

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 three 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. In 2007, *The Onion* launched Onion News Network, its 24-hour video news network.



THE A.V. CLUB



The A.V. Club, *The Onion's* art 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 goes for Chicago residents as well. *The A.V. Club Chicago* 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 and 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.



CHICAGO.AVCLUB.COM

Online, chicago.avclub.com expands what *The A.V. Club Chicago* 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 to 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.

@WaitWatcher is a new Twitter community service from *The A.V. Club Chicago* that keeps tabs of waiting times at your favorite restaurants, bars, and other places with lines. People around the city alert us via @WaitWatcher (or call 620-CHI-WAIT), which we retweet to our followers. Since it debuted in the summer of '09, @WaitWatcher has become one of the most popular Twitter feeds in Chicago. Never again will you spend two hours in line at Hot Doug's without knowing what you're in for.



TESTIMONIALS

"In the ever-changing media landscape, *The Onion* efficiently delivers a desirable audience, increases awareness of our programs, and truly captures our target audience." —Tracey L. Schroeder, Manager of Marketing and Communications School of Continuing Studies Northwestern University

"*The Onion* and *A.V. Club* is an ideal partner for the Pitchfork Music Festival. Their audience of highly intelligent, influencing, fun and diverse culture seekers is exactly the crowd that we try to captivate, and having their presence at our event makes it all the more special. Their staff always brought exciting ideas to the table and were a breeze to work with. Also, everyone that works there is fucking sexy to the point of intimidation." —Michael Renaud, Pitchfork Music Festival

"*The Onion's* young, active readership is a great match for the types of events that 312 Urban Wheat Ale sponsors. We look forward to continuing what's been a fun and rewarding partnership, it's one we know helps us make Chicago a more entertaining and vibrant place for our beer drinkers." —Adam Lilly, Goose Island Beer Co.

448,800+

CHICAGO ONION READERS...

ARE YOUNG AND WEALTHY

63% are age 18-44

35% have annual income of \$75,000+

SEE MOVIES, LIVE MUSIC, AND THEATRE

58% attended a movie theater in the past month

37% attended rock concerts in the past year

54% attended the theatre/symphony in the past year

LIKE TO EAT, DRINK, AND PARTY

71% frequent bars and clubs during the month

25% drank beer 6+ / wine 3+ times in the past two weeks

19% ate at a sit-down restaurant 4+ times in the past two weeks

ARE TECH SAVVY

44% plan to buy a new computer/hardware in the next year

45% shopped at a major electronics consumer store in the past 6 months

77% made 1+ online purchases in the past year

BUY CDs, DVDs, AND BOOKS

64% bought/ Rented DVD in past month

48% purchased 12+ books from a bookstore in the past year

STAY FIT AND LIKE SPORTS

38% exercised 12+ times at a health club in the past year

26% shopped at sporting goods stores in the past month

42% attended 3+ pro/college sports events in the past year

MAKE BIG-TICKET PURCHASES

25% plan to buy a new car or SUV in the next year

17% plan to buy a home in the next two years

17% plan to remodel home in next 12 months

30% flew to a foreign destination 1+ times in the past two years

CONTINUE TO LEARN

22% plan to take college-level courses in the next year

INCOME



\$150K+	7%
\$100K-\$150K	18%
\$75K-\$100K	11%
\$50K-\$75K	36%
\$35K-\$50K	14%
\$25K-\$35K	10%
\$15K-\$25K	5%

AGE



18-20	12%
21-24	26%
25-34	24%
35-44	16%
45-54	16%
55+	6%

EDUCATION



Advanced Degree	18%
College Degree	42%
Some College	6%
High School Grad	23%
High School or less	11%
Not reported	1%

