

# 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



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.

That applies to Austin residents as well. *The A.V. Club Austin* applies *The A.V. Club's* sensibility to its home city, offering the area's most informed arts-and-entertainment calendar and weekly features covering everything from music to food to sports and commentary. It's the one place where readers will find an interview with an up-and-coming band one week, then a sarcastic Thanksgiving list that gives "thanks" for some of the city's less desirable traits the next.



## AUSTIN.AVCLUB.COM

Online, [austin.avclub.com](http://austin.avclub.com) expands what *The A.V. Club Austin* does in the paper many times over. Its backbone is the calendar, which maintains a curatorial approach—the point isn't to bombard readers with options, but tell them about what's noteworthy—but takes a wider focus. The staff constantly updates the site over the day with new features, including breaking news and features examining music, comedy, film, food, theater, sports, and city life. Readers are also encouraged to participate in the discussion and make their own recommendations.



## TESTIMONIALS

"We couldn't be happier with the support that we've received from running our ads with them. We see a definite bump in ticket sales." —[Henri Mazza, Alamo Draft House](#)

"Working with The Onion is almost effortless. They are flexible, open to new ideas, and willing to work with us to reach our target in unique ways. The Onion is highly respected and has a very loyal following." —[Alison Fields, GSD&M](#)

"People are walking into the store with The Onion (and our ad) in hand, and we are very happy with the results." —[Mark Lyon, Audio Systems](#)

## AUSTIN ONION READERS...

### ARE YOUNG AND WEALTHY

70% are age 18-44  
26% have liquid assets of \$100,000+

### SEE MOVIES, LIVE MUSIC, AND THEATRE

59% attended the theatre/symphony in the past year  
57% attended a movie theater in the past month  
54% attended rock concerts in the past year

### LIKE TO EAT, DRINK, AND PARTY

23% ate at a sit-down restaurant 4+ times in the past two weeks  
55% go out to bars/clubs at least once a month  
19% drank wine or beer 3+ times in the past two weeks

### ARE TECH SAVVY

31% plan to buy a new computer/hardware this year  
51% shopped at a major consumer electronics store in the past 6 months  
62% made 5+ online purchases in the past year

### STAY FIT AND LIKE SPORTS

41% exercised 12+ times at a health club in the past year  
40% shopped at sporting good stores in the past month  
43% attended 3+ pro/college sports events in the past year

### BUY CDs, DVDs, AND BOOKS

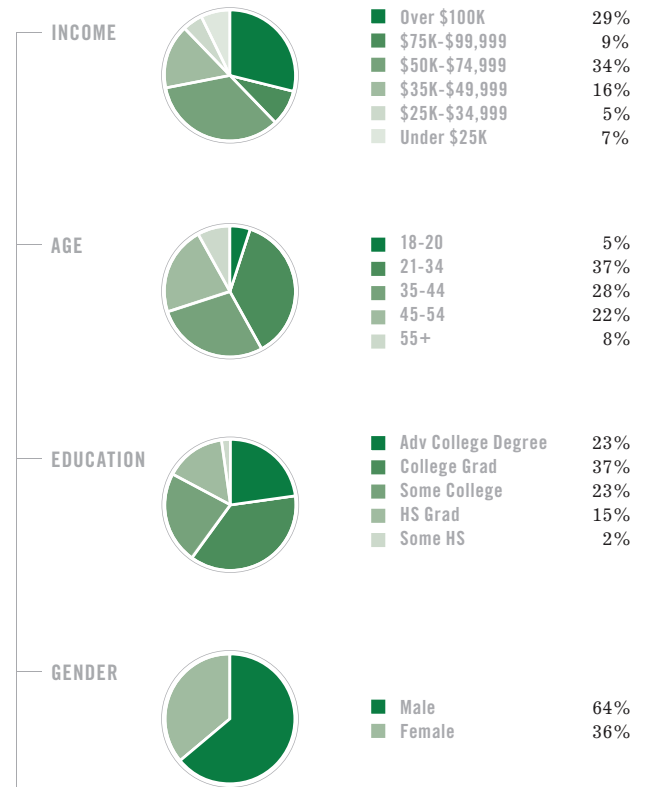
70% purchased 12+ books from a bookstore in the past year  
41% bought CDs or DVDs in the past month

### MAKE BIG-TICKET PURCHASES

21% plan to buy a new car/truck/suv  
46% flew internationally 1+ times in the past year

