

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 Washington D.C. residents as well. *The A.V. Club Washington D.C.* 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.



DC.AVCLUB.COM

Online, dc.avclub.com expands what *The A.V. Club Washington D.C.* 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

"The Onion has been a great vehicle for promoting our productions. Our audiences are intelligent and have a sense of humor—just like readers of The Onion." —[Barry Halvorson, Woolly Mammoth Theatre Company](#)

"In a city with such serious topics to depress you hourly, The Onion makes you laugh...makes you think...and makes you wish you had one of their writers with you at your last dinner party handing you conversation cheat sheets. We love it!" —[Mike Benson, Café Saint-Ex and Bar Pilar](#)

"This publication is tasteless and destructive to our shared values. Seriously, what else could make me laugh uproariously while being offended week after week after week?" —[Al Gore, Vice-President of the United States](#)

"The funniest publication in the United States" | The New Yorker

364,200+

WASHINGTON D.C. ONION READERS...

ARE YOUNG AND WEALTHY

60% are age 18-44
41% have liquid assets (cash/stocks/CDs) of \$100,000+

SEE MOVIES, LIVE MUSIC, AND THEATRE

54% attended the theatre/symphony in the past year
53% attended a movie theater in the past month
32% attended rock concerts in the past year

LIKE TO EAT, DRINK, AND PARTY

50% go out to bars/clubs frequently
21% drank wine or beer 3+ times in the past two weeks
18% ate at a sit-down restaurant 4+ times in the past two weeks

ARE TECH SAVVY

51% plan to buy a new computer/hardware this year
59% shopped at a major consumer electronics store in the past six months
72% made 5+ online purchases in the past year

BUY CDs, DVDs, AND BOOKS

35% bought CDs or DVDs in the past month
55% purchased 12+ books from a bookstore in the past year

STAY FIT AND LIKE SPORTS

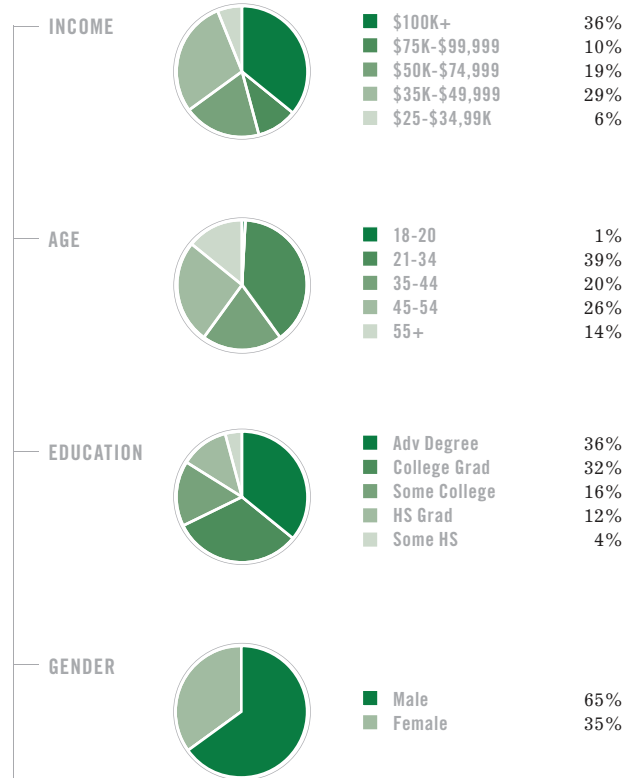
40% exercised 12+ times at a health club in the past year
40% shopped at sporting goods stores in the past month
35% attended 3+ pro/college sports events in the past year

MAKE BIG-TICKET PURCHASES

21% plan to buy a car in the next year
43% flew to a foreign destination in the past two years
28% plan to remodel their home in the next year

CONTINUE TO LEARN

25% plan to take college-level courses in the next year



Source: Media Audit, June, 2008. 364,215 is the four-week cume readership.

