



The Onion & Frequent Beer Consumers

Chicago, Denver, Los Angeles, Minneapolis, New York, San Francisco

 **the ONION**

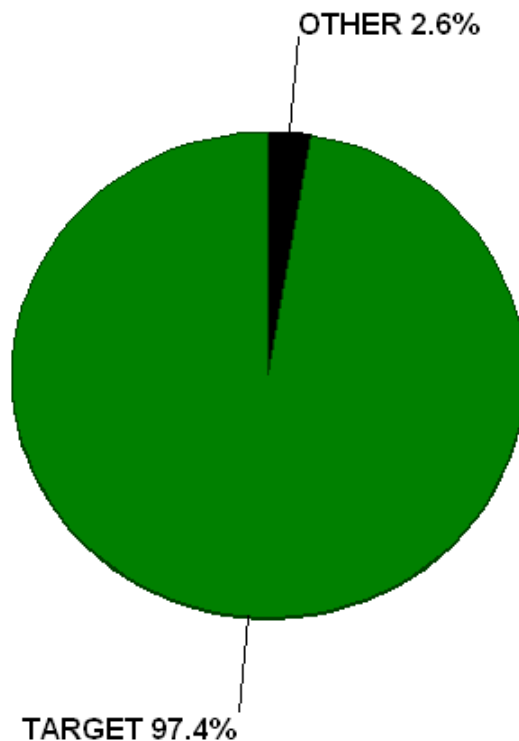
CHICAGO

Report: MEDIA PROFILE REPORT
Market: CHICAGO, IL for NOV '06-JAN 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ADULTS--AGE 21 PLUS
Media Persons: 390,100

THE MEDIA AUDIT

Target Percent: 97.4%

97.4% of The Onion Readers in Chicago are Age 21+



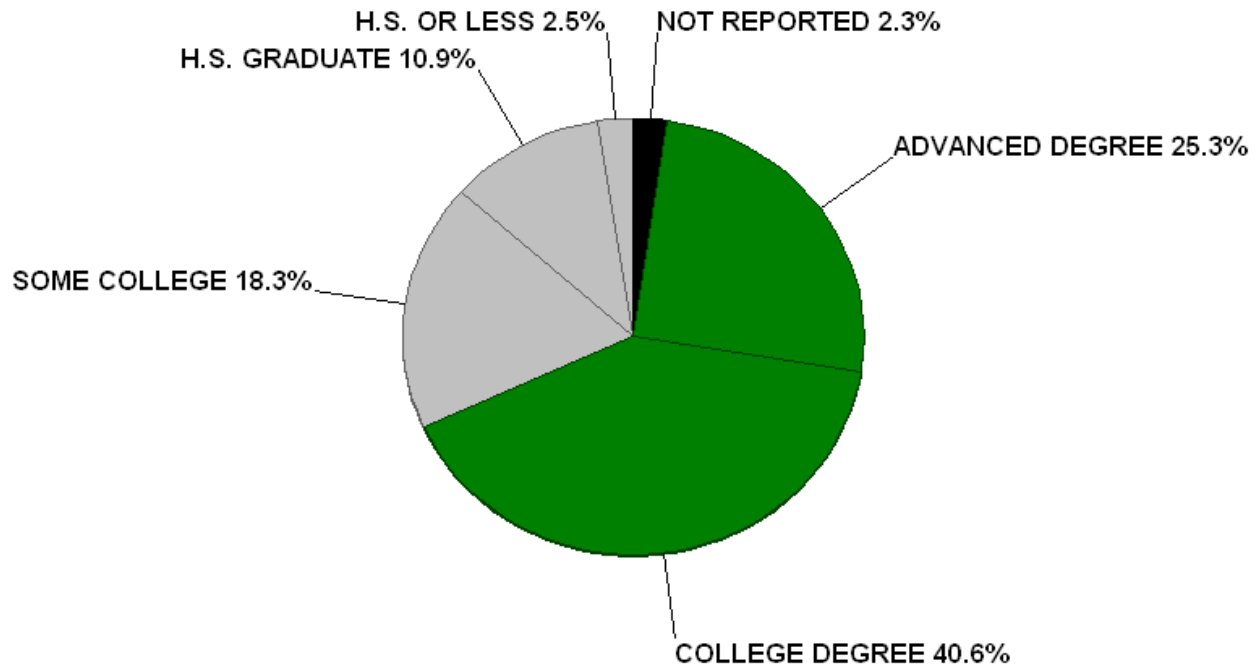
Report: MEDIA PROFILE REPORT
 Market: CHICAGO, IL for NOV '06-JAN 2007
 Bases: ADULTS AGE 18+
 Media: THE ONION

