



Chicago Public Media.  
**WBEZ** CHICAGO | **CHICAGO**  
SUN-TIMES

# The Chicago Sun-Times Delivers Marketing Results

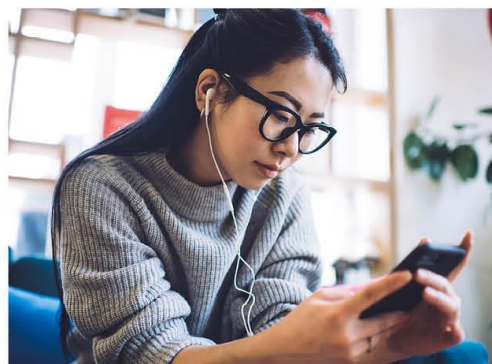
**FOSTER CONSUMER TRUST AND ACTION IN EVERY CORNER ACROSS CHICAGOLAND**

# Growing Bolder. Better. Bigger.

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



Reaching  
Nearly  
**25%**  
of Chicagoland



**75+**  
**YEARS**  
Serving Chicagoans

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.

# Leading Change Through Human-Centered, Solutions Journalism

Sponsorship powers journalism that builds bridges between Chicagoans and their communities.

## 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.

### **WATCHDOG INVESTIGATIONS**

Uncovering the real stories that impact our communities and neighbors

### **THE CITY'S BEST SPORTS COVERAGE**

Covering all the games, from high school to the pros

### **IN-DEPTH POLITICAL ANALYSIS**

Exclusive scoops from City Hall and Springfield

### **RACE & EQUITY**

Reflecting the diversity of Chicago in perspectives and coverage





**CHICAGO  
SUN\*TIMES** | **WBEZ  
CHICAGO**

## Community Connectors

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

## Engage

**Daily News Consumers**

## Super Civics

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

## Who Prioritize

**Community Impact**

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

- Mission-driven leaders
- Well-networked information conduits

**Locally invested consumers  
choose brands that benefit communities**

# WBEZ and Chicago Sun-Times Combined Audience

## Legacy Platforms



**423K**

WBEZ listeners



**955K**

**Chicago Sun-Times**

weekly print / e-paper readers

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

## Digital Platforms



**1.4M**

site visitors

wbez.org and suntimes.com



**1.5M**

social media followers



**724K**

newsletter subscribers



**147K**

podcast downloads



**11K**

app users

# Broad Reach — Neighborhood Connections

## CHICAGO SUN-TIMES

SUNTIMES.COM <sup>1</sup>

**4.6M** Monthly Unique Visitors  
**11M** Monthly Pageviews

NEWSPAPER  
PRINT / E-PAPER <sup>2</sup>

**364K** Weekday Readers  
**599K** Sunday Readers

NEWSLETTERS <sup>4</sup>  
Sun-Times Morning  
and Evening Editions

**232K** Unique Subscribers  
**39%** Open Rate

PODCASTS <sup>5</sup>  
Sun-Times and WBEZ

**646K** Monthly Downloads

WEBSITE /  
PRINT / E-PAPER

**1.35M**

WEEKLY  
UNDUPLICATED  
READERS <sup>3</sup>

Sources: 1-Google Analytics, Aug-Oct 2023; 2-Scarborough Research, 2023 release 2 Avg Issue, 3-Integrated Newspaper Audience  
4-Campaign Monitor, Nov 2023; 5-Internally sourced, Sun-Times and WBEZ Portfolio, Jul 2023-Oct 2023