SPECIAL ISSUES

January 1: The Technology Issue

February 12: Valentine's Day

April 16: Spring Music Issue

April 23: Earth Day Issue

May 7: Summer Movie Preview

June 25: The Workplace Issue

July 2: Food + Dining Issue

July 30: The Comics Issue

August 20: Fall TV Preview

August 27: Back To School

September 24: Fall Movie Preview

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

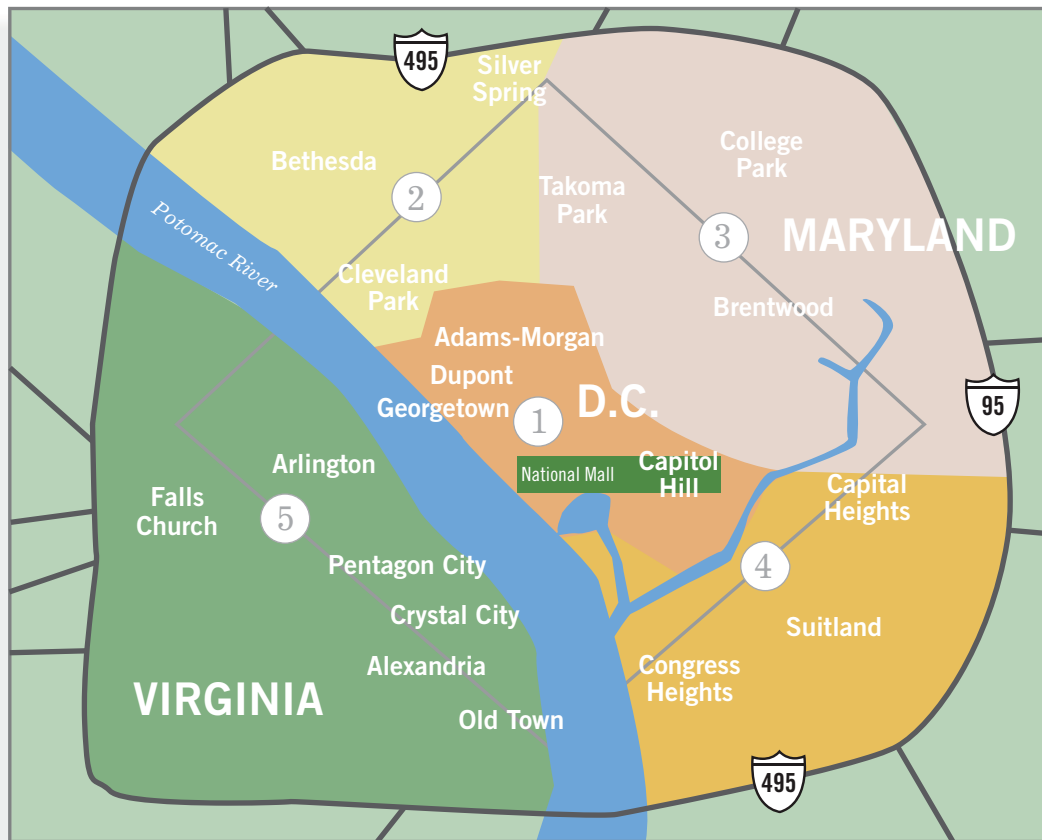
December 24: Least Essential Music / Religion Issue

December 31: Onion Sports Year-In-Review

50,000 COPIES WEEKLY

The Onion newspaper is distributed to 1,000 locations in the D.C. metropolitan 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.



- ① 16,000 papers
- ② 13,000 papers
- ③ 7,000 papers
- ④ 4,000 papers
- ⑤ 10,000 papers



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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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
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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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4525	14	15	16	17	18	19	20
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	28	29	30				

JULY

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4531	26	27	28	29	30	31	

AUGUST

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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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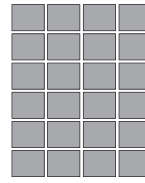
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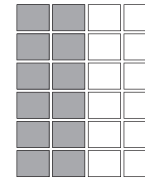
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AD SIZES



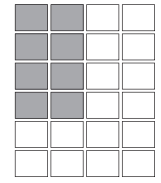
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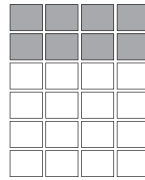
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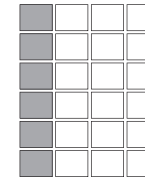
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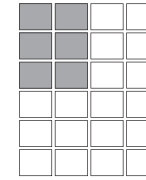
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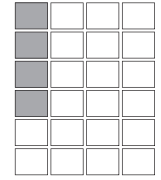
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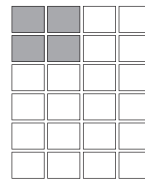
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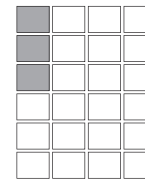
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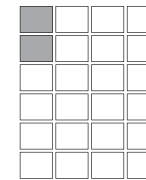
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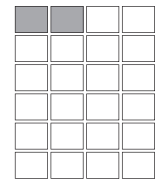
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