

# 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 Madison residents as well. *The A.V. Club Madison* 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.



## MADISON.AVCLUB.COM

Online, [madison.avclub.com](http://madison.avclub.com) expands what *The A.V. Club Madison* 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

"Onion reps work harder than reps from any other media. My Onion rep is the only one that seems genuinely concerned about growing our company." —[Ted Peterson, The Great Dane Pub & Brewery](#)

"The Onion is THE publication when it comes to reaching college students of all ages. It's been a great fit for our business." —[Jennifer Wedberg, Steve Brown Apartments](#)

"Advertising with The Onion is an effective way to reach our target audience—young and hip. And working with the staff is always a pleasant experience." —[Amanda A. Green, Wisconsin Union Directorate](#)

"When it comes to music, The Onion's A.V. Club music writers are really on top of the local and national scene, making it an obvious place to advertise. Plus, the Onion's staff is constantly generating new ideas and new ways to help me sell tickets." —[Tag Evers, True Endeavors](#)

"The funniest publication in the United States" | [The New Yorker](#)

# 115,600+

## MADISON ONION READERS...

### ARE YOUNG AND WEALTHY

66% are age 18-44  
24% have liquid assets of \$100,000+

### SEE MOVIES, LIVE MUSIC, AND THEATRE

45% attended the theatre/symphony in the past year  
46% attended a movie theater in the past month  
38% attended rock concerts in the past year

### LIKE TO GO OUT FOR DRINKS

44% go out to bars/clubs frequently

### ARE TECH SAVVY

59% shopped at a major consumer electronics store in the past six months  
35% plan to buy a new computer/hardware or software this year  
58% made 5+ online purchases in the past year

### BUY CDs, DVDs, AND BOOKS

35% bought CDs or DVDs in the past month  
57% purchased 12+ books from a bookstore in the past year

### STAY FIT AND LIKE SPORTS

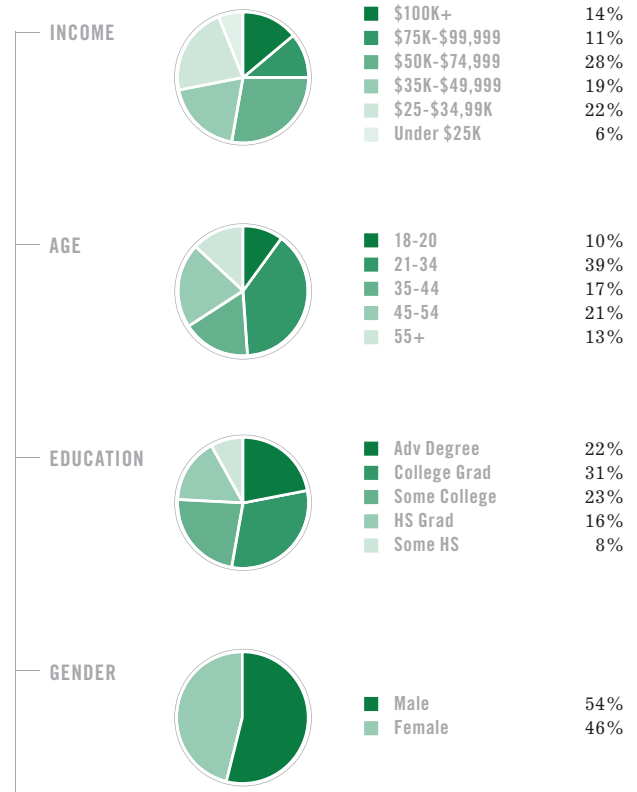
30% exercised 12+ times at a health club in the past year  
33% shopped at sporting goods stores in the past month  
31% attended 3+ sporting events in the past year

### MAKE BIG PURCHASES

11% plan to buy a home in the next 2 years  
24% plan to buy new furniture in the next year  
33% flew to a foreign destination 1+ times in the past year

