

America's Leading Choice For Number One At Being First In News.

THE ONION



The Onion is a national publication and website that offers award-winning news and views that readers can't get anywhere else. Every week, our attention grabbing headlines and photojournalism paint a unique picture of the world.

More than 3 million people read The Onion each week, in print and online, making it by far the most popular news organization in its class. A million more listen to Onion Radio News coast to coast.



THE A.V. CLUB & DECIDER



The A.V. Club, The Onion's arts and entertainment section, provides thorough coverage of the week's cultural happenings, be they local or national. From interviews and offbeat features through obsessive, pitiless reviews of the latest films, music, books, and video games, The A.V. Club has readers' interests covered.

On the local front, Decider provides spirited calendars, witty restaurant guides, dedicated theater sections, and weekly feature stories covering the city's cultural pulse-from profiles of a bicycle-messenger rally to coverage of minor-league baseball to interviews with the best bands the town has to offer.



DECIDER.COM

Decider.com is the new website from The Onion and The A.V. Club devoted to arts & entertainment, food, drink, and nightlife in our Onion cities. Decider.com's curatorial, approachable voice offers an editorial perspective on what's good. Decider also encourages users to have a hand in its content. Like a restaurant? Want to recommend a bar? Saw a great show? Decider wants users to embrace their inner critic and let everyone know by writing reviews of food, bars, films, concerts and more.



TESTIMONIALS

"The Onion consistently brings creative, dead-on ideas to the table that attaches my client's brands to some of the funniest, smartest satire around. Couple that with a smart, affluent and influential audience, and you have a real winner." -Chris Wexler, Crispin Porter + Bogusky

"The Onion distinguishes itself with a unique product, great new ad executions, and exceptional service with generous online ad delivery. Above all, it comes down to the high-quality, wealthy, intellectual audience which keeps me and my clients coming back to The Onion." - Wendi Dunlap, Beyond Interactive

4 MILLION+

ONION PRINT READERS...

ARE YOUNG AND WEALTHY 63% (2,520,000) are 18-44 years old 11% (1,360,000) are age 18-34 with income \$100,000+	Index 134 180	- INCOME			\$100K+ \$75K-\$99,999 \$50K-\$74,999 \$35K-\$49,999 Under \$35K	28% 11% 24% 18% 19%
SEE MOVIES, LIVE MUSIC, AND THEATRE 50% (2,000,000) attended the theatre/symphony in the past year	151					
53% (2,120,000) attended a movie theater in the past month	131					
37% (1,480,000) attended rock concerts in the past year	172	FRUGITION			Adv College Degree	20%
LIKE TO GO OUT AND PARTY		- EDUCATION			College Grad Some College	32% 24%
90% (3,600,000) are age 21+	100				HS Grad Some HS	18% 6%
46% (1,840,000) go out to bars/clubs frequently	169			-	301116 113	0 70
20% (800,000) drank wine or beer 3+ times in the past two weeks	135					
 ARE TECH SAVY						
$39\%\ (1,560,000)$ plan to buy a new computer/hardware this year	168	- AGE			18-20	10%
$49\%\ (1,960,000)$ shopped at a major consumer electronics store in the past 6 months	128				21-34	32%
$\mathbf{57\%}\ (2,\!280,\!000)$ made 5+ online purchases in the past year	138				35-44 45-54	$\frac{21\%}{22\%}$
STAY FIT AND LIKE SPORTS				Ī	55 +	15%
41% $(1,640,000)$ exercised 12+ times at a health club in the past year	142					
29% (1,160,000) attended 3+ pro/college sports events in the past year	133					
BUY CDs, DVDs, AND BOOKS		- GENDER			Male	62%
$36\% \ (1,440,000)$ bought CDs or DVDs in the past month	157				Female	38%
58%~(2,320,000) purchased 12+ books from a bookstore in the past year	161					
CONTINUE TO LEARN						
28% (1,000,000) plan to take college-level courses in the next year	145					
20 % (1,000,000) plan to take confedence courses in the next year	145					
MAKE BIG-TICKET PURCHASES						
20% (800,000) plan to buy a car/truck/SUV in the next year	126					
			Source: Med	dia A	udit, September 2007 – Augus	st 2008

