



Audit Bureau of Circulations

Consolidated Media Report

For 26 weeks ended
March 29, 2009

Subject to Audit

Tribune Media Group

chicagotribune.com

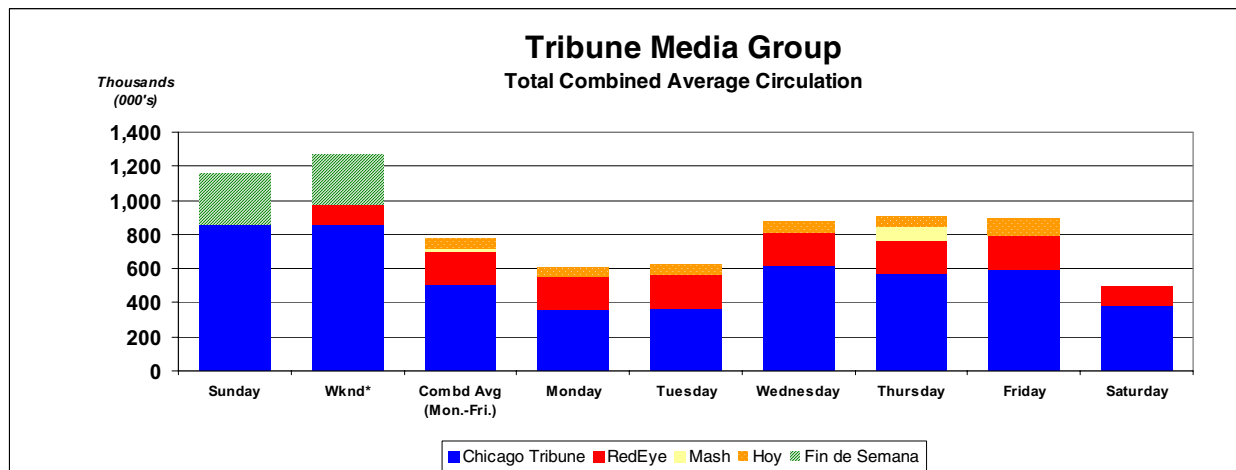


Chicago (Cook County), Illinois

www.chicagotribune.com

	Sun	Wknd*	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
TOTAL COMBINED AVERAGE CIRCULATION	1,154,103	1,268,784	779,747	612,278	621,701	875,765	905,886	891,289	491,850
1. TOTAL AVERAGE PAID CIRCULATION									
Chicago Tribune	851,848	851,848	495,359	352,370	359,902	610,614	567,570	589,984	375,623
Electronic Editions (Non-Replica)	6,408	6,408	5,843	4,562	5,798	8,299	5,802	4,711	1,546
Total Average Paid Circulation	858,256	858,256	501,202	356,932	365,700	618,913	573,372	594,695	377,169
2. ANALYZED CIRCULATION - OTHER PUBLICATIONS									
RedEye									
Paid									
Home Delivery	0	933	920	927	929	928	888	926	933
Unpaid									
Single Copy Distribution	0	0	194,286	194,942	195,863	196,569	186,328	197,864	0
Requested Home Delivery	0	111,701	0	0	0	0	0	0	111,701
Public Access Copies	0	2,047	0	0	0	0	0	0	2,047
Total Circulation	0	114,681	195,206	195,869	196,792	197,497	187,216	198,790	114,681
The Mash									
Unpaid									
Public Access Copies	0	0	16,217	0	0	0	86,492	0	0
Total Circulation	0	0	16,217	0	0	0	86,492	0	0
Hoy									
Unpaid									
Home Delivery	0	0	7,945	7,948	7,948	7,948	7,932	7,948	0
Single Copy Distribution	0	0	59,022	51,210	51,182	51,329	50,796	89,643	0
Public Access Copies	0	0	155	319	79	78	78	213	0
Total Circulation	0	0	67,122	59,477	59,209	59,355	58,806	97,804	0
Fin de Semana									
Unpaid									
Home Delivery	264,439	264,439	0	0	0	0	0	0	0
Single Copy Distribution	25,715	25,715	0	0	0	0	0	0	0
Public Access Copies	5,693	5,693	0	0	0	0	0	0	0
Total Circulation	295,847	295,847	0	0	0	0	0	0	0
Total Analyzed Circulation - Other Publications	295,847	410,528	278,545	255,346	256,001	256,852	332,514	296,594	114,681
Total Circulation	1,154,103	1,268,784	779,747	612,278	621,701	875,765	905,886	891,289	491,850

*Weekend average denotes circulation that includes preprints/FSI's from the Sunday Chicago Tribune, Sunday Fin de Semana, and Saturday RedEye.



