

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 Milwaukee residents as well. *The A.V. Club Milwaukee* 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.



MILWAUKEE.AVCLUB.COM

Online, milwaukee.avclub.com expands what *The A.V. Club Milwaukee* 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

"Easily one of the fastest and most direct pipelines to our customers. Far beyond just satire, The Onion's coverage of music and entertainment is unparalleled." —[Matt Beringer, The Pabst and Riverside Theaters](#)

"The Onion is a nontraditional media for a very traditional bank and has proven results to the bottom line." —[Monica Baker, Pyramax Bank](#)

"Its the only paper our customers look forward to reading and seeing our ads in." —[Chris Johnson, Lakefront Brewery](#)

"I love the staff at The Onion. They know what I need and I trust them to deliver it." —[Mike Eitel, The Nomad, Café Hollander, Trocadero, Fat Abbey Biercafe, Cafe Centraal](#)

264,600+

MILWAUKEE ONION READERS...

ARE YOUNG AND WEALTHY

62% are age 18-44
33% have annual income of \$75,000+

SEE MOVIES, LIVE MUSIC, AND THEATRE

48% attended a movie theater in the past month
42% attended rock concerts in the past year
31% attended the theatre/symphony in the past year

LIKE TO EAT AND DRINK

47% frequent bars and clubs monthly
15% drank beer 6+ times in the past two weeks
19% ate at a sit-down restaurant 4+ times in the past two weeks

ARE TECH SAVVY

38% plan to buy a new computer/hardware in the next year
59% shopped at a major consumer electronics store in the past 6 months
53% made 5+ online purchases in the past year

BUY CDs, DVDs, AND BOOKS

42% bought CDs or DVDs in the past month
37% purchased 12+ books from a bookstore in the past year

STAY FIT AND LIKE SPORTS

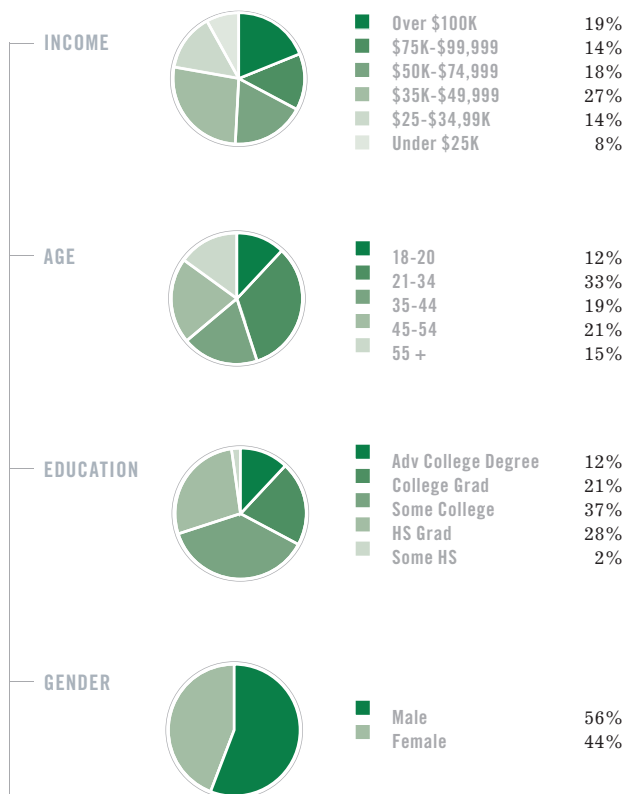
37% attended 3+ college or professional sports events in the past year
29% shopped at a sporting goods store in the past month
31% exercised at a health club 12+ times in the past year

MAKE BIG-TICKET PURCHASES

24% plan to buy a vehicle in the next year
36% plan to remodel home in the next year
15% plan to buy a home in the next two years

CONTINUE TO LEARN

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



Source: Media Audit, February - September, 2008

SPECIAL ISSUES

January 1: The Technology Issue

February 12: Valentine's Day / Love + Sex

March 12: St. Patrick's Day Guide

April 16: Spring Music Issue

April 23: Earth Day Issue

May 7: Summer Movie Preview

May 28: Blue Skies Dining + Drinking Guide

June 25: Summerfest / 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: Halloween Guide