# 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

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



**232K**

**Unique Newsletter Subscribers**

to Sun-Times *Morning Edition* and / or *Afternoon Edition*

Over the course of a year

**+360%**

**more subscribers**

Averaging

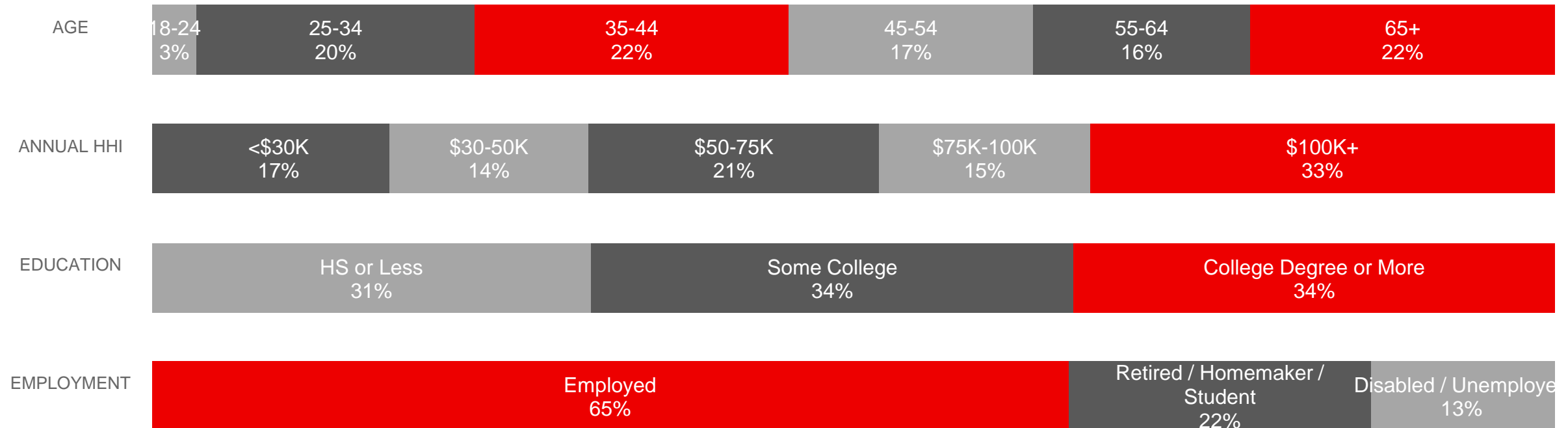
**17.4K**

**new subscribers monthly**

Source: 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



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 <sup>1</sup>

**4.6M** Monthly Users

**11M** Monthly Pageviews



Device Used <sup>1</sup>

77%	Mobile
21%	Desktop