GENDER



Male	61%
Female	39%

Source: Media Audit, March-May, 2009

SPECIAL CONTENT

February 4: Super Bowl XLIV-Sports Section Spectacular

February 11: Valentine's Day

February 25: Winter Olympics-Olympic Roundup

March 4: Oscars Coverage

March 11: St. Patrick's Day

April 8: Tax Season Special

May 6: Summer Movie Preview

May 13: Green Issue

June 3: Summer Guide / Blue Skies

June 10: World Cup-Sports Issue

July 1: Patriotic Issue

July 8: Wedding Issue

July 15: Pitchfork

July 22: Comics Issue

August 5: Lollapalooza

September 9: Fall TV Preview

September 9 & 23: Back To School

September 30: Fall Movie Preview

October 21: Fall Political Special

October 28: The Horrors Issue

December 9: Best of Music

December 16: Best of Film

December 16: Year In Review

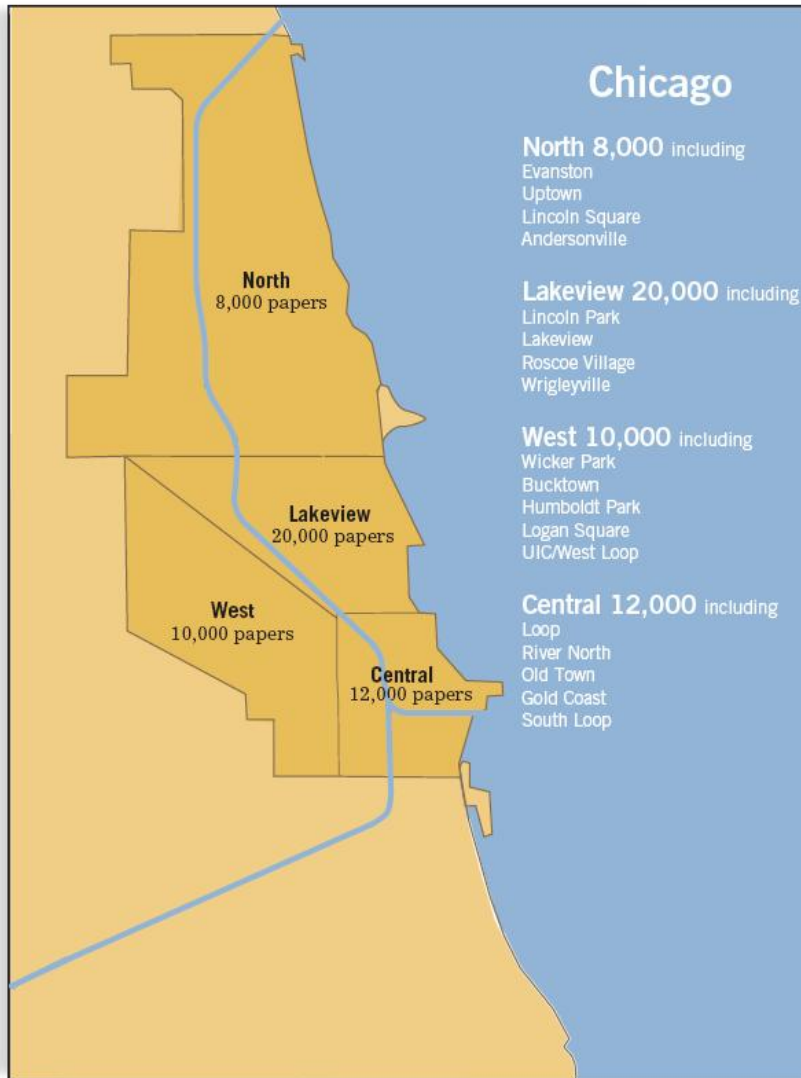
"Long before Colbert or Jon Stewart there was *The Onion*, in the vanguard of making sense from nonsense, or vice versa."

David Maraniss, Pulitzer Prize-winning *Washington Post* editor

50,000 COPIES WEEKLY

The Onion newspaper is distributed to 1,750 locations throughout the greater Chicago area. With a distribution network composed of high-traffic street boxes, bookstores, 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.



"Every issue of *The Onion* that I have ever read has made me laugh very loud at least two times. I hate *The Onion*. Because *The Onion* is funnier than me."

Louis CK

2010 Publication Schedule

The Onion is published every Thursday.

JANUARY

	S	M	T	W	R	F	S
						1	2
4601	3	4	5	6	7	8	9
4602	10	11	12	13	14	15	16
4603	17	18	19	20	21	22	23
4604	24	25	26	27	28	29	30
	31						

FEBRUARY

	S	M	T	W	R	F	S
4605	1	2	3	4	5	6	
4606	7	8	9	10	11	12	13
4607	14	15	16	17	18	19	20
4608	21	22	23	24	25	26	27
	28						

MARCH

	S	M	T	W	R	F	S
4609		1	2	3	4	5	6
4610	7	8	9	10	11	12	13
4611	14	15	16	17	18	19	20
4612	21	22	23	24	25	26	27
	28	29	30	31			

APRIL

	S	M	T	W	R	F	S
4613						1	2
4614	4	5	6	7	8	9	10
4615	11	12	13	14	15	16	17
4616	18	19	20	21	22	23	24
4617	25	26	27	28	29	30	

MAY

	S	M	T	W	R	F	S
						1	
4618	2	3	4	5	6	7	8
4619	9	10	11	12	13	14	15
4620	16	17	18	19	20	21	22
4621	23	24	25	26	27	28	29
	30	31					

JUNE

	S	M	T	W	R	F	S
4622		1	2	3	4	5	
4623	6	7	8	9	10	11	12
4624	13	14	15	16	17	18	19
4625	20	21	22	23	24	25	26
	27	28	29	30			

JULY

	S	M	T	W	R	F	S
4626					1	2	3
4627	4	5	6	7	8	9	10
4628	11	12	13	14	15	16	17
4629	18	19	20	21	22	23	24
4630	25	26	27	28	29	30	31

AUGUST

	S	M	T	W	R	F	S
4631	1	2	3	4	5	6	7
4632	8	9	10	11	12	13	14
4633	15	16	17	18	19	20	21
4634	22	23	24	25	26	27	28
	29	30	31				

SEPTEMBER

	S	M	T	W	R	F	S
4635				1	2	3	4
4636	5	6	7	8	9	10	11
4637	12	13	14	15	16	17	18
4638	19	20	21	22	23	24	25
4639	26	27	28	29	30		

OCTOBER

	S	M	T	W	R	F	S
						1	2
4640	3	4	5	6	7	8	9
4641	10	11	12	13	14	15	16
4642	17	18	19	20	21	22	23
4643	24	25	26	27	28	29	30
	31						

NOVEMBER

	S	M	T	W	R	F	S
4644	1	2	3	4	5	6	
4645	7	8	9	10	11	12	13
4646	14	15	16	17	18	19	20
4647	21	22	23	24	25	26	27
	28	29	30				

DECEMBER

	S	M	T	W	R	F	S
4648				1	2	3	4
4649	5	6	7	8	9	10	11
4650	12	13	14	15	16	17	18
4651	19	20	21	22	23	24	25
4652	26	27	28	29	30	31	



FULL PAGE
10" x 10.5"



1/2 PAGE (V)
4.915" x 10.5"



1/2 PAGE (H)
10" x 5.25"



STRIP AD
10" x 2"



1/4 PAGE (H)
4.915" x 5.25"



1/4 PAGE (V)
2.3725" x 10.5"



1/8 PAGE (H)
4.915" x 2.625"



1/8 PAGE (V)
2.3725" x 5.25"

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