October 29: The Horrors Issue

November 20: The Books Issue

December 3: Holiday Gift Guide

December 10: Best Of Music

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

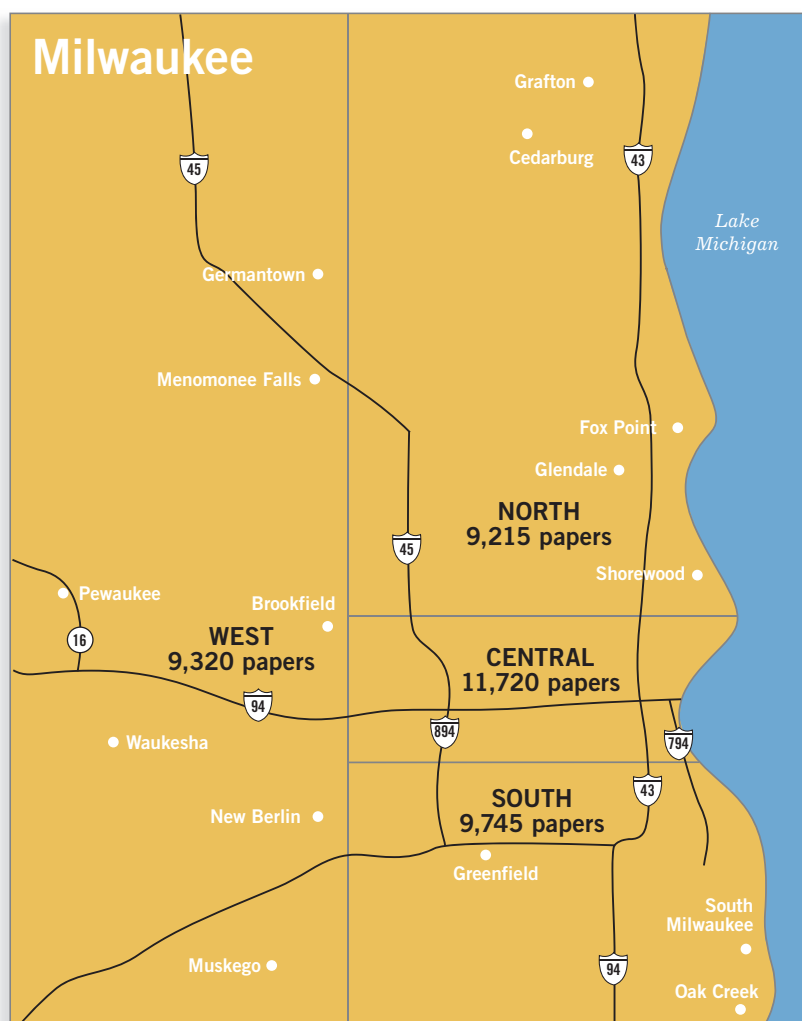
December 24: Least Essential Music / Religion Issue

December 31: Onion Sports Year-In-Review

40,000 COPIES WEEKLY

The Onion newspaper is distributed to 1,000 locations throughout the greater Milwaukee area. With a distribution network composed of high-traffic street boxes, bookstores, bars, restaurants, cafes, music venues 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 plays, maximizing advertising exposure in every issue.

Maximum press run when all campuses are in session: 40,000.
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

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4516	12	13	14	15	16	17	18
4517	19	20	21	22	23	24	25
4518	26	27	28	29	30		

MAY

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					1	2	
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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

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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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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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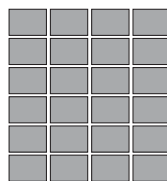
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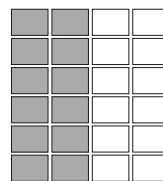
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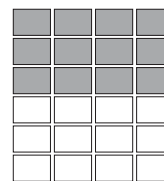
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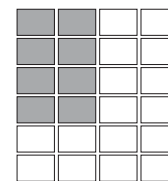
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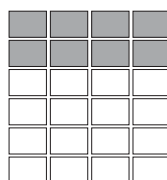
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h: 10.525"



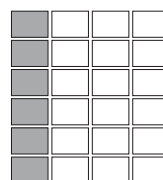
1/2h
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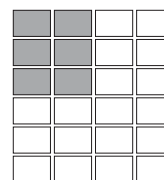
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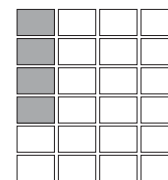
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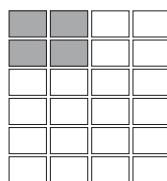
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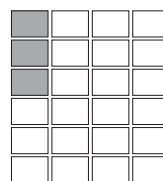
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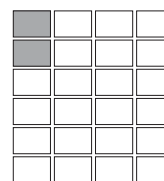
1/6v
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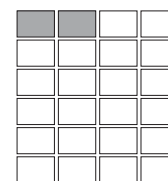
1/6s
w: 4.9"
h: 3.425"



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 milwaukee.avclub.com advertising rates, please contact your Onion advertising representative at 414-272-1372.

