; Consider Asian and Other percentages directional due to low sample sizes.
Sun-Times Digital Audience Snapshot

suntimes.com

4.6M Monthly Users
11M Monthly Pageviews

Device Used

<table>
<thead>
<tr>
<th></th>
<th>Mobile</th>
<th>Desktop</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>77%</td>
<td>21%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Demo Profile

<table>
<thead>
<tr>
<th></th>
<th>Total DMA</th>
<th>Sun-Times Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women / Men</td>
<td>51 / 49</td>
<td>39 / 61</td>
</tr>
<tr>
<td>18-34</td>
<td>29%</td>
<td>31% (106 index)</td>
</tr>
<tr>
<td>35-49</td>
<td>23%</td>
<td>32% (138 Index)</td>
</tr>
<tr>
<td>Median Age</td>
<td>48.0</td>
<td>43.8</td>
</tr>
<tr>
<td>Avg Education</td>
<td>13.9</td>
<td>14.4</td>
</tr>
<tr>
<td>Avg HHI</td>
<td>$96,817</td>
<td>$106,334</td>
</tr>
<tr>
<td>Avg Home Value</td>
<td>$356,380</td>
<td>$428,483</td>
</tr>
</tbody>
</table>

Social Media

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>600K</td>
</tr>
<tr>
<td>X Followers</td>
</tr>
</tbody>
</table>

<p>| |</p>
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<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>407K</td>
</tr>
<tr>
<td>Facebook Fans</td>
</tr>
</tbody>
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<p>| |</p>
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<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>107K</td>
</tr>
<tr>
<td>YouTube Followers</td>
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</tbody>
</table>

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>64K</td>
</tr>
<tr>
<td>Instagram Followers</td>
</tr>
</tbody>
</table>

Sources: 1-Google Analytics, Aug-Oct 2023; 2-Alliance for Audited Media, Apr-Sep 2023; 3-Scarborough Research 2023 rls 2, Aug 2022-Sep 2023 (past 30 days)
WEBSITE DISPLAY IMPRESSIONS | Suntimes.com
Reach readers as they engage with digital news and content.

- **Run-of-site or Targeted** on individual sections, including the homepage, news, sports, politics, entertainment, and business. Impressions can target by geography, demographics and consumer behavioral interests.

- **Mural Ads** provide a big, bold format for both static and video ads to capture reader attention as they scroll.

- **Homepage Takeovers / Section Takeovers** deliver a comprehensive message, including full-page reskins of the homepage. Own 100% share-of-voice on every ad unit on the homepage, or in the sports or news sections.

E-PAPER IMPRESSIONS, TAKEOVERS & INSERTS
Paper.suntimes.com
The digital replica of our newspaper is an exclusive benefit to members and home delivery subscribers, promoting your brand to loyal core readers.

PODCASTS
Ads are especially memorable in this immersive listening environment that caters to today’s busy lifestyles.

SPONSORED CONTENT
Create advertorial content and run it alongside the content of your choice. It will have the appearance and weight of standard editorial coverage.

NEWSLETTER SPONSORSHIPS & E-BLAST
Deliver your message and offers straight to our readers’ inboxes via our email newsletters or e-blasts to our promotions list.

Click here for digital ad specifications.
Homepage and Section Takeovers

Own the homepage, news section or sports section on suntimes.com. Deliver a comprehensive message through a takeover with 100% SOV of every available ad unit on the homepage or section, including our new header and side rails. Take advantage of our growing web traffic.

**AD SIZES**

- 970x250
- 300x250
- 300x600
- 320x50
- 728x90
- 90x700

Optional sizes:

- 970x90
- 300x50
- 640x960
- 1060x590
Enhance brand awareness with mural ads, a sleek format that engages target audiences at scale. We can build any type of mural ad for you.

**STATIC MURAL ADS**
Run your creative in this big, bold format to capture more reader attention than ever. It’s the best new addition to your digital advertising package.

