

Market Profiler Chicago



3
TV Rank (LPM)

3
Audio Rank (PPM)

58.3 %
Cable Penetration

\$62,759
Average Income

6.7%
Asian

17.2%
Black

21.8%
Hispanic



Time Zone
Central



Geography
Lake Michigan (Southwestern Shore)



Primary Election
Illinois: March 17, 2020
Indiana: May 5, 2020
National: 11/03/2020



Market Type
Nielsen - LPM
Nielsen Audio - PPM

Elections

National Primary

Illinois: March 17, 2020
Indiana: May 5, 2020

National Election

11/03/2020
11/03/2020

Average Household Income



3,495,803
Total Households



\$62,759
Avg. HH Income

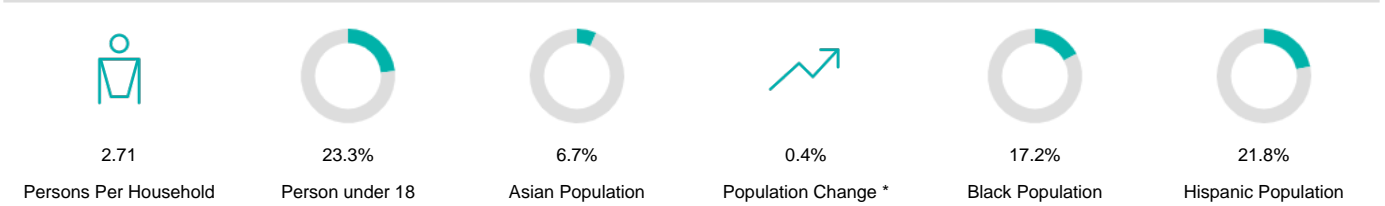


\$84,385
Kendall Co, IL (Highest Income)

County	Household Income	Households
Cook Co, IL	\$55,251	1,942,959
DeKalb Co, IL	\$54,101	37,269
DuPage Co, IL	\$79,658	338,083
Kane Co, IL	\$70,696	172,479
Kankakee Co, IL	\$52,110	40,880
Kendall Co, IL	\$84,385	38,516
Lake Co, IL	\$78,026	242,426
LaSalle Co, IL	\$50,633	44,242
McHenry Co, IL	\$77,222	109,491
Will Co, IL	\$76,101	223,640

County	Household Income	Households
Jasper Co, IN	\$55,374	11,996
Lake Co, IN	\$50,135	183,314
LaPorte Co, IN	\$46,872	43,004
Newton Co, IN	\$46,895	5,401
Porter Co, IN	\$63,926	62,103

Census Information



2016 Census

* Change from 2010 to 2016.

Schools

School Name	Team Name	League Division
DePaul University	Blue Demons	Conference USA
Loyola University	Ramblers	MCC
Northern Illinois University	Huskies	Mid-American Conf.
Northwestern University	Wildcats	Big 10
University of Illinois at Champaign Urbana	Fighting Illini	Big 10
University of Illinois at Chicago	Flames	MCC
University of Notre Dame	Fighting Irish	Big East