2%	Tablet

Demo Profile <sup>3</sup>

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

Social Media <sup>2</sup>

**600K**  
X Followers

**407K**  
Facebook Fans

**107K**  
YouTube Followers

**64K**  
Instagram Followers

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)

# Digital Advertising Opportunities

## **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.

## **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.

## **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.

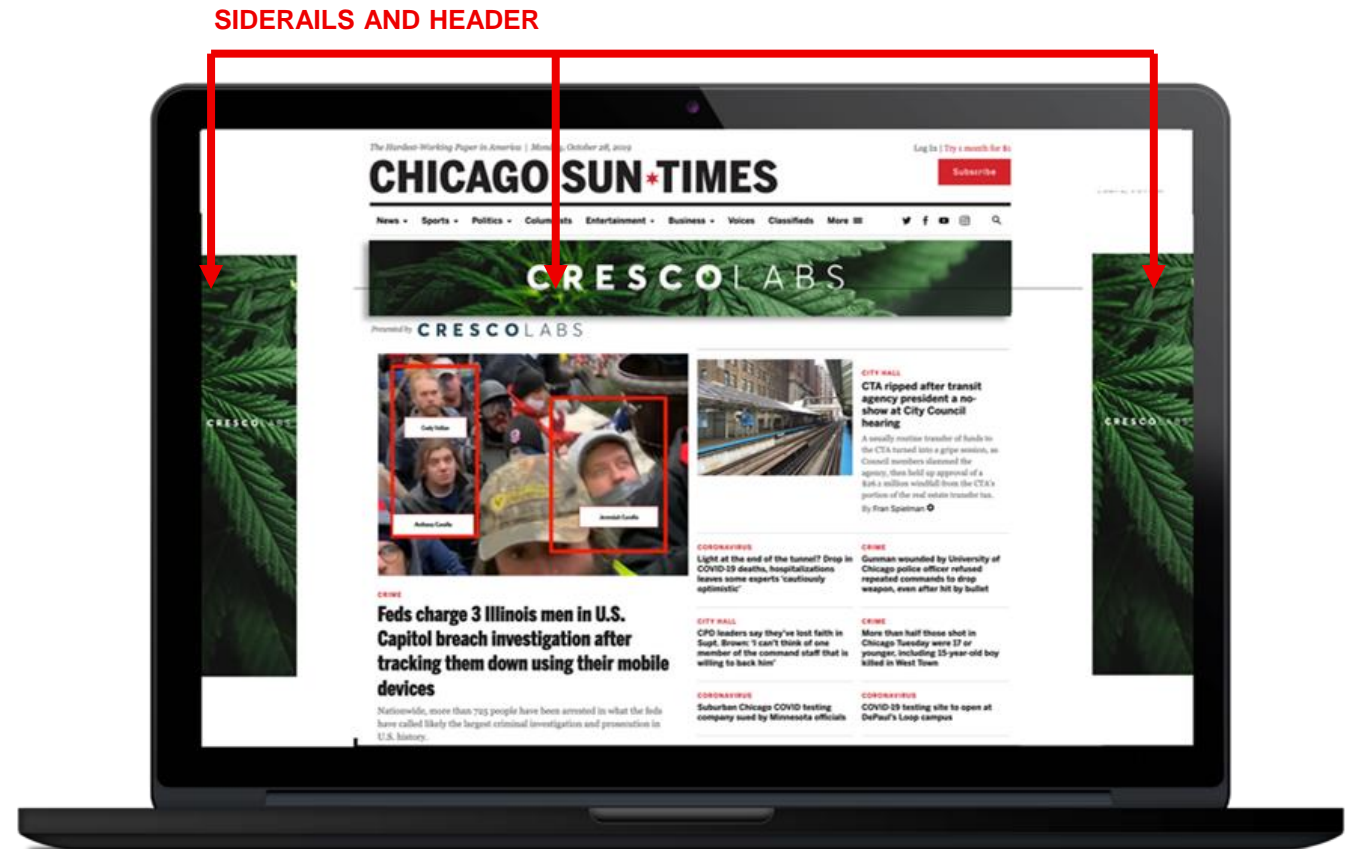
[Click here for digital ad specifications.](#)