THE MEDIA AUDIT

Education Profile

Media Persons: 390,100

65.9% of The Onion Readers in Chicago Have 4+ Year Degree



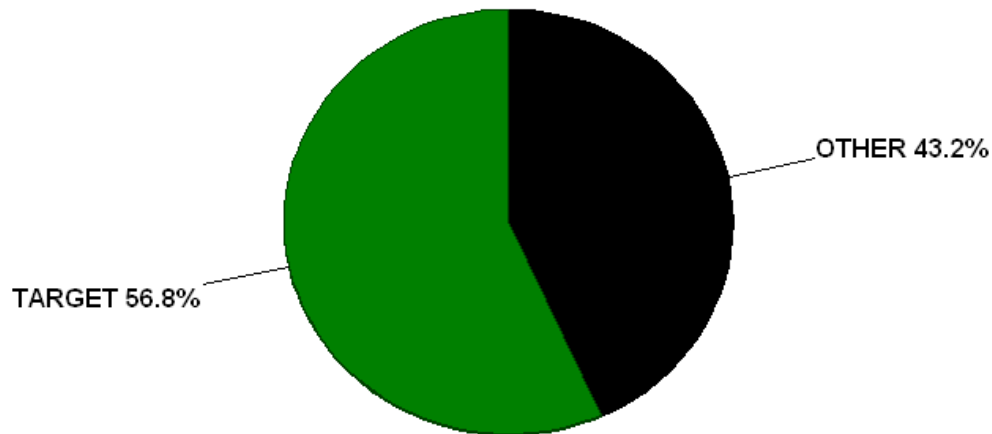
Report: MEDIA PROFILE REPORT
Market: CHICAGO, IL for NOV '06-JAN 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS
Media Persons: 390,100

THE MEDIA AUDIT

Target Percent: 56.8%

Target Persons: 221,600

56.8% of The Onion Readers in Chicago Have \$50,000+ HH Income



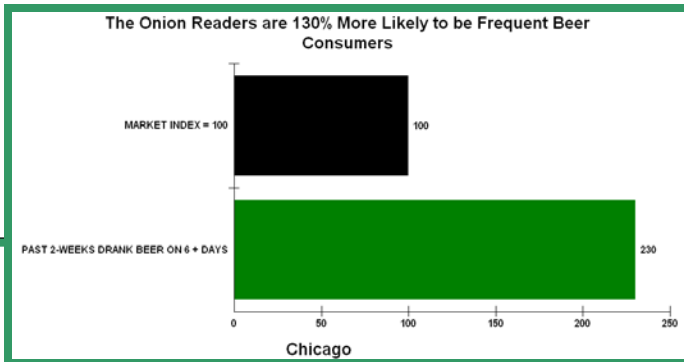
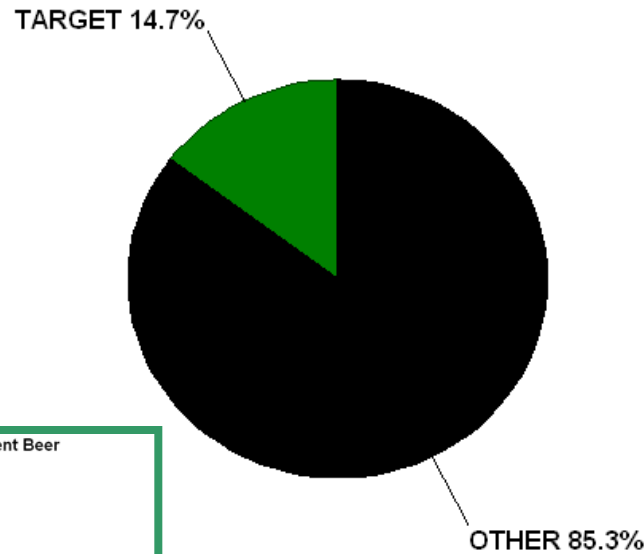
Report: MEDIA PROFILE REPORT
 Market: CHICAGO, IL for NOV '06-JAN 2007
 Bases: ADULTS AGE 18+
 Media: THE ONION
 Target: PAST 2-WEEKS DRANK BEER ON 6 + DAYS
 Media Persons: 390,100

THE MEDIA AUDIT

Target Percent: 14.7%

Target Persons: 57,500

14.7% of The Onion Readers in Chicago are FREQUENT BEER CONSUMERS, 3+ Days/Week



 **the ONION**

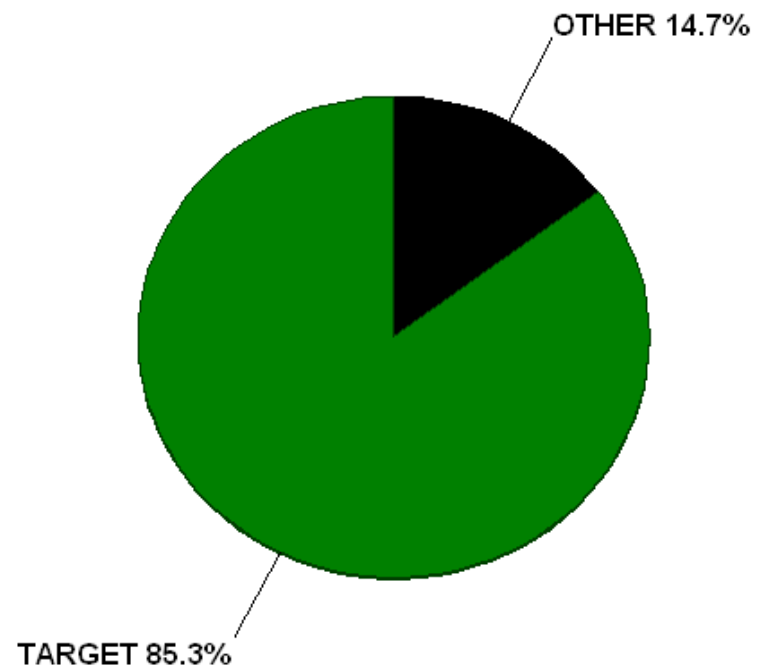
DENVER

Report: MEDIA PROFILE REPORT
Market: DENVER, CO for DEC '06-FEB 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ADULTS--AGE 21 PLUS
Media Persons: 220,000