**VIDEO MURAL ADS | Immersion and Infeed**
Take these bold ad units to the next level by running videos in these spaces. Share your story through compelling visual narrative, and capture readers’ attention as they scroll. The two video options are Video Immersion and Infeed Video.

**MURAL AD SIZES**
- 640x960
- 1060x590
The Sun-Times e-paper is a digital replica — paper.suntimes.com — of the daily print product. Included with all Sun-Times print and digital subscriptions, it reaches our core audience. Take advantage of our growing e-paper traffic.

- Average of 226,824 ad impressions / day
- Over 800,000 pageviews / week
- 54% reading on desktop; 39% on mobile; 7% on tablet
- Loyal audience with 54% of returning visitors
- Engaged audience on average spent 1 hour 12 minutes

**INSERTS**

- Featured on a dedicated landing page
- A weekly flyer gallery showcases all of the week’s inserts
- Estimated 18,000 high impact impressions
- Average .28% CTR (about 3x the industry average)
- Pre-first page ad - 768x1024 or smaller
- Intermittent full-page ads - 768x1024 or smaller
- Mobile devices - 300x250
- Dedicated landing page hosted on the Sun-Times website

**TAKEOVERS**

- Static side rails - 160x600
- Static header rail - 728x90
- Pre-first page ad - 768x1024 maximum size
- Intermittent full-page ads - 768x1024 maximum size
- In-story advertising - 300x250, 728x90
Gain prominence alongside the day’s top stories.

**WEEKDAY NEWSLETTERS**

**Morning Edition**

152K subscribers 40% open rate

**Afternoon Edition**

114K subscribers 38% open rate

Sponsorships include:

- A high resolution logo (dimensions up to: 450x120 px)
- URL to your website & any internal UTMs
- Custom headline (max 45 characters)
- Native ad copy of 90-100 words (max 120 words)

**DEDICATED E-BLAST**

26K subscribers 40% open rate

Source: Campaign Monitor, Nov 2023
INCENTIVIZE BUSINESS VIA THE SUN-TIMES AND WBEZ LOCAL DEALS NEWSLETTERS

The Local Deals Newsletters offer sponsors opportunities to attract Sun-Times and WBEZ audiences with exclusive deals and discounts, cultivating loyalty and fueling engagement by tapping into a thriving community of subscribers.

Sent on the third Thursday of every month

613K+ combined subscribers

31% open rate

**Two Options**

**EXCLUSIVE SPONSOR**
1200x600 image or logo
100% share-of-voice per send

**1 OF 4 SPONSORS**
300x300 image or logo
25% share-of-voice per send

Source: Campaign Monitor, Nov 2023
Print Advertising Opportunities

ADS IN DAILY EDITIONS
Leverage the tangibility of print and its “off screen” appeal to readers. Position your message in a first-read placement with a full wrap. Other high impact ads include attention-grabbing spadeas and spreads.

PREMIUM EDITIONS AND SPECIAL SECTIONS
Our weekly special issues and premium editions present custom topics and themes to contextually align your brand with content of most interest to your target audience.

51K Sunday circulation
47K Weekday circulation

The Sun-Times is a verified member of the Alliance for Audited Media (AAM) Audited Domain List of trustworthy media platforms, an elite distinction. AAM’s auditing and verification affirms that we have demonstrated our commitment to transparency throughout our entire digital and print advertising operation.