# Homepage and Section Takeovers

Own the homepage, news section or sports section on [suntimes.com](http://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.

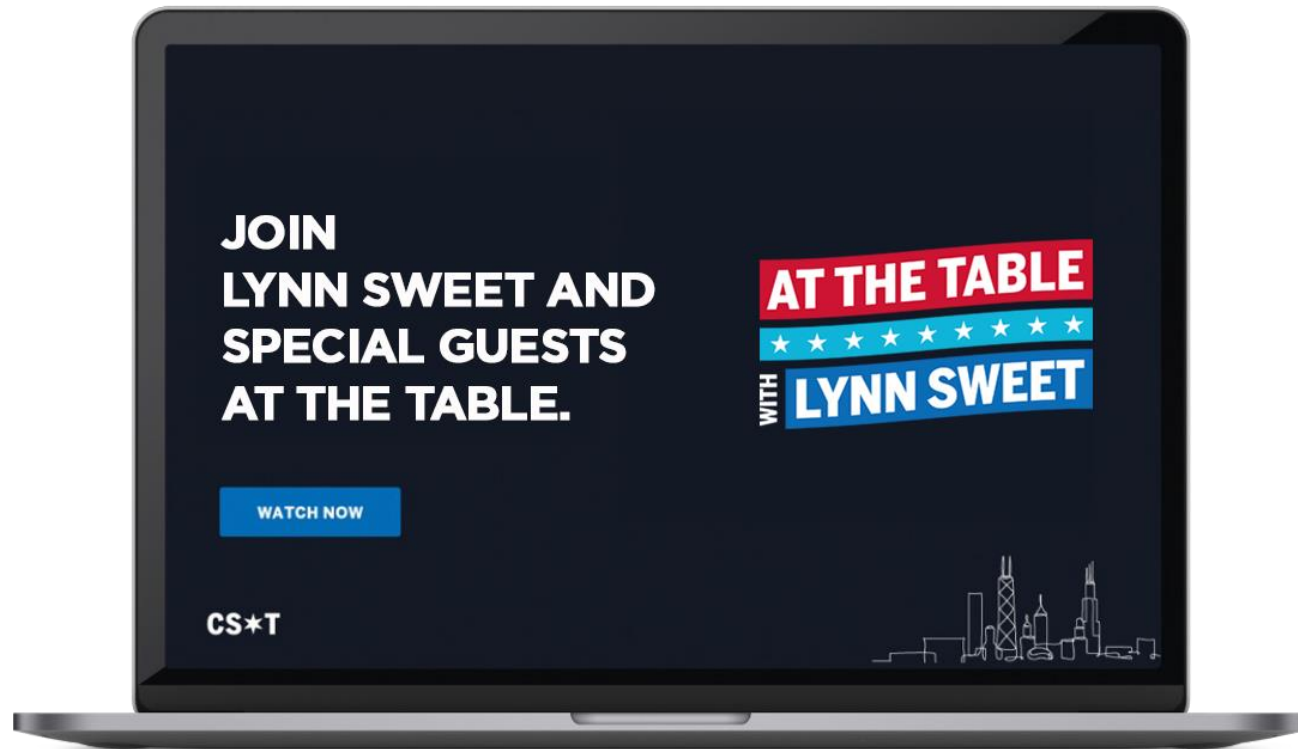
## AD SIZES

- 970x250
  - 300x250
  - 300x600
  - 320x50
  - 728x90
  - 90x700
- Optional sizes
- 970x90
  - 300x50
  - 640x960
  - 1060x590



# Mural Ads

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

# E-Paper Takeovers and Inserts

The Sun-Times e-paper is a digital replica — [paper.suntimes.com](http://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.

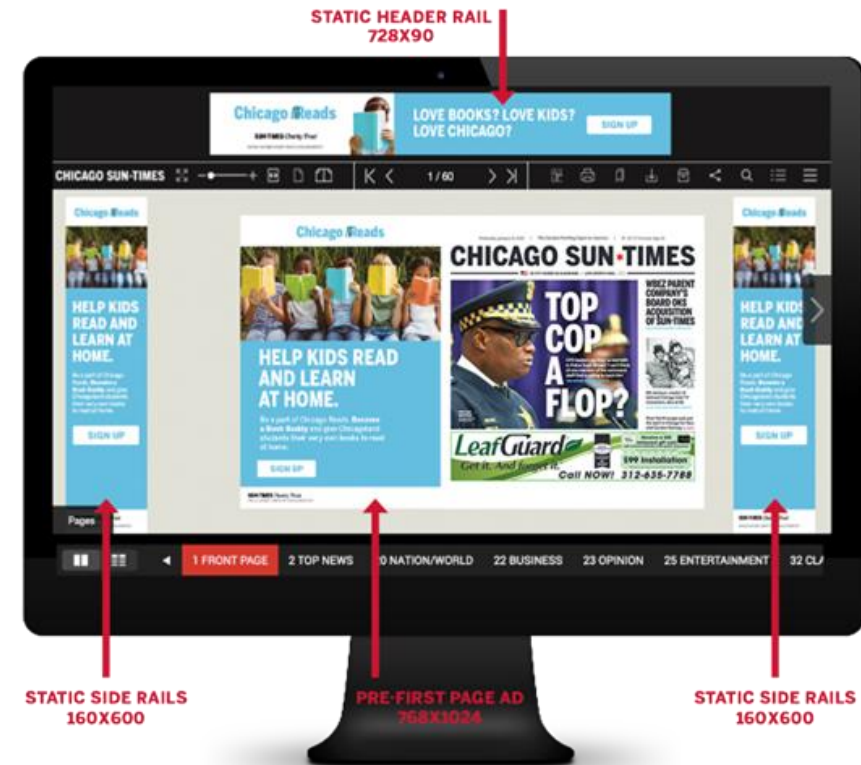
- Average of 226,824 ad impressions / day
- Over 800,000 pageviews / week
- 54% reading on desktop; 39% on mobile; 7% on tablet
- Loyal audience with 54% of returning visitors
- Engaged audience on average spent 1 hour 12 minutes