THE MEDIA AUDIT

Target Percent: 85.3%

85.3% of The Onion Readers in Denver are Age 21+



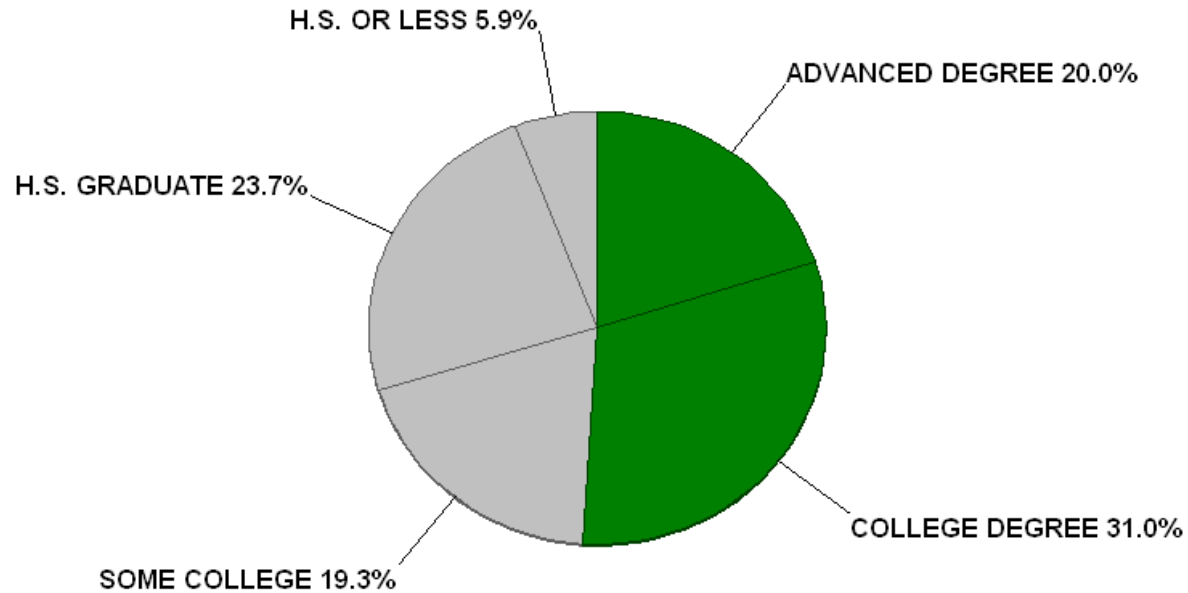
Report: MEDIA PROFILE REPORT
Market: DENVER, CO for DEC '06-FEB 2007
Bases: ADULTS AGE 18+
Media: THE ONION

THE MEDIA AUDIT

Education Profile

Media Persons: 220,000

51% of The Onion Readers in Denver Have 4+ Year Degrees



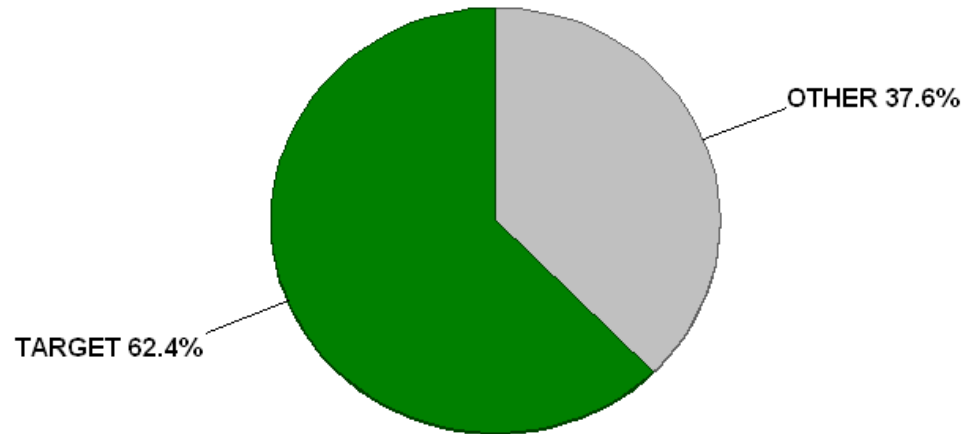
Report: MEDIA PROFILE REPORT
Market: DENVER, CO for DEC '06-FEB 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS
Media Persons: 220,000

THE MEDIA AUDIT

Target Percent: 62.4%

Target Persons: 137,200

62.4% of The Onion Readers in Denver Have \$50,000+ HH Income



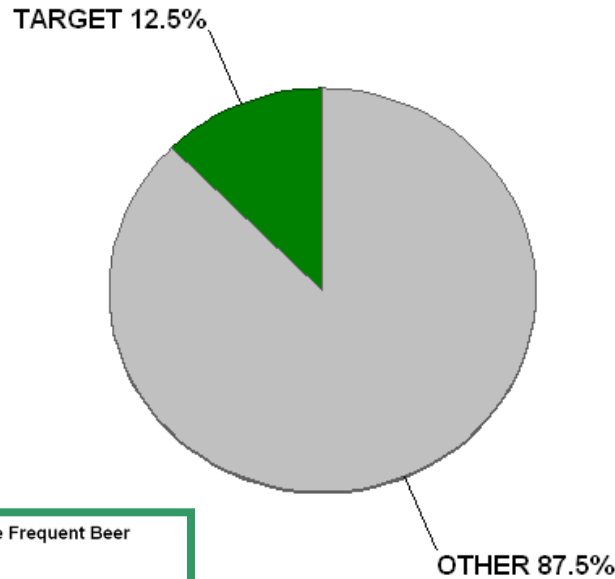
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 Market: DENVER, CO for DEC '06-FEB 2007
 Bases: ADULTS AGE 18+
 Media: THE ONION
 Target: PAST 2-WEEKS DRANK BEER ON 6 + DAYS
 Media Persons: 220,000

