

# 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 Denver/Boulder residents as well. *The A.V. Club Denver/Boulder* 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.



## DENVER.AVCLUB.COM

Online, [denver.avclub.com](http://denver.avclub.com) expands what *The A.V. Club Denver/Boulder* 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

"It's an indispensable part of modern irony, and is a crucial piece in our promotional puzzle." —Paul Epstein, *Twist & Shout*

"The Onion is smart, smart-alecky, and reaches our target demographic exactly. It is really the only paper people read faithfully every week." —Pete Turner, *Illegal Pete's*

"The Onion hits the market we need—an active, smart, and aware audience that is interested in sports and entertainment. It's an affordable means for reaching those people." —Brian Kitts, *Pepsi Center and Kroenke Sports*

"I use The Onion because no other paper puts quality before quantity. Why be a part of spam in newsprint? That doesn't reflect the image I am trying to portray." —Mark Van Grack, *Hapa*

# 293,000+

## DENVER & BOULDER ONION READERS...

### ARE YOUNG AND WEALTHY

55% are 18-34 years old  
43% earn more than \$75,000 annually

### SEE MOVIES, LIVE MUSIC, AND THEATRE

62% attended a movie theater in the past month  
53% attended a rock concert in the past year  
46% attended the theater/symphony in the past year

### LIKE TO EAT, DRINK, AND PARTY

47% go out to bars/clubs frequently during the month  
16% drank beer 6+ times in the past two weeks  
21% ate at a sit-down restaurant 4+ times in the past two weeks

### ARE TECH SAVVY

44% plan to buy a new computer/hardware this year  
55% made 5+ online purchases in the past year  
46% shopped at a major consumer electronics store in the past 6 months

### BUY CDs, DVDs, AND BOOKS

54% purchased 12+ books from a bookstore in the past year  
44% bought CDs or DVDs in the past month

### STAY FIT AND LIKE SPORTS

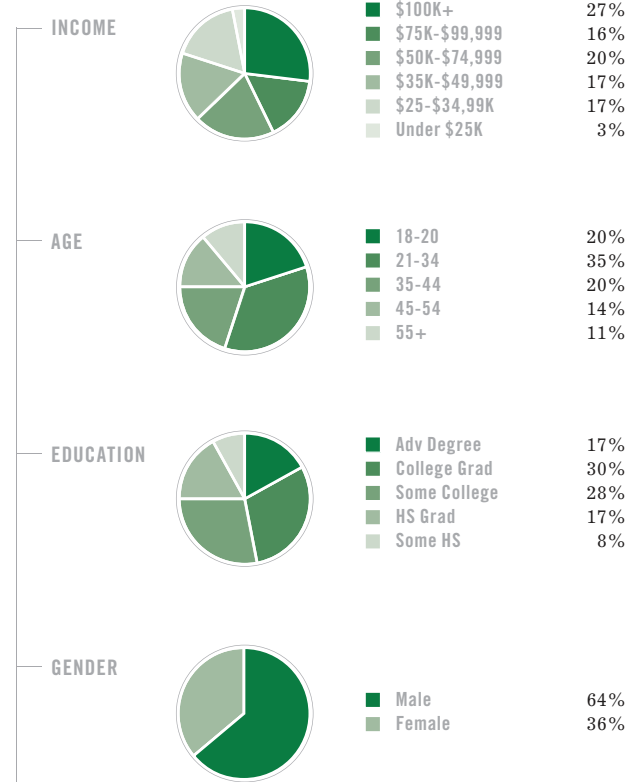
51% exercised 12+ times at a health club in the past year  
43% shopped at sporting goods stores in the past 6 months  
41% attended 3+ college/professional sporting events in the past year

### MAKE BIG-TICKET PURCHASES

31% plan to remodel their home in the next year  
20% plan to buy a car/SUV in the next year

