



MULTI-SCREEN ADVERTISING

CHICAGO

MARKET SNAPSHOT

Comcast Spotlight Chicago serves the nation's third largest market by providing video-based advertising solutions for local, regional and national advertisers. Our technology and trusted partnerships allow us to distribute your message to over 2.4 million cable, telco and satellite households across TV, online and mobile devices.

- 3rd largest media market
- 2.5 million cable households
- 74% market penetration
- 93% coverage of wired cable HH
- 60+ insertable networks
- Over 50 TV and digital zones
- Hispanic DMA rank – 5
- African American DMA rank – 3

DEMOGRAPHICS

Gender:

Male	48%
Female	52%

Age:

18 – 34	31%
35 – 54	36%
55+	33%

HH Income:

\$0 - \$24,999	14%
\$25k - \$49,999	27%
\$50k - \$74,999	16%
\$75k - \$99,999	16%
\$100k – 149,999	14%
\$150,000+	12%

Race/ Ethnicity:

White Non-Hispanic	61%
Black Non-Hispanic	15%
Asian Non-Hispanic	3%
Hispanic	19%

Education:

Some College	29%
College Graduate	18%
Post Grad Degree or Some Post Grad	13%

Marital Status:

Married	49%
Single	51%

Home Ownership:

Homeowners	70%
Renters	26%

Value of Owned Home

\$0 - \$199,000	32%
\$200k - \$349,999	24%
\$350,000+	14%

Children in the Home:

1 Child Under 18	15%
2 Children Under 18	14%
3+ Children Under 18	10%

Sources: The Nielsen Company, July 2015 DMA Quarterly UEs; Scarborough, Chicago, IL-Syndicated-Mosaic, Mr14-Fe15, Base = A18+; Scarborough Data & Reports are protected under the federal Copyright Act and are the registered intellectual property of Scarborough Research & Arbitron, Inc. Any use of the Scarborough Data is subject to all limitations and qualifications contained in the Report.



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FEATURED SERVICES

- Demographic targeting on TV and digital platforms
- Geographic targeting by zone
- Premium TV programming and digital video pre-roll
- Creative services for ad production
- Customized, local research
- Interactive TV capabilities
- Long-form Video On Demand
- Auto targeting
- Campaign-extending promotional opportunities
- Exclusive local team sports coverage including NFL, NHL, MLB, NBA and NCAA

CONTACT US TODAY

For more information please contact:

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For more information please visit www.ComcastSpotlight.com

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