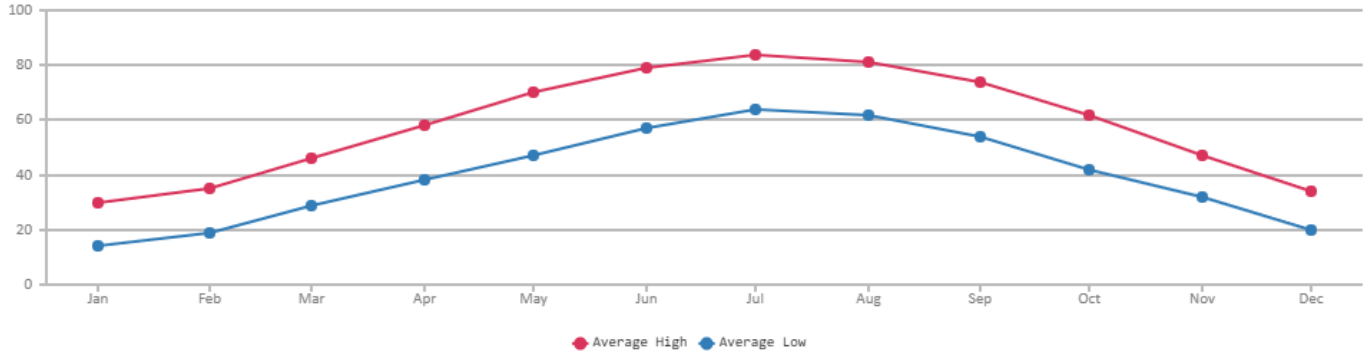
Events

Site Name

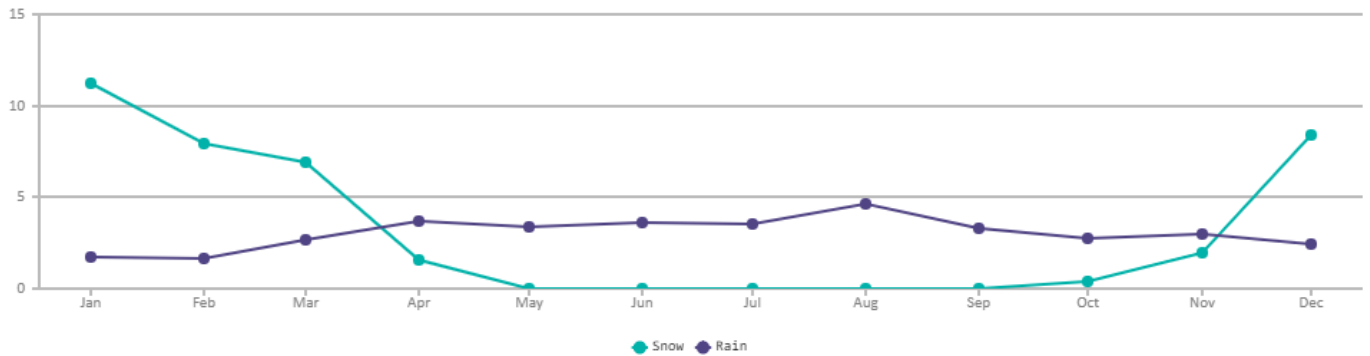
[City of Chicago](#)

Weather

Average Temperature



Average Precipitation



* Averages from Weather.com

Television

#3
National TV Market Ranking

9,142,779
Persons Age 2+



Television Demographics

2+ Black Pop	1,645,712	Adults 65+	1,127,915	Persons 2+	9,142,779
2+ Hispanic Pop	1,828,268	Children 2-11	1,281,224	Teens 12-17	800,315
Adults 18+	7,061,240	Men 18+	3,392,000	Women 18+	3,669,240
Adults 35+	4,853,097	Men 18-49	2,055,915	Women 18-49	2,094,026
Adults 50+	2,911,299	Men 65+	480,315	Women 65+	647,600

Television Stations

Station	Affiliate	Dial	Owner	Rep Firm	TVI*	ePort**	FCC	Map
ESNS	I-S	44.2	NBC Telemundo License LLC	NBCU & Telemundo Owned Stations National Sales	●	●	●	●
ETTW	PBS	11.2	Window to the World Communications, Inc.	National Public Media			●	●
EWME	HI	23.2	Channel 23 Limited Partnership	HRP	●		●	●
GGN	IND	9.2	Wgn Continental Broadcasting Company, LLC	Telerep	●		●	●
HCIU	BOU	26.5	Wciu-Tv Limited Partnership	HRP	●		●	●
HMAQ	COZ	5.2	NBC Telemundo License LLC	NBCU & Telemundo Owned Stations National Sales	●	●	●	●
WBBM	CBS	2	CBS Broadcasting Inc.	CBS Television Station Sales	●		●	●
WCIU	IND	26	Wciu-Tv Limited Partnership	HRP	●		●	●
WCPX	ION	38	Ion Media Chicago License, Inc.	ION Media National Sales			●	●
WCUU	IND	26.2	Wciu-Tv Limited Partnership	HRP	●		●	●
WFLD	FOX	32	Fox Television Stations, LLC	Fox Station Sales	●	●	●	●
WGBO	UNI	66	Wgbo License Partnership, G.P.	Univision and UniMas National Sales			●	●
WGN	IND	9	Wgn Continental Broadcasting Company, LLC	Telerep	●		●	●
WLS	ABC	7	Wls Television, Inc.	ABC National Television Sales, Inc.	●	●	●	●
WMAQ	NBC	5	NBC Telemundo License LLC	NBCU & Telemundo Owned Stations National Sales	●	●	●	●
WPWR	CW	50	Fox Television Stations, LLC	Fox Station Sales	●	●	●	●
WSNS	TEL	44	NBC Telemundo License LLC	NBCU & Telemundo Owned Stations National Sales	●	●	●	●
WTTW	PBS	11	Window to the World Communications, Inc.	National Public Media			●	●
WWME	MET	23	Channel 23 Limited Partnership	HRP	●		●	●
WXFT	UMA	60	Unimas Chicago LLC	Univision and UniMas National Sales			●	●
WYIN	PBS	56	Northwest Indiana Public Broadcasting, Inc.				●	●