Chicago Tribune is a Morning and Sunday newspaper that is served to paid individual recipients: Home Delivery and Mail, Single Copy Sales, and Other Paid Circulation.

RedEye is a predominantly free publication available Monday through Saturday, catering to a market segment of 18-34 year olds. Paid circulation is available through Home Delivery.

The Mash is a weekly newspaper serving and largely written by teens. The publication is distributed free across high schools in Chicagoland Market.

Hoy is a Spanish language newspaper published Monday through Friday and available free through Home Delivery and various Single Copy channels.

Fin de Semana is a weekly Spanish language publication available Sunday through address specific Home Delivery and various Single Copy channels.

01-1110-0R

Audience-FAX

PRINT READERSHIP: In Market				WEB SITE USAGE: Total Activity		Chicago Tribune	RedEye	Hoy
	Weekend	Weekday	Past 7 Days	March 2009	February 2009	November 2008		
DMA				Total Unique Cookies	10,342,306	494,506	41,756	
Readers	2,445,322	1,808,470	3,488,684	Page Impressions/Views	95,104,917	6,630,898	150,113	
Reach	33.9%	25.0%	48.3%	Source: Omniture SiteCatalyst, See Explanatory				
NDM*				Additional Source Reporting		Chicago Tribune		
Readers	2,373,245	1,776,434	3,405,073		6 mo. avg.			
Reach	34.8%	26.1%	50.0%	Total Unique Users	4,693,000			
Source: Scarborough, 2008, Release 2, See Explanatory				Page Impressions/Views	51,257,000			
				Source: NNR/Net View, See Explanatory				

Weekend Print Readership includes the Sunday Chicago Tribune and Saturday RedEye.

Weekday Print Readership includes the Chicago Tribune, RedEye and Hoy.

3. QUARTERLY CIRCULATION INFORMATION:

	Sun	Wknd*	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<u>September 29 to December 28, 2008</u>									
Chicago Tribune	877,213	877,213	519,375	367,908	378,102	643,654	608,921	604,864	390,692
RedEye		115,371	195,744	196,963	197,218	197,386	189,480	197,836	115,371
The Mash			19,001				101,336		
Hoy			67,438	60,138	59,883	60,201	59,995	95,829	
Fin de Semana	300,173	300,173							
<u>December 29, 2008 to March 29, 2009</u>									
Chicago Tribune	839,299	839,299	483,311	345,954	353,297	594,171	537,824	585,307	363,646
RedEye		113,992	194,675	194,775	196,366	197,610	184,952	199,671	113,992
The Mash			13,434				71,647		
Hoy			66,810	58,815	58,534	58,509	57,715	99,779	
Fin de Semana	291,522	291,522							

* Weekend average denotes circulation that includes preprints/FSI's from the Sunday Chicago Tribune, Sunday Fin de Semana, and Saturday RedEye.

RedEye was not published on November 27, 2008.

The Mash was not published on December 25, 2008 and January 1, 2009.

Hoy was not published on November 27, 2008, December 25, 2008 and January 1, 2009.

Chicago Tribune omitted November 28, 2008 from paid circulation averages.

4. EXPLANATORY - OTHER:

RedEye

Paid

Home Delivery

Paid circulation is available through Home Delivery subscriptions only.

Unpaid

Single Copy Distribution

Weekday Single Copy distribution through racks, hawkers, and other key locations.

Requested Home Delivery

Address specific households that "opt-in", which may or may not include inserts.

Public Access Copies

Copies distributed in multi-dwellings, addressed to specific households, which may or may not include inserts.

The Mash

Unpaid

Public Access Copies

Copies distributed at high schools through racks.

Hoy and Fin de Semana

Unpaid

Home Delivery

Address specific households (non-Tribune subscribers) that include inserts.

Single Copy Distribution

Single Copy distribution through racks, hawkers, and other key locations.

Public Access Copies

Copies distributed in multi-dwellings, addressed to specific households, with inserts.

4a. AUDIENCE FAX - EXPLANATORY:

Print Readership Explanatory:

DMA Area: Chicago, IL

NDM* Area: Reflects 91.7% circulation within the circulation defined market per the March 30, 2008 circulation Audit Report covered by the Readership Newspaper Designated Market and is comprised of: Cook, Du Page, Kane, Kendall, Lake, McHenry and Will Counties in Illinois, Lake and Porter Counties in Indiana.

The Readership research sample produced the following completed unweighted total interviews:

Market	Print Readership		
	Weekend	Weekday	Past 7 Days
DMA	1,521	1,055	1,999
NDM*	1,471	1,030	1,941

Weekend Print Readership includes the Sunday Chicago Tribune and Saturday RedEye.

