

the ONION®

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.

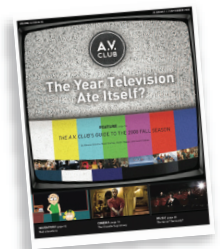


THE A.V. CLUB & DECIDER



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

"The funniest publication in the United States" 

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+

SEE MOVIES, LIVE MUSIC, AND THEATRE

50% (2,000,000) attended the theatre/symphony in the past year
53% (2,120,000) attended a movie theater in the past month
37% (1,480,000) attended rock concerts in the past year

LIKE TO GO OUT AND PARTY

90% (3,600,000) are age 21+
46% (1,840,000) go out to bars/clubs frequently
20% (800,000) drank wine or beer 3+ times in the past two weeks

ARE TECH SAVVY

39% (1,560,000) plan to buy a new computer/hardware this year
49% (1,960,000) shopped at a major consumer electronics store in the past 6 months
57% (2,280,000) made 5+ online purchases in the past year

STAY FIT AND LIKE SPORTS

41% (1,640,000) exercised 12+ times at a health club in the past year
29% (1,160,000) attended 3+ pro/college sports events in the past year

BUY CDs, DVDs, AND BOOKS

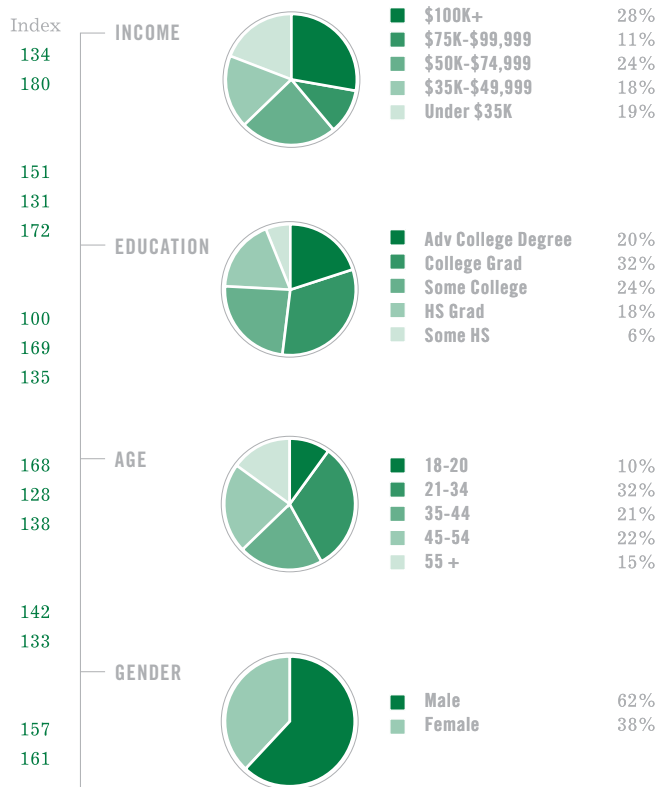
36% (1,440,000) bought CDs or DVDs in the past month
58% (2,320,000) purchased 12+ books from a bookstore in the past year

CONTINUE TO LEARN

28% (1,000,000) plan to take college-level courses in the next year

MAKE BIG-TICKET PURCHASES

20% (800,000) plan to buy a car/truck/SUV in the next year



Index
134
180

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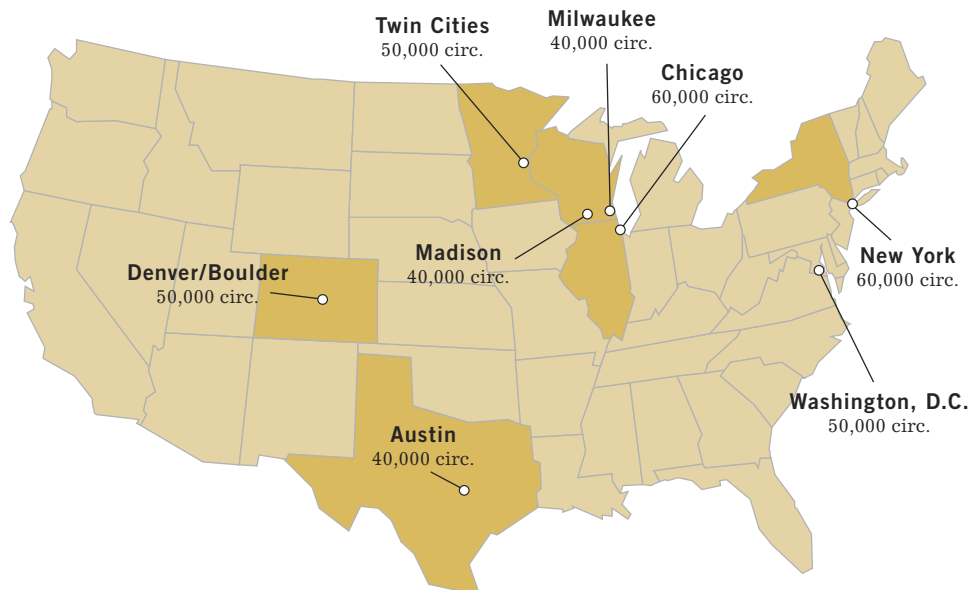
126

Source: Media Audit, September 2007 – August 2008

400,000 TOTAL PRINT CIRCULATION



Subscriptions: 10,000



Circulation data audited by Verified Audit.