* Stations indicated here send FREE electronic invoices to agencies via TVInvoices.com.

** 99% of TV rep firms and stations use ePort. Stations indicated here use ePort's enhanced, Store and Forward (direct-to-traffic) functionality.

† Stations use Strata VIEW and can send electronic avails or orders that load directly into your system.

Cable



3,256,400
Households



1,896,720
Wired Cable Households



58.3 %
Cable Penetration

Major Cable Advertising Operations

Name	Type	Syscode	# of Insertable Networks	Electronic Invoicing*
Effectv/Chicago Interconnect, IL	Hard Interconnect	5170	61	

Cable Systems

Provider	Zone Name	Syscode	Electronic Invoicing*
AT&T U-VERSE	Comcast/Aurora-Naperville U-ve	4079	•
AT&T U-VERSE	Comcast/Bloomingtondale U-verse,	4080	•
AT&T U-VERSE	Comcast/Chicago City N-NW U-ve	4081	•
AT&T U-VERSE	Comcast/Chicago So-Central U-v	4082	•
AT&T U-VERSE	Comcast/Chicago SouthWest U-ve	4083	•
AT&T U-VERSE	Comcast/Chicago U-verse Zone,	9922	•
AT&T U-VERSE	Comcast/Crystal Lake-Barr U-ve	4084	•
AT&T U-VERSE	Comcast/Glenview-Evans-HP U-ve	4085	•
AT&T U-VERSE	Comcast/Gurnee U-verse, IL	4086	•
AT&T U-VERSE	Comcast/Joliet W-Frankfort U-v	4087	•
AT&T U-VERSE	Comcast/Libertyville U-verse,	4088	•
AT&T U-VERSE	Comcast/McHenry U-verse, IL	4089	•
AT&T U-VERSE	Comcast/NW Indiana U-verse, IN	4090	•
AT&T U-VERSE	Comcast/Oak Brook U-verse, IL	4091	•
AT&T U-VERSE	Comcast/Oak Park U-verse, IL	4092	•
AT&T U-VERSE	Comcast/Orland Park U-verse, I	4093	•
AT&T U-VERSE	Comcast/Roll Mead-Mt Pros U-ve	4094	•
AT&T U-VERSE	Comcast/Schaumburg-Elgin U-ver	4095	•
AT&T U-VERSE	Comcast/South Sub-Kankakee U-v	4096	•
AT&T U-VERSE	Comcast/Wheaton-St Charles U-v	4097	•
BIG TEN NETWORK	Big Ten Network	9115	
CHICAGOLAND	ChicagoLand Television News	3346	
COLLEGE CABLE SERVICES	Ad Systems/DePaul University,	0251	
COMCAST	COMCAST/AA-CHICAGO	8500	•
COMCAST	Comcast/Aurora-Naperville, IL	1737	•
COMCAST	Comcast/Barrington, IL	1277	•
COMCAST	Comcast/Bloomingtondale, IL	6196	•
COMCAST	Comcast/Chicago Central, IL	1796	•
COMCAST	Comcast/Chicago Interconnect,	5170	•
COMCAST	Comcast/Chicago Long Form	0082	
COMCAST	Comcast/Chicago Market Zone, I	3905	
COMCAST	Comcast/Chicago Multi Zone, IL	9779	•
COMCAST	Comcast/Chicago Northwest, IL	5887	•
COMCAST	Comcast/Chicago South, IL	1798	•
COMCAST	Comcast/Chicago Southwest, IL	5888	•
COMCAST	Comcast/Chicago Super Zone, IL	8471	
COMCAST	Comcast/Chicago TV Auto Lot	0944	
COMCAST	Comcast/City North, IL	1797	•
COMCAST	Comcast/City North, IL	1797	•