400,000 TOTAL PRINT CIRCULATION



Subscriptions: 10,000



"Indispensable ... astute social observation and shiv-sharp writing" | Entertainment Weekly

ONION ONLINE



ONION.COM

 $13,\!402,\!778\;\mathrm{VISITS}$

7,987,596 UNIQUE VISITORS 42.2 MILLION PAGE VIEWS



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AVCLUB.COM

2,698,843 VISITS 1,084,860 UNIQUE VISITORS 9.8 MILLION PAGE VIEWS

Source: Omniture, November 2008

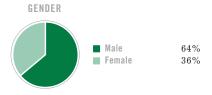
ONLINE ACTIVITY	INDEX
Published a Blog (yesterday)	395
Watched Streaming Video (yesterday)	405
Downloaded Music for Portable Media (yesterday)	426
Downloaded Video for Portable Media (yesterday)	369
Listened to a Live Concert Online (last 30 days)	535
Read an RSS Feed (yesterday)	654
LEISURE	
Went to a Live Concert (last 30 days)	219
Went on a Date (last 30 days)	211
Went to a Museum or Art Gallery (last 30 days)	302
Paint, Draw, or Sculpt	280
Play Video Games (last 30 days)	278
Went to a Bar (last 30 days)	197
Hike/Backpack (last 30 days)	236
PROVIDE INFLUENTIAL ADVICE	
Researched/Posted Product Reviews (yesterday)	322
Computer Hardware/Software	234
Websites/Internet Services	221
Electronics	206
Video Games	259
Movies	197
Politics and Current Events	376
Music	230
ONLINE SHOPPING & PURCHASES	
Digital Music Purchased Online (last 30 days)	289
Movies & DVDs Purchased Online (last 30 days)	254
New Automobile Shopped for Online (last 12 months)	213
Video Games Purchased Online (last 30 days)	385
Movie Tickets Purchased Online (last 30 days)	306
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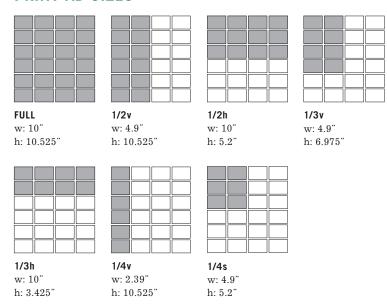
Source: @Plan, Fall 2008

2009 Publication Schedule

The Onion is published every Thursday.

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4503	11	12	13	14	15	16	17	4508	15	16	17	18	19	20	21
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4505	25	26	27	28	29	30	31								
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4512	15	16	17	18	19	20	21	4516	12	13	14	15	16	17	18
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4520	10	11	12	13	14	15	16	4525	14	15	16	17	18	19	20
4521	17	18	19	20	21	22	23	4526	21	22	23	24	25	26	27
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PRINT AD SIZES



RATES For rate information and online advertising options, please contact your Onion advertising representative.

SPECIAL ISSUES

January 1: The Technology Issue

February 12: Valentine's Day

April 16: Spring Music Issue

April 23: Earth Day Issue

May 7: Summer Movie Preview

June 4: Summer Guide

June 25: The Workplace Issue

July 2: Food + Dining Issue

July 30: The Comics Issue

August 20: Fall TV Preview

August 27: Back To School

September 24: Fall Movie Preview

October 29: The Horrors Issue / Halloween Guide

November 19: The Books Issue

December 3: Holiday Gift Guide

December 10: Best Of Music

December 17: Best Of Film / New Year's Guide

December 24: Least Essential Music / Religion Issue

December 31: Onion Sports Year-In-Review

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