“Indispensable ... astute social observation and shiv-sharp writing” Entertainment Weekly

ONION ONLINE



ONION.COM
 13,402,778 VISITS
 7,987,596 UNIQUE VISITORS
 42.2 MILLION PAGE VIEWS



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

Source: Omniture, November 2008

ONLINE ACTIVITY

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

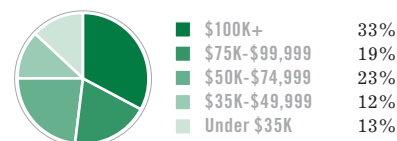
Researched/Posted Product Reviews (yesterday)	322
Computer Hardware/Software	234
Websites/Internet Services	221
Electronics	206
Video Games	259
Movies	197
Politics and Current Events	376
Music	230

ONLINE SHOPPING & PURCHASES

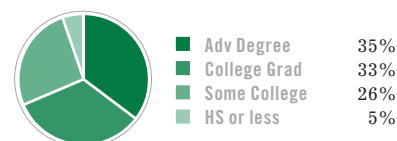
Digital Music Purchased Online (last 30 days)	289
Movies & DVDs Purchased Online (last 30 days)	254
New Automobile Shopped for Online (last 12 months)	213
Video Games Purchased Online (last 30 days)	385
Movie Tickets Purchased Online (last 30 days)	306

Source: @Plan, Fall 2008

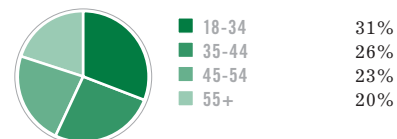
INCOME



EDUCATION



AGE



GENDER



Source: @Plan, Fall 2008

“It’s laugh-out-loud, go-tell-your-friends, get-angry-you-didn’t-think-of-it funny.” Conan O’Brien

2009 Publication Schedule

The Onion is published every Thursday.

JANUARY

	S	M	T	W	R	F	S
4501					1	2	3
4502	4	5	6	7	8	9	10
4503	11	12	13	14	15	16	17
4504	18	19	20	21	22	23	24
4505	25	26	27	28	29	30	31

FEBRUARY

	S	M	T	W	R	F	S
4506	1	2	3	4	5	6	7
4507	8	9	10	11	12	13	14
4508	15	16	17	18	19	20	21
4509	22	23	24	25	26	27	28

MARCH

	S	M	T	W	R	F	S
4510	1	2	3	4	5	6	7
4511	8	9	10	11	12	13	14
4512	15	16	17	18	19	20	21
4513	22	23	24	25	26	27	28
	29	30	31				

APRIL

	S	M	T	W	R	F	S
4514					1	2	3
4515	5	6	7	8	9	10	11
4516	12	13	14	15	16	17	18
4517	19	20	21	22	23	24	25
4518	26	27	28	29	30		

MAY

	S	M	T	W	R	F	S
						1	2
4519	3	4	5	6	7	8	9
4520	10	11	12	13	14	15	16
4521	17	18	19	20	21	22	23
4522	24	25	26	27	28	29	30
	31						

JUNE

	S	M	T	W	R	F	S
4523	1	2	3	4	5	6	
4524	7	8	9	10	11	12	13
4525	14	15	16	17	18	19	20
4526	21	22	23	24	25	26	27
	28	29	30				

JULY

	S	M	T	W	R	F	S
4527					1	2	3
4528	5	6	7	8	9	10	11
4529	12	13	14	15	16	17	18
4530	19	20	21	22	23	24	25
4531	26	27	28	29	30	31	

AUGUST

	S	M	T	W	R	F	S
							1
4532	2	3	4	5	6	7	8
4533	9	10	11	12	13	14	15
4534	16	17	18	19	20	21	22
4535	23	24	25	26	27	28	29
	30	31					

SEPTEMBER

	S	M	T	W	R	F	S
4536				1	2	3	4
4537	6	7	8	9	10	11	12
4538	13	14	15	16	17	18	19
4539	20	21	22	23	24	25	26
	27	28	29	30			

OCTOBER

	S	M	T	W	R	F	S
4540						1	2
4541	4	5	6	7	8	9	10
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4544	25	26	27	28	29	30	31

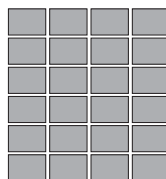
NOVEMBER

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4546	8	9	10	11	12	13	14
4547	15	16	17	18	19	20	21
4548	22	23	24	25	26	27	28
	29	30					

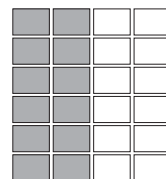
DECEMBER

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4549			1	2	3	4	5
4550	6	7	8	9	10	11	12
4551	13	14	15	16	17	18	19
4552	20	21	22	23	24	25	26
4553	27	28	29	30	31		

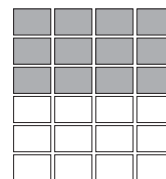
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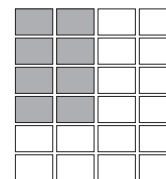
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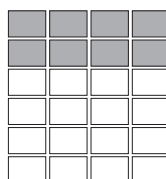
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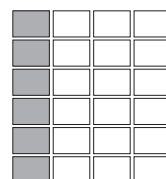
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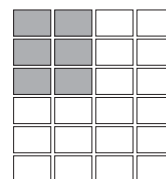
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1/3h
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h: 3.425"



1/4v
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h: 10.525"



1/4s
w: 4.9"
h: 5.2"

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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