THE MEDIA AUDIT

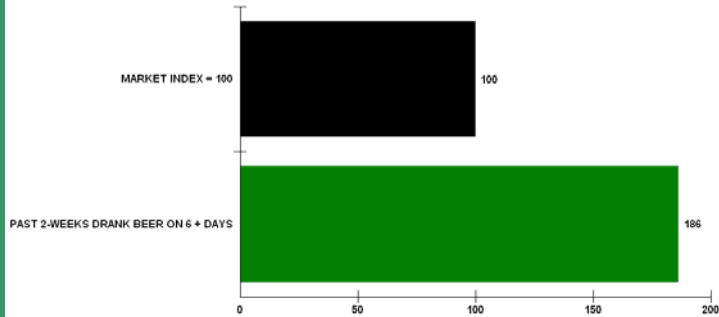
Target Percent: 12.5%

Target Persons: 27,500

**12.5% of The Onion Readers in Denver are FREQUENT BEER CONSUMERS,
 3+ Days/Week**



The Onion Readers in Denver are 86% More Likely to be Frequent Beer Consumers



 the **ONION**

LOS ANGELES

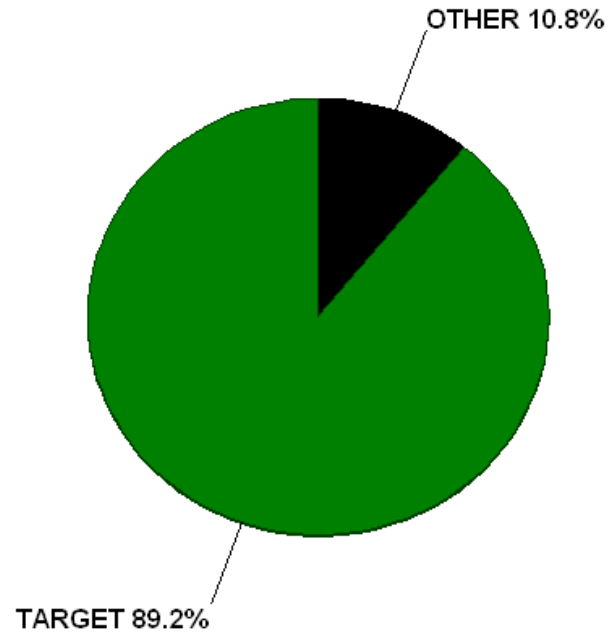
Report: MEDIA PROFILE REPORT
Market: LOS ANGELES, CA for MAR-APR 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ADULTS--AGE 21 PLUS
Media Persons: 388,800

THE MEDIA AUDIT

Target Percent: 89.2%

Target Persons: 346,700

89.2% of The Onion Readers in L.A. are Age 21+



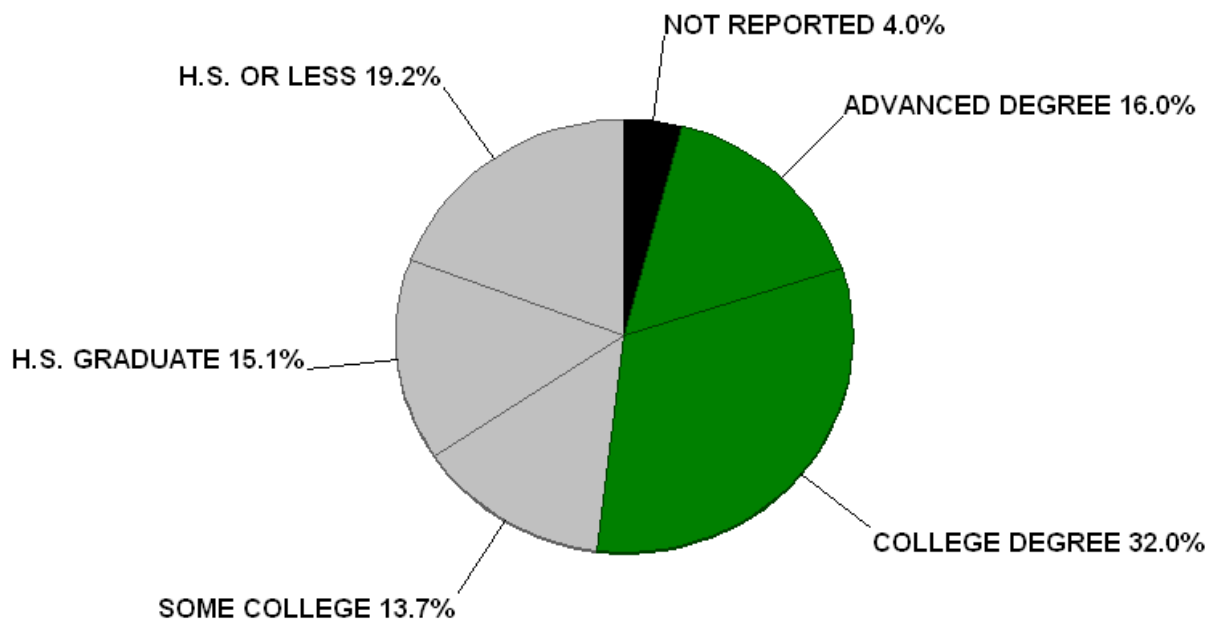
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Market: LOS ANGELES, CA for MAR-APR 2007
Bases: ADULTS AGE 18+
Media: THE ONION