### CONTINUE TO LEARN

26% plan to take college-level courses in the next year



Source: Media Audit, September – November, 2007

## SPECIAL ISSUES

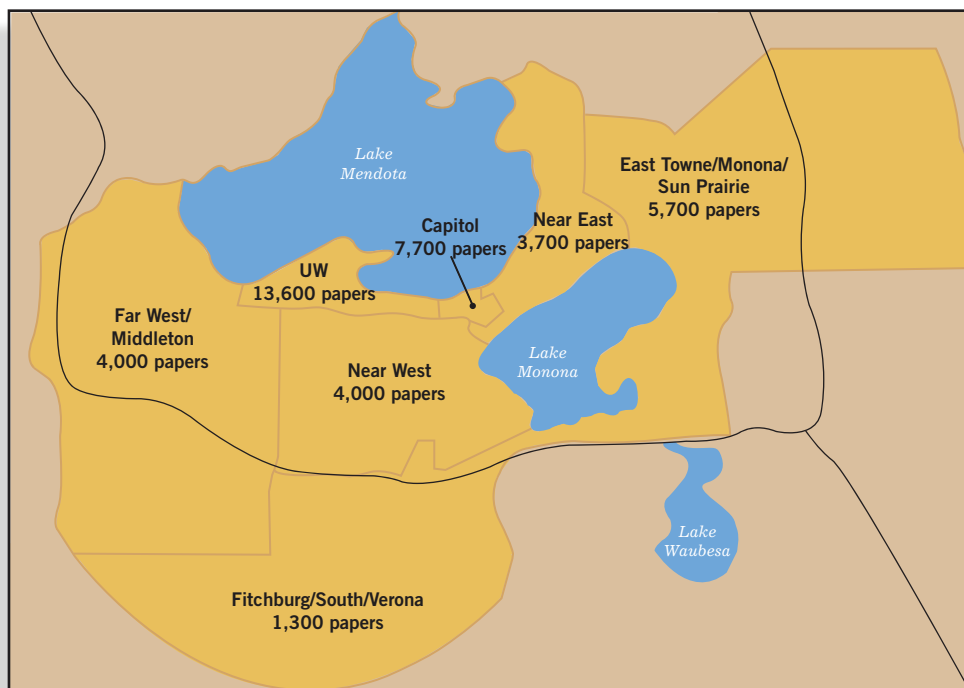
- January 1: The Technology Issue
- January 15: Winter Back To School Guide
- February 12: Valentine's Da Issue
- March 12: St. Patrick's Day
- March 20: SXSW Music Festival Coverage
- April 16: The Spring Music Issue
- April 23: Earth Day Issue
- May 7: Summer Movie Preview
- May 21: Madison Summer Guide
- June 25: The Workplace Issue
- July 2: Food + Dining Issue
- July 30: The Comics Issue
- August 20: Fall TV Preview
- August 28: Back To School
- September 24: Fall Movie Preview
- October 22: Halloween Guide
- October 29: The Horrors Issue
- 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

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

# 40,000 COPIES WEEKLY

The Onion newspaper is distributed to over 750 locations in Madison, Middleton, Monona, Fitchburg and other surrounding areas. With a distribution network composed of high-traffic street boxes, bookstores, music venues, restaurants, bars, university buildings, cafés, and retailers, 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.



“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	4
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	5
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	3
4541	4	5	6	7	8	9	10
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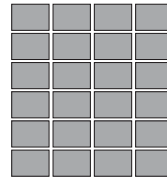
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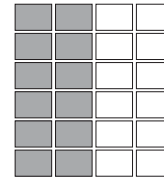
### DECEMBER

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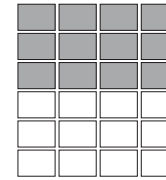
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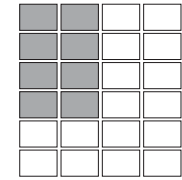
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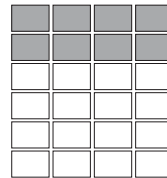
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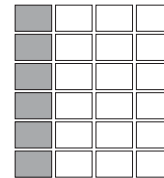
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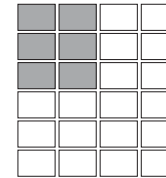
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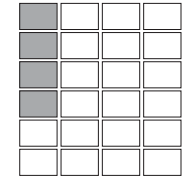
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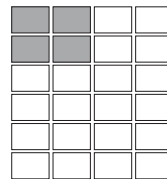
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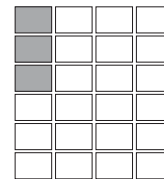
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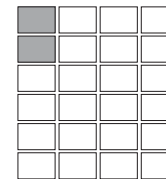
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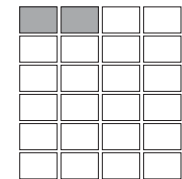
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h: 3.425"



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



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



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

## AD RATES

For Onion and madison.avclub.com advertising rates, please contact your Onion advertising representative at 608-256-1372.

>> [mediakit.onion.com](http://mediakit.onion.com)

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