Weekday Print Readership includes the Chicago Tribune, RedEye and Hoy.

Web Site Usage Explanatory:

The following represents a by-month recap of the six month average total unique users/visitors and page impressions/views as submitted by the data provider. In addition, any/all footnote references supplied by the data provider are also shown.

Source: Omniture SiteCatalyst

Additional Source Reporting: Chicago Tribune: Nielsen//NetRatings NetView (NNR//Net View)

2008	Total Unique Users/Visitors	Page Impressions/Views	2009	Total Unique Users/Visitors	Page Impressions/Views
September	4,558,000	42,407,000	January	4,498,000	44,915,000
October	4,955,000	49,224,000	February	4,016,000	56,705,000
November	4,894,000	62,146,000			
December	5,235,000	52,145,000			

Scope of Verification:

We have performed sufficient tests of the readership study (print, online and net unduplicated) to be satisfied that the study was conducted in accord with Audit Bureau of Circulations Reader Profile Standards. These standards can be found at <http://www.accessabc.com/pdfs/telephonestandards.pdf>. Verification of the Web Site Usage data included a review of the domains represented to be associated with the member newspaper's website and, for server based measurements, such other tests as deemed appropriate to confirm compliance to ABCi definitions and standards. This verification does not include ABC participation in the publisher's choice of data provider for Web site usage statistics nor should it be construed as an endorsement by ABC of the methodology or technologies used by the data providers.

Web Site Usage Definitions:

Total Unique Users/Visitors: (Nielsen//NetRatings NetView) The number of unique visitors that have gone to the Web site at least once in the defined time period. If a person goes to the same Web site more than one time, they are only counted once. The domains attributed to this site are defined according to Nielsen Online standards and disclosed on the audit report for this site. Nielsen Online utilizes a research-based method to project the total number of Unique Users/Visitors to the site. A sample of Internet users behavior is monitored using installed proprietary software on their computers. The panelist's activities are then statically projected to the entire Internet user population. Since individual human behavior is monitored, the number reported in Audience Fax Web Site Usage, Total Activity could be interpreted as people.

Total Unique Cookies: (Omniture SiteCatalyst) Employs a cookie-based method for reporting of Unique Users/Visitors. In the absence of a cookie a combination of the IP address and user agent string is used to establish a Unique User / Visitor. All traffic regardless of the originating location (U.S. or international) is included in this total. Also included in this count may be content from co-branded third party vendors as disclosed in the audit report for this site. This method of accounting identifies an unduplicated cookie or identified browser that accessed the Internet content of the site during the measurement period reported and does not measure a person. No adjustment or correction to the numbers presented in the Audience Fax Web Site Usage, Total Activity has been made to adjust this number from cookies to people. (i.e. deletion of the cookies from browsers or for users accessing the site from multiple devices or locations.) Additionally, identifying non-cookied users by the IP address & user agent string in combination may over or understate the number of individual people due to dynamic IP addressing.

Page Impressions/Views: (Nielsen//NetRatings NetView) The total number of times a Web page has been "seen" by the Web population. There can be duplication in Page Views because any Web surfer can view a page many times. In order to be counted as a page view, the Web page has to successfully load on the users browser.

Page Impressions/Views: (Omniture SiteCatalyst) The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server. In effect, one request by a valid user should result in one Page Impression/ View being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. Cookies are typically set to expire. Some cookies are intended to remain on the browser temporarily (for example, during a session) and some are persistent in that they are intended to be retained for longer periods.

Browser: A software program running on an Internet enabled device that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

This publication has chosen to optionally report total Web traffic statistics from two different sources (and/or) methods for the periods shown on page 1. Users of this report should exercise caution in making relationships between the two sourced numbers. Differences in the methodology used to establish these traffic numbers can produce differing results.

4a. AUDIENCE FAX - EXPLANATORY: (Continued)

Web Site Usage Reports:

The domain addresses attributed to a Web site brand may differ based on the source of the reports. Additionally, the audience measured may differ due to origination of the traffic (U.S. vs. Worldwide), the inclusion of certain mobile devices in the reported traffic or the exclusion of Internet access points such as shared public use computers (as in a library) or domains such as .gov and .edu.

Below is a complete list of the domain names attributed to each print brand's Web site included on this report: Chicago Tribune, RedEye and Hoy. Domains for the Chicago Tribune are cited separately for both Omniture SiteCatalyst and Nielsen NetRatings/Net View. Domains for RedEye and Hoy are sourced from Omniture SiteCatalyst.