THE MEDIA AUDIT

Education Profile

Media Persons: 388,800

48% of The Onion Readers in L.A. Have 4+ Year Degrees



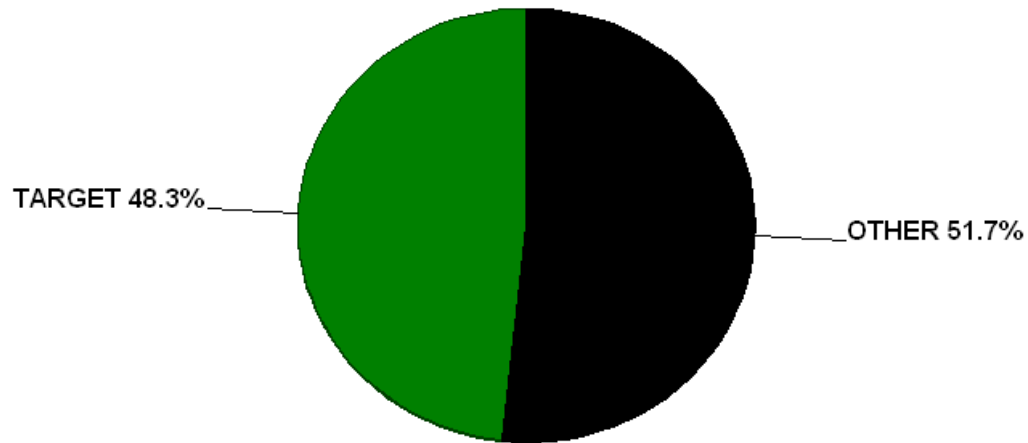
Report: MEDIA PROFILE REPORT
Market: LOS ANGELES, CA for MAR-APR 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS
Media Persons: 388,800

THE MEDIA AUDIT

Target Percent: 48.3%

Target Persons: 187,700

48.3% of The Onion Readers in L.A. Have \$50,000+ HH Incomes



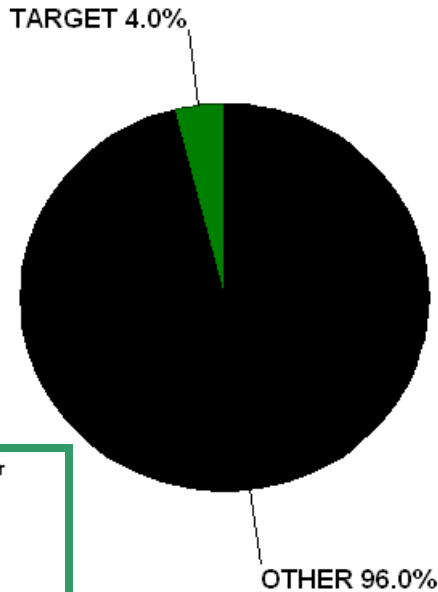
Report: MEDIA PROFILE REPORT
 Market: LOS ANGELES, CA for MAR-APR 2007
 Bases: ADULTS AGE 18+
 Media: THE ONION
 Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS
 Media Persons: 388,800

THE MEDIA AUDIT

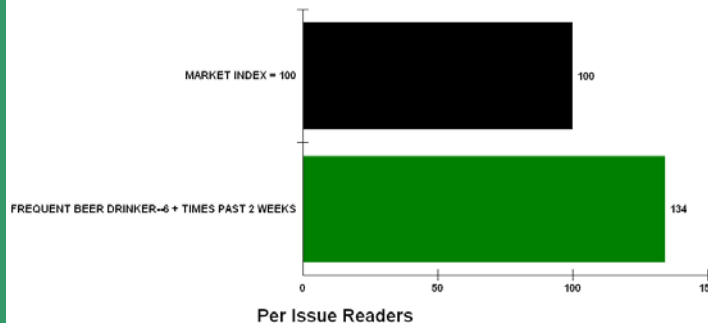
Target Percent: 4.0%

Target Persons: 15,600

4% of The Onion Readers in L.A. are Frequent Beer Consumers, 3+ Times/Week



The Onion Readers in L.A. are 34% More Likely to Be Frequent Beer Consumers





MINNEAPOLIS-ST.PAUL

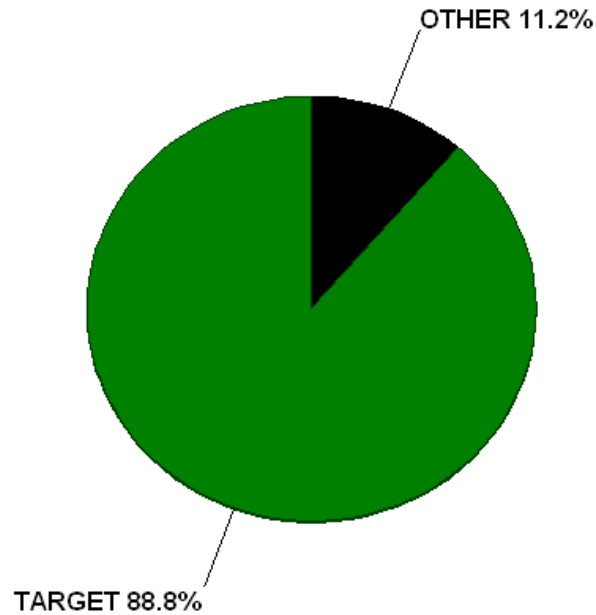
Report: MEDIA PROFILE REPORT
Market: MINNEAPOLIS-ST. PAUL, MN for OCT-NOV 2006
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ADULTS--AGE 21 PLUS
Media Persons: 334,900

