

the ONION®

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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 Twin Cities residents as well. *The A.V. Club Twin Cities* 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.



TWINCITIES.AVCLUB.COM

Online, twincities.avclub.com expands what *The A.V. Club Twin Cities* 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 love the way our ads look in The Onion, they really stand out. And The Onion's audience is a great target group for us: young, active, and educated" —Adrienne Wiseman, Walker Art Center

"The promotions we have done in partnership with The Onion have been incredibly successful." —Jeffrey Spaeth, Summit Brewing Company

"The Onion has helped us reach an intelligent, active audience looking to have fun. And fun is good!" —Dan Lehv, St. Paul Saints

376,000+

TWIN CITIES ONION READERS...

ARE YOUNG AND WEALTHY

14% are age 18-34 with annual income \$100,000+
78% have an IRA and/or 401K

SEE MOVIES, LIVE MUSIC, AND THEATRE

52% attended the theatre/symphony in the past year
51% attended a movie theater in the past month
42% attended rock concerts in the past year

LIKE TO GO OUT AND PARTY

56% went out to bars/clubs in the past month
19% drank wine or beer 3+ times in the past two weeks
92% are age 21+

ARE TECH SAVVY

38% plan to buy a new computer/hardware this year
66% shopped at a major consumer electronics store in the past 6 months
81% made an online purchases in the past year

BUY CDs, DVDs, VIDEO GAMES, AND BOOKS

58% bought DVDs of CDs in the past month
55% purchased 12+ books from a bookstore in the past year
22% bought or rented video games in the past month

STAY IN SHAPE AND LIKE SPORTS

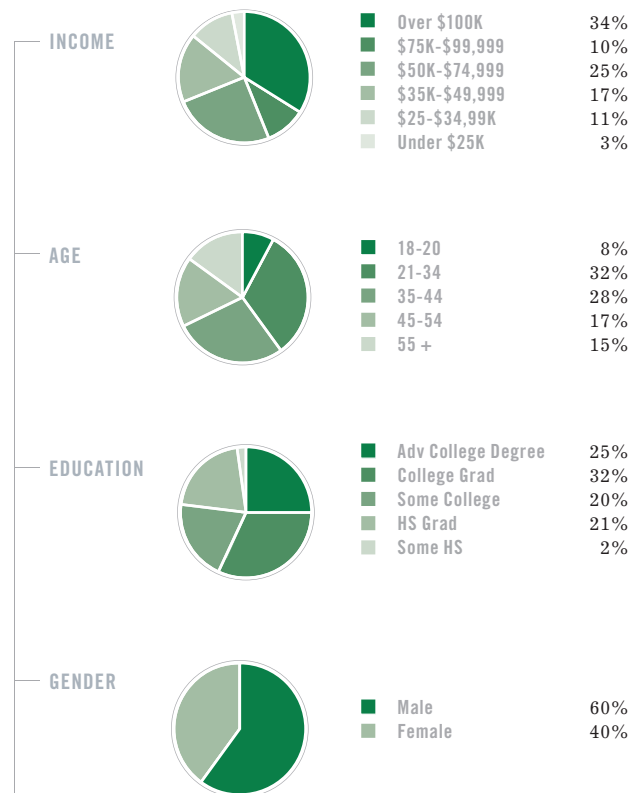
47% exercised 12+ times at a health club in the past year
31% shopped at sporting goods stores in the past month
37% attended 3+ pro/college sports events in the past year

MAKE BIG-TICKET PURCHASES

21% plan to buy a vehicle in the next year
13% plan to buy a home in the next two years