Provider	Zone Name	Syscode	Electronic Invoicing*
COMCAST	Comcast/Crystal Lake, IL	2696	•
COMCAST	Comcast/DeKalb, IL	7506	•
COMCAST	Comcast/Elgin, IL	1732	•
COMCAST	Comcast/Frankfort, IL	7507	•
COMCAST	Comcast/Glenview Evanston, IL	1283	•
COMCAST	Comcast/Gurnee, IL	5553	•
COMCAST	Comcast/Highland Park, IL	5126	•
COMCAST	Comcast/Joliet West, IL	6219	•
COMCAST	Comcast/Kankakee, IL	1244	•
COMCAST	Comcast/La Salle-Peru, IL	7886	•
COMCAST	Comcast/LaPorte County, IN	3235	•
COMCAST	Comcast/Libertyville, IL	1863	•
COMCAST	Comcast/McHenry, IL	0573	•
COMCAST	Comcast/Mt. Prospect, IL	1794	•
COMCAST	Comcast/Mt. Prospect, IL	1794	•
COMCAST	Comcast/North Lake, IN	2057	•
COMCAST	Comcast/Oak Brook, IL	6217	•
COMCAST	Comcast/Oak Park, IL	6231	•
COMCAST	Comcast/Orland Park, IL	1820	•
COMCAST	Comcast/Porter County, IN	3234	•
COMCAST	Comcast/Rolling Meadows, IL	6221	•
COMCAST	Comcast/Schaumburg, IL	1795	•
COMCAST	Comcast/South Lake Indiana, IN	0990	•
COMCAST	Comcast/South Suburban, IL	1734	•
COMCAST	Comcast/Wheaton-St. Charles, I	1733	•
COMCAST SPRTNET	NBC Sports/Chicago	2996	
DIRECTV, INC.	Comcast/DirecTV- I+ Chicago IC	9804	•
DIRECTV, INC.	Comcast/DirecTV- RSN Chicago,	9282	•
DISH TV	Comcast/DISH- I+ Chicago, IL	9810	•
DISH TV	Comcast/DISH TV- RSN Chicago,	9383	•
MEDIACOM	Comcast/Streator-Ottawa, IL	7907	•
NCC MEDIA	Chicago Digital Zone	4455	
RCN	Comcast/RCN-Lakefront, IL	1849	•
TV CABLE	Comcast/Rensselaer, IN	6139	•
WOW!	Comcast/WOW-Chicago North, IL	1688	•
WOW!	Comcast/WOW-Chicago South, IL	1689	•
WOW!	Comcast/WOW-Naperville, IL	1692	•

* Stations listed here upload invoices that can be accessed at agency.spotcable.com.

Digital Video and Programmatic TV

Digital Video and Programmatic Stations

Station	Owner	Category	TVI*	Order Delivery**
CDCH	Viacom/CBS Digital	Premium	•	ePort
CGCH	CMG	Aggregator	•	ePort
CMCH	NCM	Premium	•	ePort
COCH	Centro	Aggregator		AE Inbox
CXCH	CoxReps/Gamut	Aggregator	•	ePort
FWCH	FreeWheel	Aggregator		ePort
HLCH	Hulu	Premium	•	ePort
IHCH	iHeartMedia	Premium	•	AE Inbox
JLCH	JamLoop	Aggregator	•	ePort
NYCH	Newsy	Premium	•	ePort
PMCH	Premion	Aggregator	•	ePort
SCCH	Scripps	Premium	•	ePort
SFCH	Simpli.fi	Aggregator	•	AE Inbox
SOCH	NBCUniversal	Premium	•	ePort
SVCH	Screenvision	Premium	•	ePort
VOCH	Vevo	Premium	•	ePort
XDCH	Nexstar Digital	Premium		ePort

* Stations indicated here send FREE electronic invoices to agencies via TVInvoices.com.