THE MEDIA AUDIT

Target Percent: 88.8%

Target Persons: 297,400

88.8% of The Onion Readers in Minneapolis are Age 21+



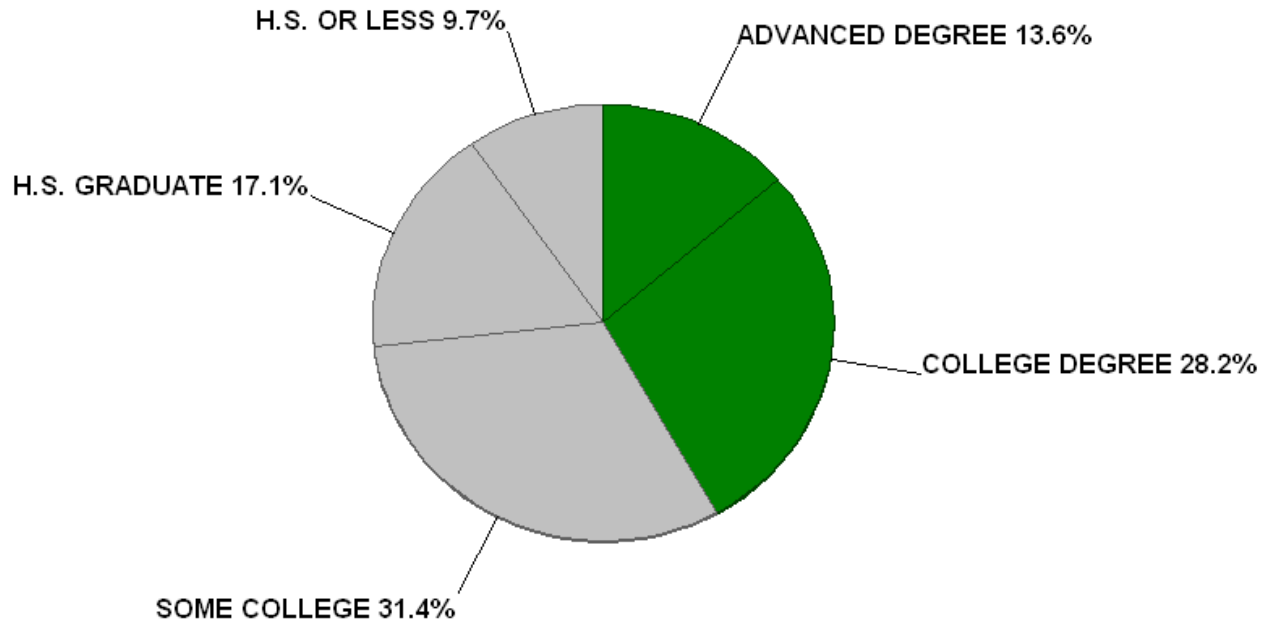
Report: MEDIA PROFILE REPORT
Market: MINNEAPOLIS-ST. PAUL, MN for OCT-NOV 2006
Bases: ADULTS AGE 18+
Media: THE ONION

THE MEDIA AUDIT

Education Profile

Media Persons: 334,900

41.8% of The Onion Readers in Minneapolis Have 4+ Year Degrees



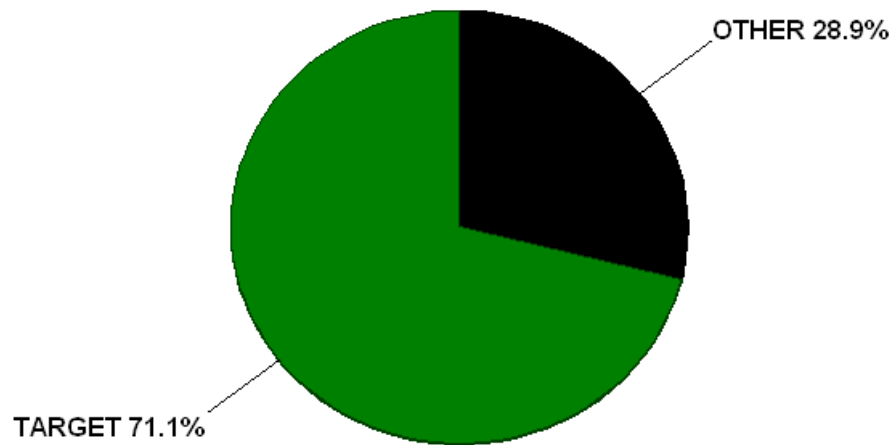
Report: MEDIA PROFILE REPORT
Market: MINNEAPOLIS-ST. PAUL, MN for OCT-NOV 2006
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS
Media Persons: 334,900

THE MEDIA AUDIT

Target Percent: 71.1%

Target Persons: 238,200

71.1% of The Onion-Minneapolis Readers Have \$50,000+ HH Incomes



Report: MEDIA PROFILE REPORT
 Market: MINNEAPOLIS-ST. PAUL, MN for OCT-NOV 2006
 Bases: ADULTS AGE 18+
 Media: THE ONION
 Target: PAST 2-WEEKS DRANK BEER ON 6 + DAYS
 Media Persons: 334,900