Source: Alliance for Audited Media, Apr-Sep 2023

Click here for print specifications.
### Premium Content Editions and Special Sections

#### 2024

<table>
<thead>
<tr>
<th>Event</th>
<th>Type</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Entertainment Guide</td>
<td>Advertising Special Section</td>
<td>January 14</td>
</tr>
<tr>
<td>Money</td>
<td>Premium Edition</td>
<td>February 25</td>
</tr>
<tr>
<td>La Voz</td>
<td>Special Section (newsroom content)</td>
<td>March 8</td>
</tr>
<tr>
<td>Baseball Preview</td>
<td>Premium Edition</td>
<td>March 24</td>
</tr>
<tr>
<td>Your Time</td>
<td>Advertising Special Section</td>
<td>March 3</td>
</tr>
<tr>
<td>Puzzles</td>
<td>Premium Edition</td>
<td>April 21</td>
</tr>
<tr>
<td>Summer Guide (including La Voz pages)</td>
<td>Premium Edition</td>
<td>May 19</td>
</tr>
<tr>
<td>Your Time</td>
<td>Advertising Special Section</td>
<td>June 2</td>
</tr>
<tr>
<td>NASCAR</td>
<td>Premium Edition</td>
<td>July 5</td>
</tr>
<tr>
<td>Democratic National Convention (DNC)</td>
<td>Premium Edition</td>
<td>August 18</td>
</tr>
<tr>
<td>Your Time</td>
<td>Advertising Special Section</td>
<td>September 1</td>
</tr>
<tr>
<td>Fall Entertainment Guide</td>
<td>Advertising Special Section</td>
<td>September 8</td>
</tr>
<tr>
<td>Chicago Bears Preview</td>
<td>Premium Edition</td>
<td>September 8</td>
</tr>
<tr>
<td>La Voz</td>
<td>Special Section (newsroom content)</td>
<td>September 27</td>
</tr>
<tr>
<td>High School Sports</td>
<td>Premium Edition</td>
<td>October 27</td>
</tr>
<tr>
<td>Holiday Entertaining Guide</td>
<td>Premium Edition</td>
<td>November 17</td>
</tr>
<tr>
<td>Gift Guide</td>
<td>Advertising Special Section</td>
<td>November 22</td>
</tr>
<tr>
<td>Your Time</td>
<td>Advertising Special Section</td>
<td>December 1</td>
</tr>
<tr>
<td>2024 Recap</td>
<td>Premium Edition</td>
<td>December 29</td>
</tr>
</tbody>
</table>

Premium edition topics and dates subject to editorial calendar change.
Podcasts

Sponsorship of *The Rundown, Nerdette, Halas Intrigue* and other WBEZ and *Chicago Sun-Times* podcasts extends your reach on the fastest-growing audio platform. Our podcasts provide connection to influential consumers in an immersive listening environment that drives brand recall.

**15- OR 30-SECOND AUDIO**

Pre-roll, mid-roll and post-roll placements vary by show.
- Two-thirds of podcast listeners do not skip ads.4
- Listeners appreciate our short sponsor messages and are less likely to skip them.

Events

Our skilled events team can help you bring your programs to life with in-person and virtual activations and gatherings.

SUN-TIMES EVENTS IN ACTION
We have hosted dozens of virtual events, including a “Local Lives” series featuring Chicago-area storytellers, artists, poets, musicians and journalists sharing their perspectives on our city.

EVENT PLANNING AND PRODUCTION
Be part of one of our ongoing event series like At The Table with Lynn Sweet or create a custom event with us! We’ll take care of all the details and logistics.

EVENT CONTENT CREATION
When you work with the Sun-Times, your content is covered. We’ll develop copy, write promotional materials and create videos in our in-house professional studio.

EVENT MARKETING
You’ll have access to the Sun-Times’ promotional channels, including print advertising, digital advertising and social media. We can also leverage audience extension capabilities to reach an even larger community.
Chicago Public Media is a nonprofit, mission-driven public media organization rooted in community. As home to WBEZ Chicago, the Chicago Sun-Times, and Vocalo, we are one of the largest nonprofit news organizations in the nation. Our award-winning journalists are dedicated to regional service via audio, digital, print and events. We amplify the public conversation by telling the stories that matter — stories that provoke thought, entertain, capture emotion, and inspire action.

For advertising inquiries: advertisinginfo@suntimes.com

Market Enginuity® manages sponsorship sales for Chicago Public Media with the mission of linking public media and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.