CONTINUE TO LEARN

24% plan to take college-level courses in the next year



Source: Media Audit, March - April, 2008

SPECIAL ISSUES

January 1: The Technology Issue / Twin Cities Restaurant + Bar Scene Roundup

February 12: Valentine's Day

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 Issue

June 25: The Workplace Issue / Pride Guide

July 30: The Comics Issue

August 20: Fall TV Preview

August 27: Back To School

September 24: Fall Movie Preview

October 22: Twin Cities Halloween Guide

October 29: The Horrors Issue

November 19: The Books Issue

December 3: Holiday Gift Guide

December 10: Best Of Music / Best Of Minnesota Music

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

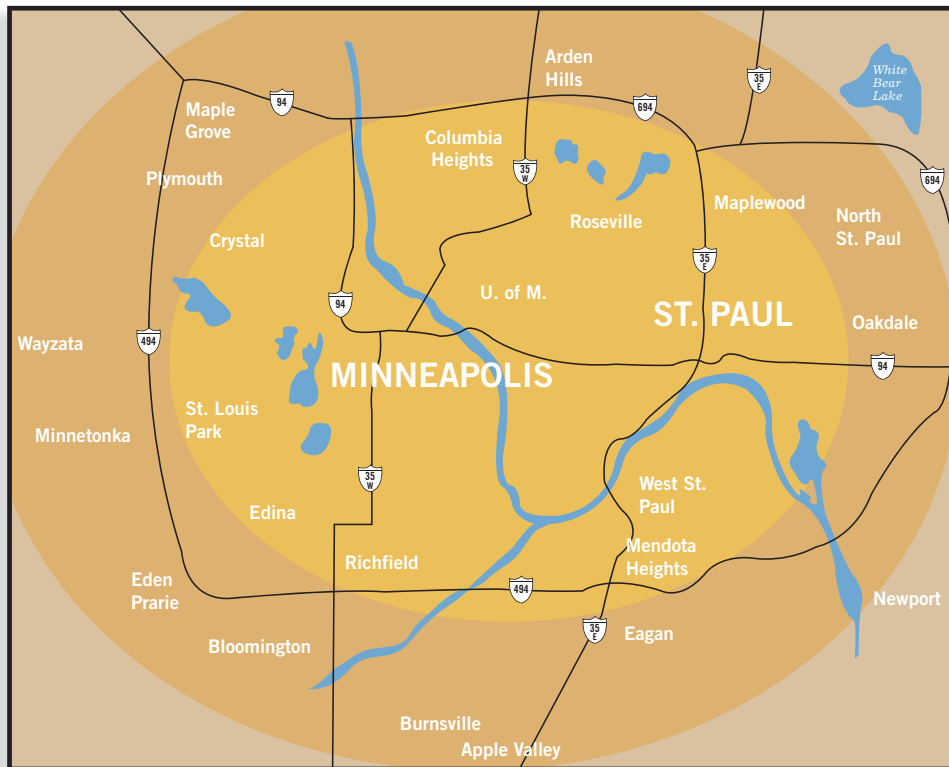
December 24: Least Essential Music / Religion Issue

December 31: Onion Sports Year-In-Review

50,000 COPIES WEEKLY

The Onion newspaper is distributed to over 1,500 locations in Minneapolis, St. Paul, and many suburbs in the metro 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 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 plays, 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 |
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| 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

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| 4510 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
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| 4512 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 4513 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
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APRIL

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| 4514 | | | | | 1 | 2 | 3 |
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| 4516 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
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MAY

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| 4521 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 4522 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
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JUNE

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| 4523 | 1 | 2 | 3 | 4 | 5 | 6 | |
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| 4525 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
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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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| 4535 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
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SEPTEMBER

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| 4536 | | | 1 | 2 | 3 | 4 | 5 |
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| 4538 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 4539 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
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OCTOBER

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| 4540 | | | | | 1 | 2 | 3 |
| 4541 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
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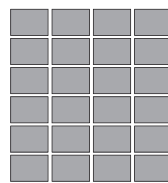
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| 4546 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
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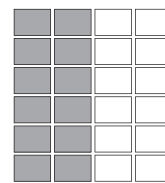
DECEMBER

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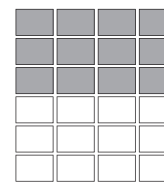
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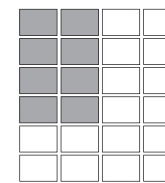
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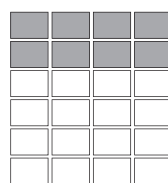
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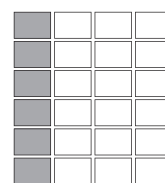
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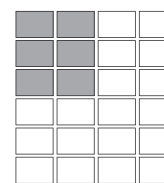
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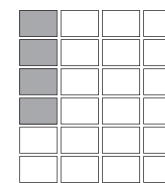
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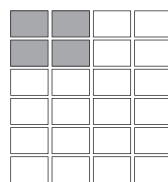
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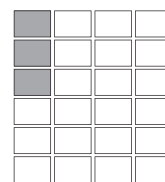
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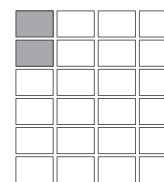
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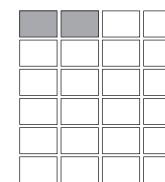
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1/8v
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h: 5.2"



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



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

AD RATES

For Onion and twincities.avclub.com advertising rates, please contact your Onion advertising representative at 612-370-1372.

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