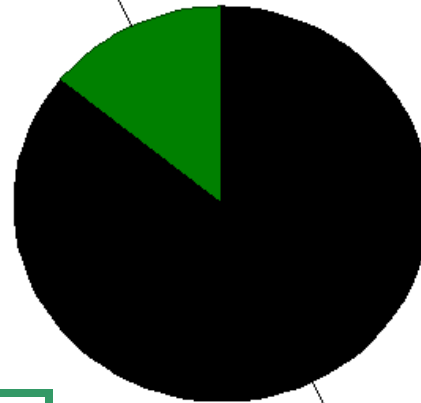
THE MEDIA AUDIT

Target Percent: 14.2%

Target Persons: 47,600

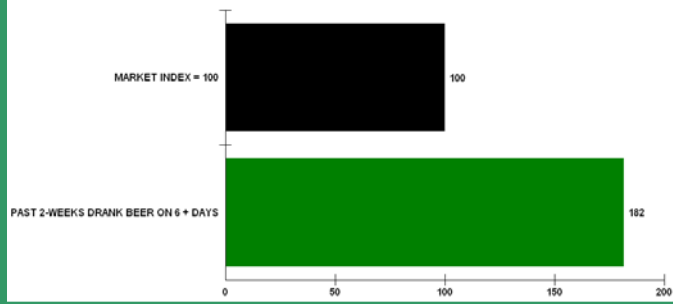
14.2% of The Onion-Minneapolis Readers are FREQUENT BEER DRINKERS, 3+ Days/Week

TARGET 14.2%



OTHER 85.8%

The Onion-Minneapolis Readers are 82% More Likely to Be Frequent Beer Consumers



 the **ONION**

NEW YORK, NY

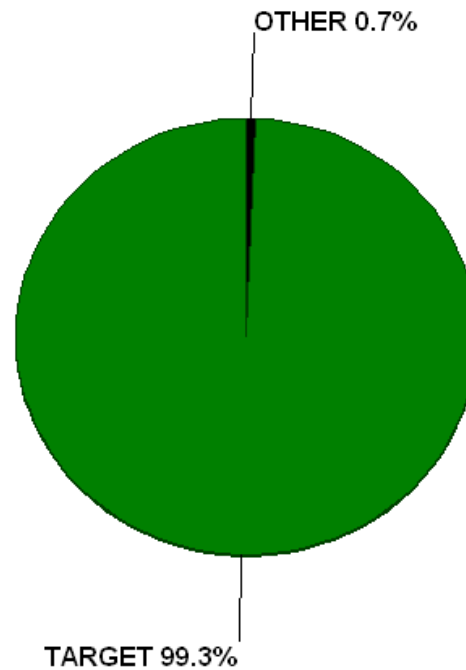
Report: MEDIA PROFILE REPORT
Market: NEW YORK, NY for FEB-MAR 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ADULTS--AGE 21 PLUS
Media Persons: 693,400

THE MEDIA AUDIT

Target Percent: 99.3%

Target Persons: 688,700

99.3% of The Onion Readers in New York are Age 21+



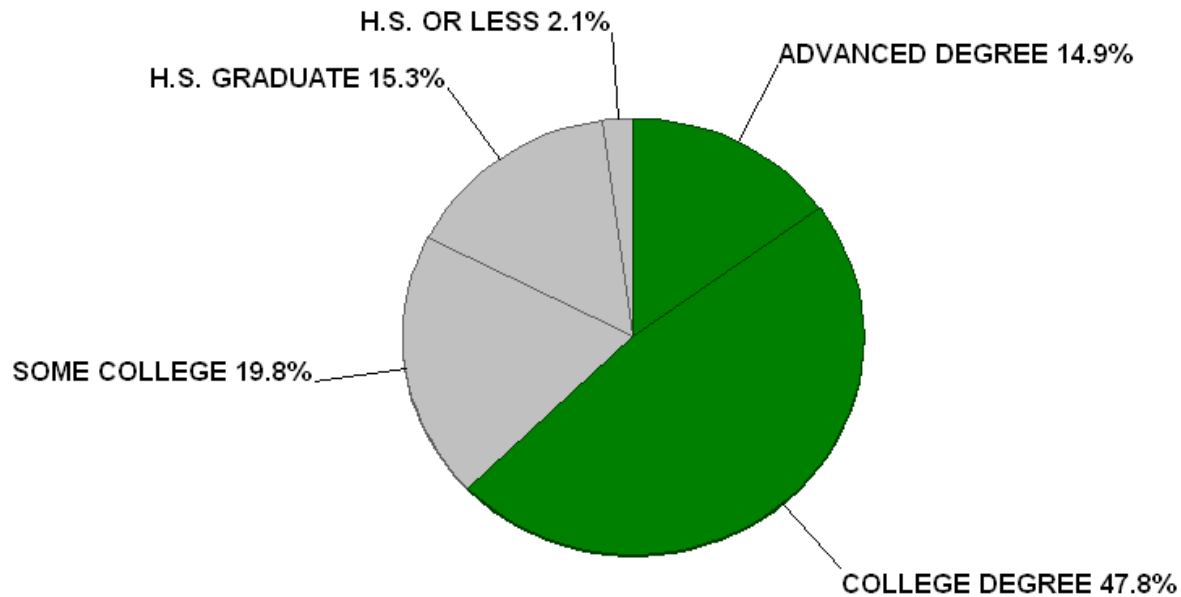
Report: MEDIA PROFILE REPORT
Market: NEW YORK, NY for FEB-MAR 2007
Bases: ADULTS AGE 18+
Media: THE ONION