## 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



# Newsletter Sponsorships | Weekday and E-blast

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





# Newsletter Sponsorships | Local Deals

## INCENTIVIZE BUSINESS VIA THE SUN-TIMES AND WBEZ LOCAL DEALS NEWSLETTERS

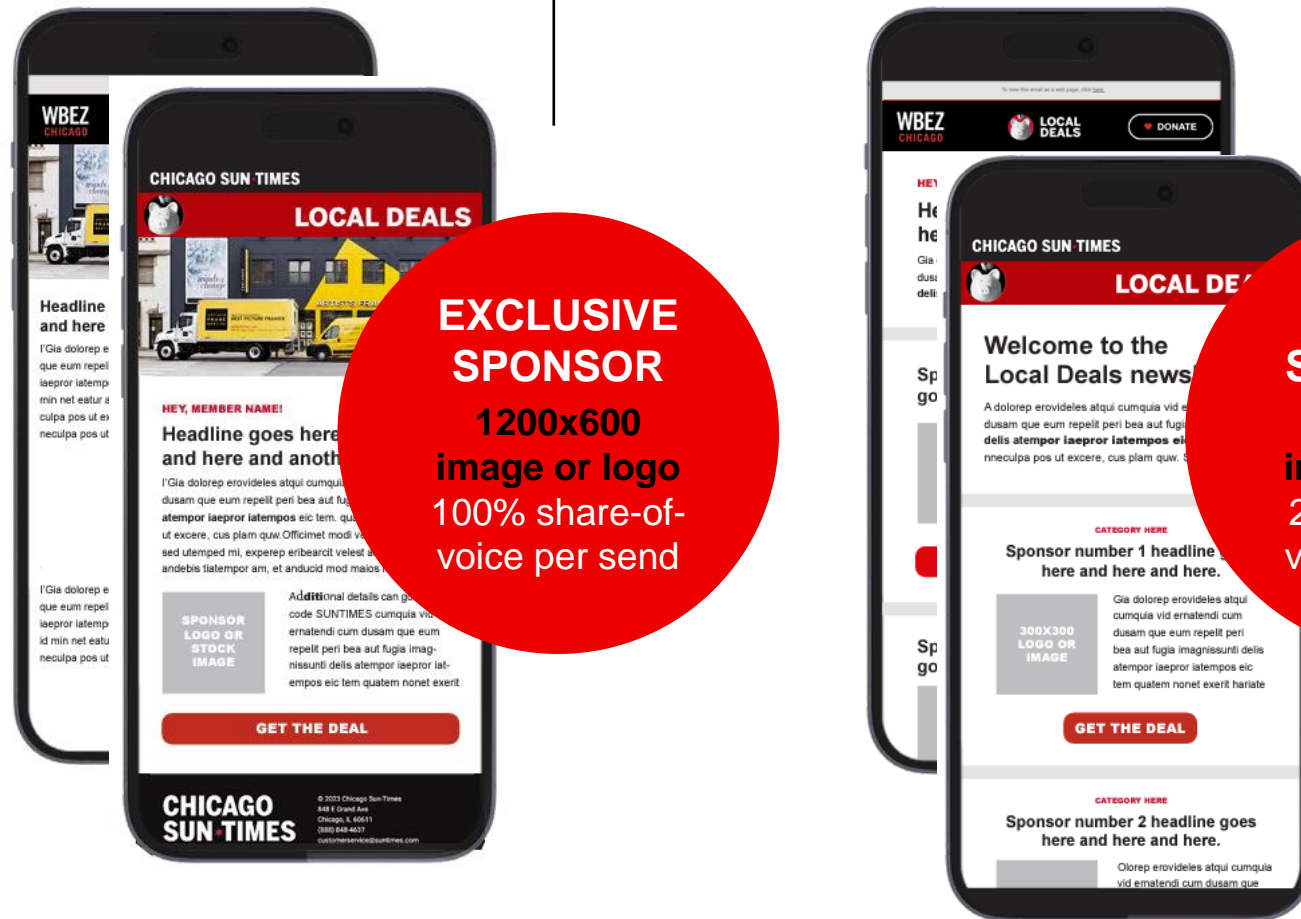
The Local Deals Newsletters offer sponsors opportunities to attract Sun-Times and WBEZ audiences with exclusive deals and discounts, cultivating loyalty and fueling engagement by tapping into a thriving community of subscribers.

Sent on the third Thursday of every month

**613K+**  
combined subscribers

**31%** open rate

*Two Options*



# 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.

[Click here for print specifications.](#)



**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

# Premium Content Editions and Special Sections

**2024**

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

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.<sup>4</sup>
- Listeners appreciate our short sponsor messages and are less likely to skip them.