** The Digital Video vendors indicated here use ePort for order management.

Audio

#3
National Audio Market Ranking

7,878,800
Metro Person 12+



Audio Demographics

12+ Black Pop	1,365,700	Adults 65+	1,149,400	Teens 12-17	800,400
12+ Hispanic Pop	1,500,300	Men 18+	3,410,300	Women 18+	3,668,100
Adults 18+	7,078,400	Men 18-49	2,065,500	Women 18-49	2,076,200
Adults 35+	4,891,600	Men 65+	483,700	Women 65+	665,700
Adults 50+	2,936,700	Metro Person 12+	7,878,800		

Audio Stations

Station	Format	Freq.	Owner	Rep Firm	Audio Invoices*	FCC	Map
WAIW-FM	Contemporary Christian	88.1	Educational Media Foundation			•	•
WAVE-FM	Contemporary Christian	94.3	Educational Media Foundation			•	•
WBBM-AM	All News	780	Entercom License, LLC	Entercom	•	•	•
WBBM-FM	Pop Contemporary Hit Radio	96.3	Entercom License, LLC	Entercom	•	•	•
WBEZ-FM	News Talk Information	91.5	Chicago Public Media Inc		•	•	•
WBMX-FM	Rhythmic Oldies	104.3	Entercom License, LLC	CBS	•	•	•
WCCQ-FM	Country	98.3	Alpha Media Licensee LLC	Christal		•	•
WCKL-FM	Contemporary Christian	97.9	Educational Media Foundation			•	•
WCLR-FM	Contemporary Christian	92.5	Educational Media Foundation			•	•
WDCB-FM	Jazz	90.9	College Of Du Page, District 502			•	•
WDRV-FM	Classic Rock	97.1	Chicago Fcc License Sub, LLC	Katz		•	•
WEBG-FM	Country	95.5	Amfm Broadcasting Licenses, LLC	iHeartMedia	•	•	•
WERV-FM	Classic Hits	95.9	Alpha Media Licensee LLC	Christal		•	•
WFMT-FM	Classical	98.7	Window To The World Communications	McGavren		•	•
WGCI-FM	Urban Contemporary	107.5	Amfm Broadcasting Licenses, LLC	iHeartMedia	•	•	•
WGN-AM	News Talk Information	720	Wgn Continental Broadcasting Company, LLC	Christal	•	•	•
WGRB-AM	Contemporary Inspirational	1390	Amfm Broadcasting Licenses, LLC	iHeartMedia	•	•	•
WIIL-FM	Active Rock	95.1	Alpha Media Licensee LLC	Christal		•	•
WJOL-AM	News Talk Information	1340	Alpha Media Licensee LLC	Christal		•	•
WKQX-FM	Alternative	101.1	Radio License Holdings LLC	WW1/Eastman	•	•	•
WKRS-AM	Spanish Sports	1220	Alpha Media Licensee LLC	Christal		•	•
WKSC-FM	Pop Contemporary Hit Radio	103.5	Amfm Broadcasting Licenses, LLC	iHeartMedia	•	•	•
WLEY-FM	Mexican Regional	107.9	Wley Licensing, Inc.	McGavren		•	•
WLIP-AM	Talk/Personality	1050	Alpha Media Licensee LLC	Christal		•	•
WLIT-FM	Adult Contemporary	93.9	Amfm Broadcasting Licenses, LLC	iHeartMedia	•	•	•
WLJE-FM	Country	105.5	Adams Radio Of Northern Indiana, LLC	Local Focus		•	•
WLS-AM	News Talk Information	890	Radio License Holdings LLC	WW1/Eastman	•	•	•
WLS-FM	Classic Hits	94.7	Radio License Holdings LLC	WW1/Eastman	•	•	•
WMBI-AM	Spanish Religious	1110	The Moody Bible Institute of Chicago			•	•
WMBI-FM	Religious	90.1	The Moody Bible Institute of Chicago			•	•
WMVP-AM	All Sports	1000	Sports Radio Chicago, LLC	Katz		•	•
WOJO-FM	Mexican Regional	105.1	Tichenor License Corporation	Eastman	•	•	•
WOKL-FM	Contemporary Christian	89.1	Educational Media Foundation			•	•
WPPN-FM	Spanish Contemporary	106.7	Univision Radio Stations Group, Inc.	Eastman	•	•	•
WRME-FM	Soft Adult Contemporary	87.7	Gardner-Webb Junior College, Inc.	Tach	•		
WRTO-AM	Spanish Sports	1200	Univision Radio Stations Group, Inc.	Eastman	•	•	•
WRXQ-FM	Active Rock	100.7	Walnut Radio Illinois, LLC	Christal		•	•
WSCR-AM	All Sports	670	Entercom License, LLC	Entercom	•	•	•
WSHE-FM	Adult Contemporary	100.3	Chicago Fcc License Sub, LLC	Katz		•	•
WSSR-FM	Hot Adult Contemporary	96.7	Alpha Media Licensee LLC	Christal		•	•
WTMX-FM	Hot Adult Contemporary	101.9	Chicago Fcc License Sub, LLC	Katz		•	•
WUSN-FM	Country	99.5	Entercom License, LLC	Entercom	•	•	•