### CONTINUE TO LEARN

34% plan to take college-level courses in the next year



Source: Media Audit, December, 2007 - June, 2008

## SPECIAL ISSUES

January 1: The Technology Issue

January 29: Sundance Coverave

February 12: Valentine's Day

March 26: SXSW Coverage

April 16: Spring Music Issue

April 23: Earth Day Issue

May 7: Summer Movie Preview

May 21: Summer Guide

June 25: The Workplace Issue

July 2: Food + Dining Issue

July 30: The Comics Issue

August 20: Fall TV Preview

August 24: Back To School

September 24: Fall Movie Preview

October 29: Horrors Issue / Halloween Guide

November 19: The Books Issue

December 3: Holiday Gift Guide

December 10: Best Of Music

December 17: Best Of Film

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

December 31: Onion Sports Year-In-Review / New Year's Guide

# 50,000 COPIES WEEKLY

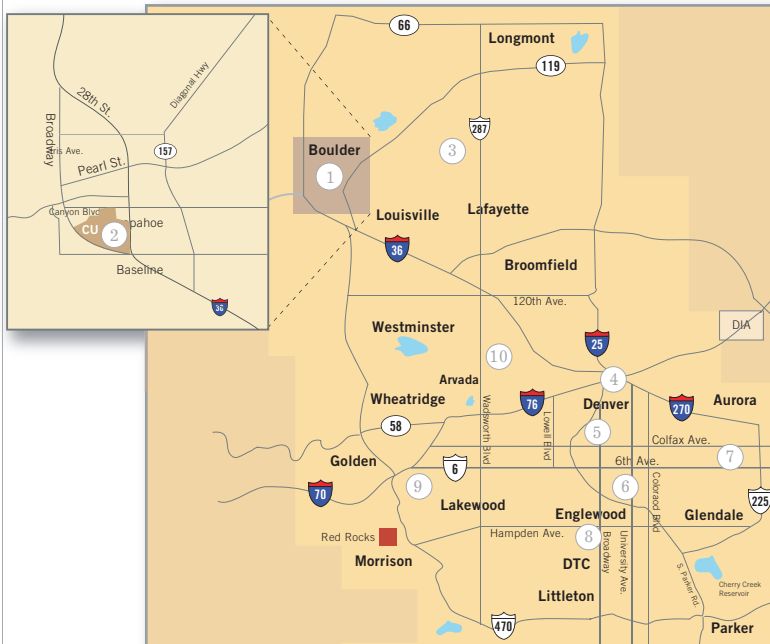
The Onion newspaper is distributed to over 1,500 locations throughout Denver and Boulder. With a distribution network composed of high-traffic street boxes, bookstores, university buildings, music venues, restaurants, nightclubs, cafés, and retailers both large and small, The Onion circulates 50,000 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.

## BOULDER

► Boulder Total = 15,000

- ① Boulder: 7,500
- ② University of Colorado/Williams Village/The Hill: 4,500
- ③ Longmont/Nederland/Superior/Louisville/Lafayette/Bloomfield: 3,000



## DENVER

► Denver Total = 35,000

- ④ Downtown/Lodo/Auraria Campus: 8,400
- ⑤ Broadway/Golden Triangle/Capitol Hill: 9,200
- ⑥ Washington Park/University of Denver/Cherry Creek: 3,600
- ⑦ East Denver: 2,700
  - Stapleton/Northfield
  - Lowry
  - Glendale
  - Aurora
- ⑧ South Denver: 3,000
  - DTC
  - Englewood
  - Greenwood Village
  - Centennial/Lone Tree
  - Highlands Ranch
  - Parker
- ⑨ West Denver: 3,400
  - Littleton
  - Lakewood
  - Morrison
  - Golden
- ⑩ Northwest Denver: 4,700
  - Highlands
  - Wheat Ridge
  - Arvada
  - Westminster

## 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

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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

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							1
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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

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4536				1	2	3	4
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4538	13	14	15	16	17	18	19
4539	20	21	22	23	24	25	26
	27	28	29	30			

### OCTOBER

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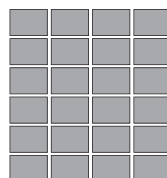
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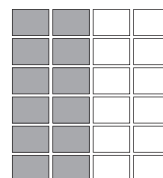
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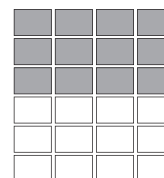
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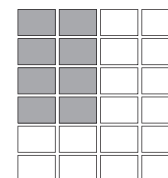
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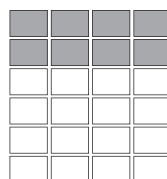
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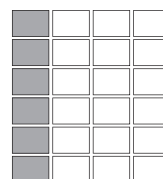
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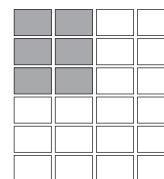
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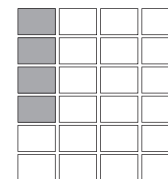
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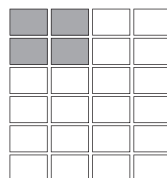
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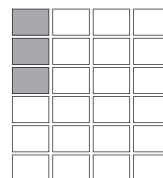
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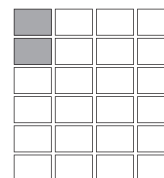
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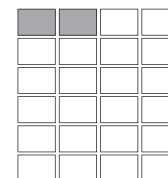
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**1/8v**  
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h: 5.2"



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



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

## AD RATES

For Onion and denver.avclub.com advertising rates, please contact your Onion advertising representative at 303-399-8922.