**646K**  
monthly  
downloads<sup>1</sup>

## PUBLIC RADIO PODCAST AUDIENCE

**76%**

have taken action  
in response to a  
sponsorship message<sup>2</sup>

**% more likely than the U.S. population<sup>3</sup>**

+63% Have a post-graduate degree

+63% Earn a household income of \$150K+

+86% Have a work role as top management

# 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.

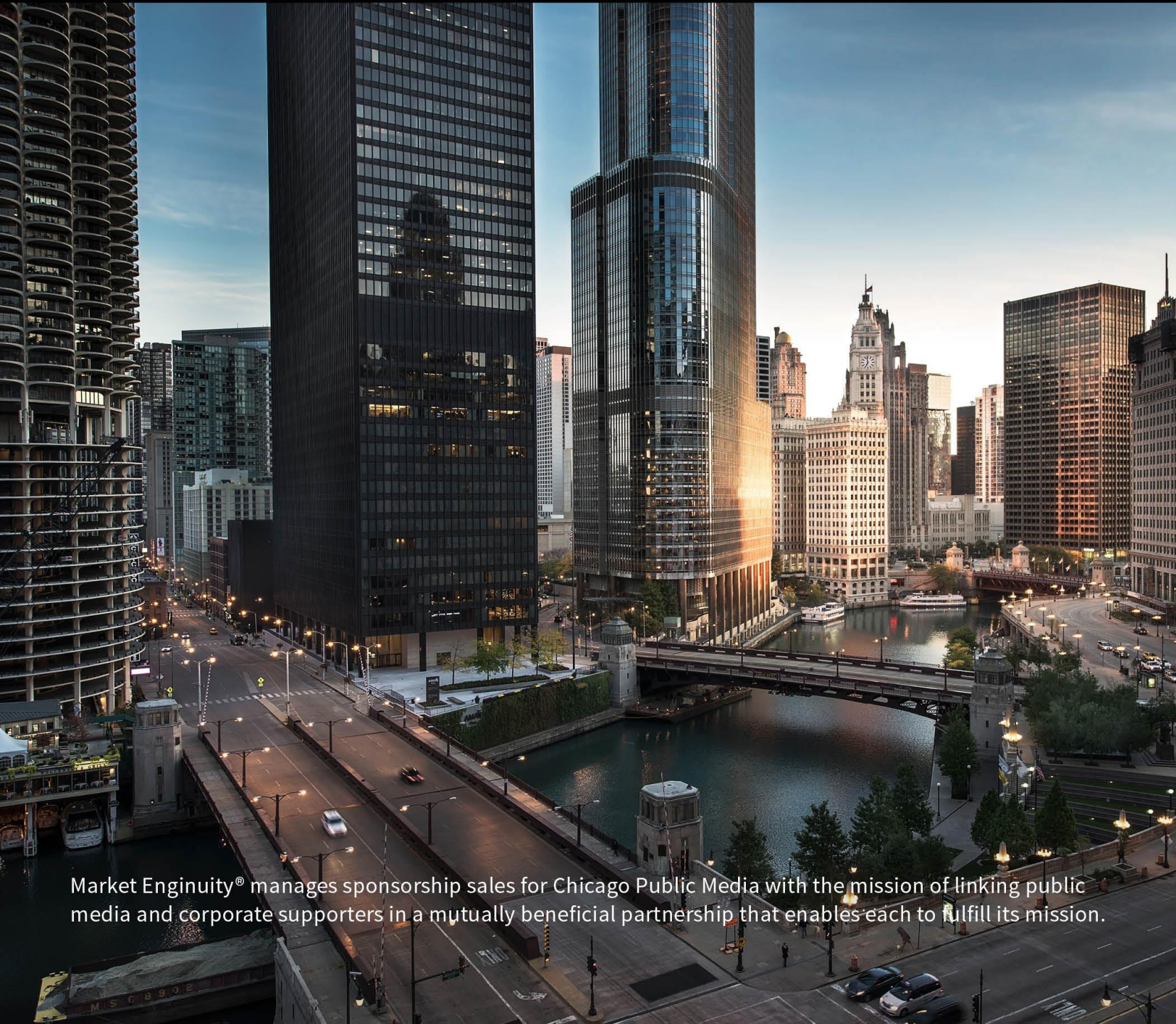
### EVENT CONTENT CREATION

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](mailto:advertisinginfo@suntimes.com)

Chicago **Public Media.**

**WBEZ**  
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Market Engenuity® 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.