Station	Format	Freq.	Owner	Rep Firm	Audio Invoices*	FCC	Map
WVAZ-FM	Urban Adult Contemporary	102.7	Amfm Broadcasting Licenses, LLC	iHeartMedia	•	•	•
WVIV-FM	Spanish Contemporary	93.5	Univision Radio Stations Group, Inc.	Eastman	•	•	•
WXLC-FM	Hot Adult Contemporary	102.3	Alpha Media Licensee LLC	Christal		•	•
WXRD-FM	Classic Rock	103.9	Adams Radio Of Northern Indiana, LLC	Local Focus		•	•
WXRT-FM	Album Adult Alternative	93.1	Entercom License, LLC	Entercom	•	•	•
WZSR-FM	Adult Contemporary	105.5	Alpha Media Licensee LLC	Christal		•	•
WZVN-FM	Adult Contemporary	107.1	Adams Radio Of Northern Indiana, LLC	Local Focus		•	•

* Most Radio Rep Firms use RadiolInvoices.com to deliver national invoices. Stations listed here also provide FREE electronic invoices for local/direct business via RadiolInvoices.com.

Digital Audio and Podcast

Digital Audio and Podcast

Station	Format	Owner	Category	Order Delivery
Acast Podcasts	Podcast	Acast	Various	AE Inbox
AUCH-SM	Audacy	Audacy	Premium	AE Inbox
DXCH-SM	DAX U.S.	DAX U.S.	Aggregator	AE Inbox
IHCH-SM	iHeart	iHeartMedia	Premium	AE Inbox
PACH-SM	Pandora	Pandora Media	Premium	AE Inbox

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Out-of-Home

BIG Media Sales, LLC	IC&SC	OUTFRONT Media	Vector Media
Brite Media Group	Intersection Media	OutSelling, Inc	View Outdoor
Clear Channel Outdoor	JCDecaux NA	Prime Point Media	Zoom Active Lifestyle Marketing
Home Team Marketing	Lamar Advertising	Rouge Media	

To learn more about these vendors or to request quotes, follow the links to DQmedia's out-of-home media database.

Newspaper

Publication	City
Chicago Tribune	Chicago
Chicago Sun-Times (Chicago Newspaper Network)	Chicago
Daily Herald	Arlington Heights
Daily Southtown (Chicago Newspaper Network)	Tinley Park
Gary Post-Tribune	Merrillville
The Beacon-News	Aurora
The Courier-News	Elgin
The Herald-News	Joliet
The Northwest Herald	Crystal Lake
The Times of Northwest Indiana	Munster

Publication	City
Pioneer Press	Glenview
Sun Publications	Naperville
Glen News Publications	Glen Ellyn
La Raza	Chicago
El Dia News	Cicero
El Imparcial	Cicero
Hoy	Chicago
Nuevo Siglo	Chicago
Extra	Chicago
Lawndale News	Cicero
Reflejos	Arlington Heights