### CONTINUE TO LEARN

37% plan to take college-level courses in the next year



Source: Media Audit, April - May, 2008

## SPECIAL ISSUES

January 1: The Technology Issue

February 12: Valentine's Day

March 12: SXSW Film Preview

March 19: SXSW Music Preview

March 26: SXSW Wrap-Up

April 16: Spring Music Issue

April 23: Earth Day Issue

May 7: Summer Movie Preview

May 28: Summer Guide / Summer Music Preview

June 25: The Workplace Issue

July 30: The Comics Issue

August 20: Fall TV Preview

August 27: Back To School

September 24: Fall Movie Preview

October 22: Austin Film Festival

October 29: The Horrors Issue / Halloween Guide

November 19: The Books Issue

December 3: Holiday Gift Guide

December 10: Best Of Music / Best Of Austin Music

December 17: Best Of Film

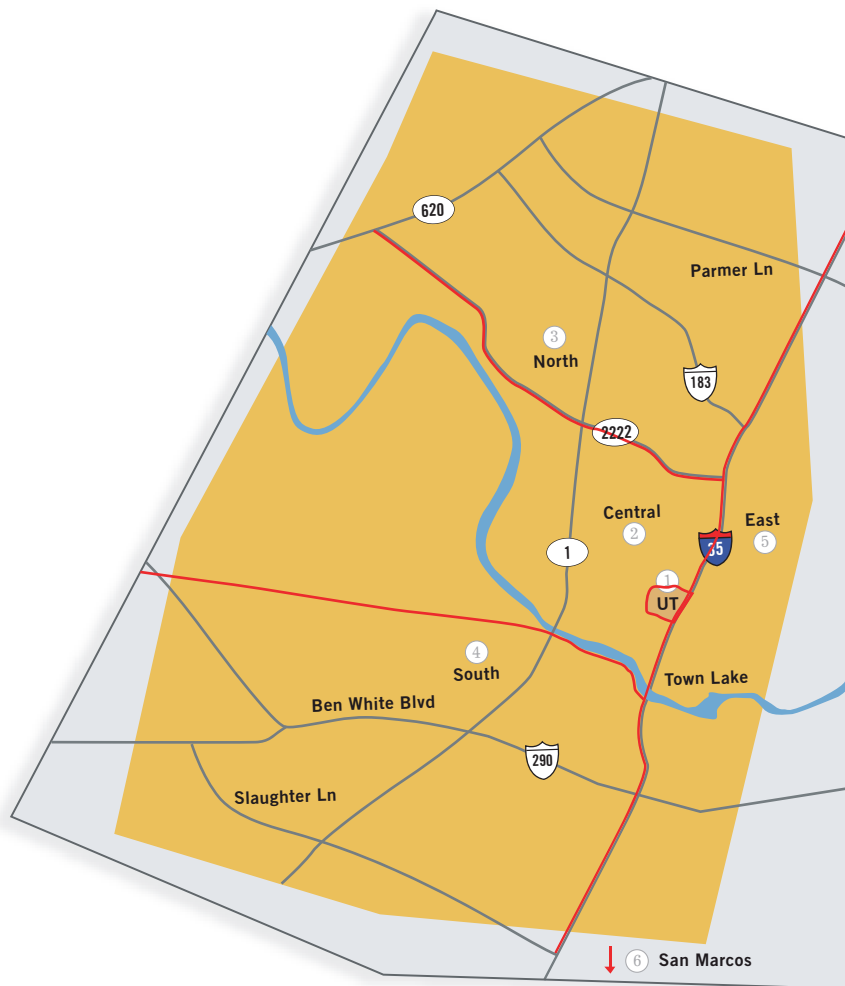
December 24: Least Essential Albums / New Year's Guide

December 31: Onion Sports Year-In-Review

# 40,000 COPIES WEEKLY

The Onion newspaper is distributed to 1,100 locations throughout the greater Austin area. With a distribution network composed of high-traffic street boxes, bookstores, music venues, restaurants, nightclubs, cafés, and retailers both large and small, The Onion circulates 40,000 papers to its loyal readership every week. The paper is strategically located in areas where our core audience of young, affluent opinion-leaders lives, works, and socializes, maximizing advertising exposure in every issue.

Circulation data audited by Verified Audit.



- ① 10,000
- ② 8,000
- ③ 8,000
- ④ 10,000
- ⑤ 2,000
- ⑥ 2,000

## 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
4503	11	12	13	14	15	16
4504	18	19	20	21	22	23
4505	25	26	27	28	29	30

**FEBRUARY**

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

**MARCH**

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

**APRIL**

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

**MAY**

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

**JUNE**

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

**JULY**

S	M	T	W	R	F	S
4527			1	2	3	4
4528	5	6	7	8	9	10
4529	12	13	14	15	16	17
4530	19	20	21	22	23	24
4531	26	27	28	29	30	31

**AUGUST**

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

**SEPTEMBER**

S	M	T	W	R	F	S
4536		1	2	3	4	5
4537	6	7	8	9	10	11
4538	13	14	15	16	17	18
4539	20	21	22	23	24	25
	27	28	29	30		

**OCTOBER**

S	M	T	W	R	F	S
4540				1	2	3
4541	4	5	6	7	8	9
4542	11	12	13	14	15	16
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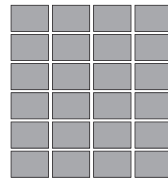
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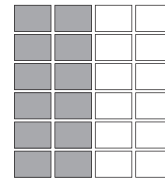
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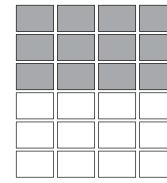
## AD SIZES



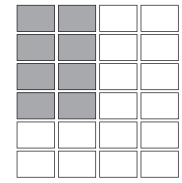
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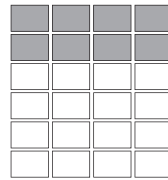
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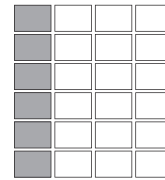
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h: 5.2"



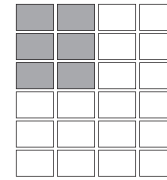
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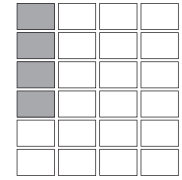
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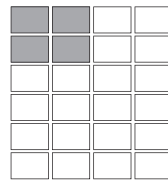
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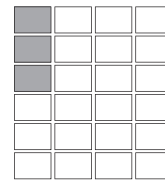
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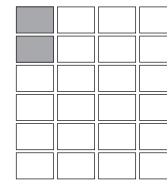
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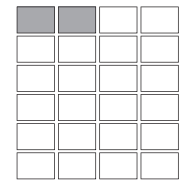
**1/6s**  
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h: 3.425"



**1/8v**  
w: 2.39"  
h: 5.2"



**1/12v**  
w: 2.39"  
h: 3.425"



**1/12h**  
w: 4.9"  
h: 1.65"

## AD RATES

For Onion and austin.avclub.com advertising rates, please contact your Onion advertising representative at 512-708-1400.