CHICAGO TRIBUNE

Omniture SiteCatalyst

services.chicagotribune.com	chicagotribune.homefinder.com	hosted.ap.org/*SITE=CHTRIB*	webadsplus.chicagotribune.com
affiliate.zap2it.com/*aid=chi*	chicagotribune.homescape.com	jobs.careerbuilder.com/*siteid=cb_ctnpqsb*	www.apartments.com/*p=chitrib*
archives.chicagotribune.com	chicagotribune.il.newsmemory.com	leisureblogs.chicagotribune.com	www.careerbuilder.com/*siteid=cb_ctnpqsb*
blogs.chicagosports.chicagotribune.com	chicagotribune.interest.com	markets.chicagotribune.com	www.cars.com/*aff=chitrib*
blogs.chicagotribune.com	chicagotribune.p2ionline.com	movies.zap2it.com/*aid=chi*	www.chicagobreakingnews.com
chicago.chicagotribune.il-foreclosure.com	chicagotribune.public-record.com	newsblogs.chicagotribune.com	www.chicagosbestblogs.com
chicago.preview.tila.trb:806	chicagotribune.upickem.net	pqasb.pqarchiver.com/chicagotribune	www.chicagotribune.com
chicagosports.sportsdirectinc.com	consumer.public-record.com	print.coupons.com/*chitrib*	www.cityfeet.com/chicagotribune/
chicagotribune.2.homefinder.com	dogood.chicagotribune.com	sapoints.chicagotribune.com	www.gadzo.com/chicagotribune/
chicagotribune.autoracing.upickem.net	extras.chicagotribune.com	secure.chicagotribune.com	www.legacy.com/chicagotribune/
chicagotribune.collegebasketball.upickem.net	featuresblogs.chicagotribune.com	tribunestore.chicagotribune.com	www.swamppolitics.com
	files.chicagotribune.com	tvlistings.zap2it.com/*aid=chi*	www.topix.com/*chicago*
	gallery.pictopia.com/chictrib/	weather.chicagotribune.com	www.topix.net/*chicago*

REDEYE

Omniture SiteCatalyst

subscribe.redeyechicago.com	tvlistings.zap2it.com/*aid=redeye*	weather.redeye.chicagotribune.com
redeye.chicagotribune.com	video.redeye.chicagotribune.com	weblogs.redeyechicago.com
redeye.mycapture.com		

HOY

Omniture SiteCatalyst

admin.vivelohoy.com	hoywebdev.typepad.com	www.cars.com/*aff=hoy*
hoyinternet.com	vivelohoy.com	

Additional Source Reporting: Chicago Tribune: Nielsen/NetRatings NetView (NNR/Net View)

NNR/Net View

auctionchicagotribune.com	chicagosports.org	chisportsnet.net	murphysbleachers.com
auctionschicago.com	chicagosportsauction.com	chitrib.com	pqasb.pqarchiver.com/chicagotribune
blackbirdrestaurant.com	chicagosportsnet.com	ctc-editorial.com	prepsplus.com
chgointeractive.com	chicagosportsnet.net	ctc-editorial1.com	redeye.chicagotribune.com
chicag0sp0rts.com	chicagosportsnet.org	ctc-owa1.com	salvatores-chicago.com
chicago-tribune.com	chicagostart.com	customcoupon.com/*config=chitrib	schaumburgautomedics.com
chicago-tribune.net	chicagoteams.com	cyscrabhouse.com	silicon-prairie.com
chicagolive.com	chicagoteams.net	cyskingcrab.com	siliconprairie.com
chicagomag.com	chicagotribune.biz	cyssteakandchophouse.com	siliconprairie.info
chicagomagazine.com	chicagotribune.com	destinationchicago.com	siliconprairie.net
chicagomenu.com	chicagotribune.info	exito.com	sportschicago.net
chicagoredeye.com	chicagotribune.net	exitochicago.com	sportschicago.org
chicagosport.net	chicagotribuneauction.com	garagechicago.com	sportsnetchicago.com
chicagosport.org	chicagotribuneauctions.com	gilthorp.com	sportsnetchicago.net
chicagosportauction.com	chicagsport.com	hometeams.net	triblocal.com
chicagosports.biz	chicagsports.com	instantchicago.com	tribpics.com
chicagosports.com	chigacosports.com	microsite.coupons.com/	virtualchicago.com
chicagosports.info	chisportsnet.com	*pid=10294&zid=mb79&nid=4	www.chicagosport.com
			www.chicagosports.com

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We certify that to the best of our knowledge all data set forth in this Consolidated Media Report are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

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