THE MEDIA AUDIT

Education Profile

Media Persons: 693,400

62.7% of The Onion-NY Readers Have 4+ Year Degrees



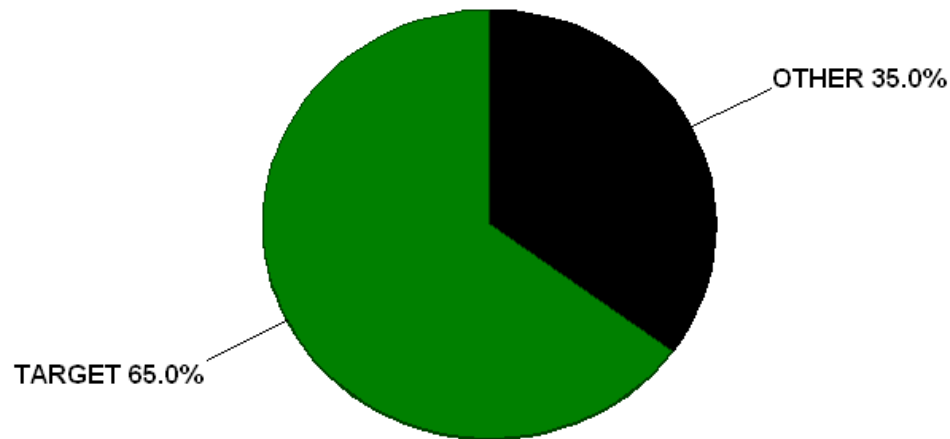
Report: MEDIA PROFILE REPORT
Market: NEW YORK, NY for FEB-MAR 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS
Media Persons: 693,400

THE MEDIA AUDIT

Target Percent: 65.0%

Target Persons: 450,400

65% of The Onion-New York Readers Have \$50,000+ HH Income



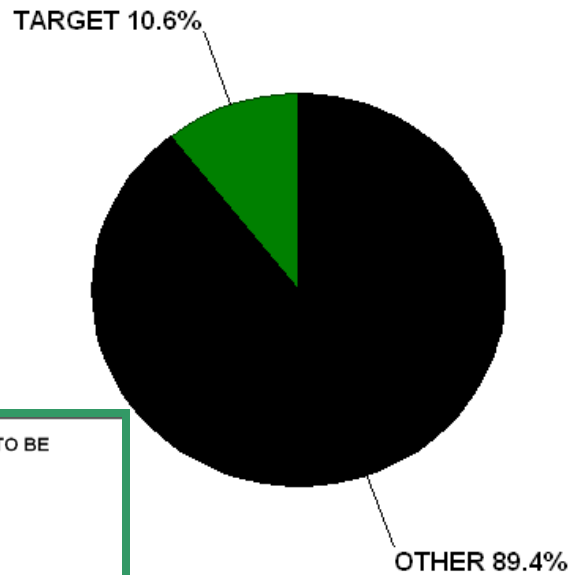
Report: MEDIA PROFILE REPORT
 Market: NEW YORK, NY for FEB-MAR 2007
 Bases: ADULTS AGE 18+
 Media: THE ONION
 Target: PAST 2-WEEKS DRANK BEER ON 6 + DAYS
 Media Persons: 693,400

THE MEDIA AUDIT

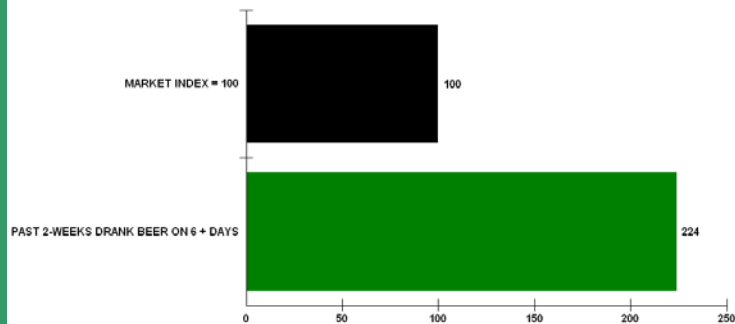
Target Percent: 10.6%

Target Persons: 73,800

10.6% of The Onion-New York Readers are FREQUENT BEER DRINKERS,
 3+ DAYS/WEEK



THE ONION-NEW YORK READERS ARE 124% MORE LIKELY TO BE
 FREQUENT BEER DRINKERS





SAN FRANCISCO

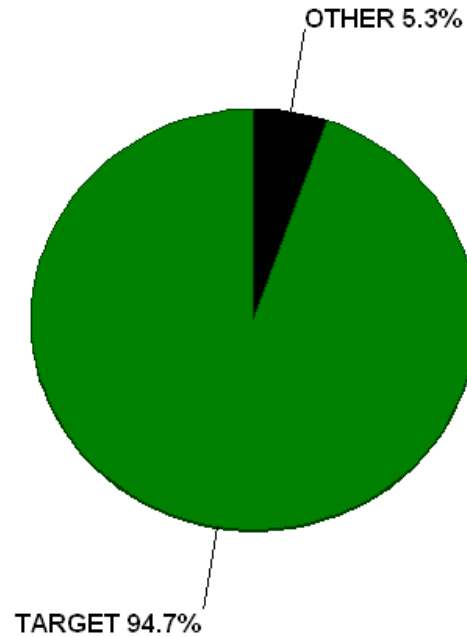
Report: MEDIA PROFILE REPORT
Market: SAN FRANCISCO, CA for NOV '06-JAN 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ADULTS--AGE 21 PLUS
Media Persons: 342,700

THE MEDIA AUDIT

Target Percent: 94.7%

Target Persons: 324,700

94.7% of The Onion-San Francisco Readers are Age 21+



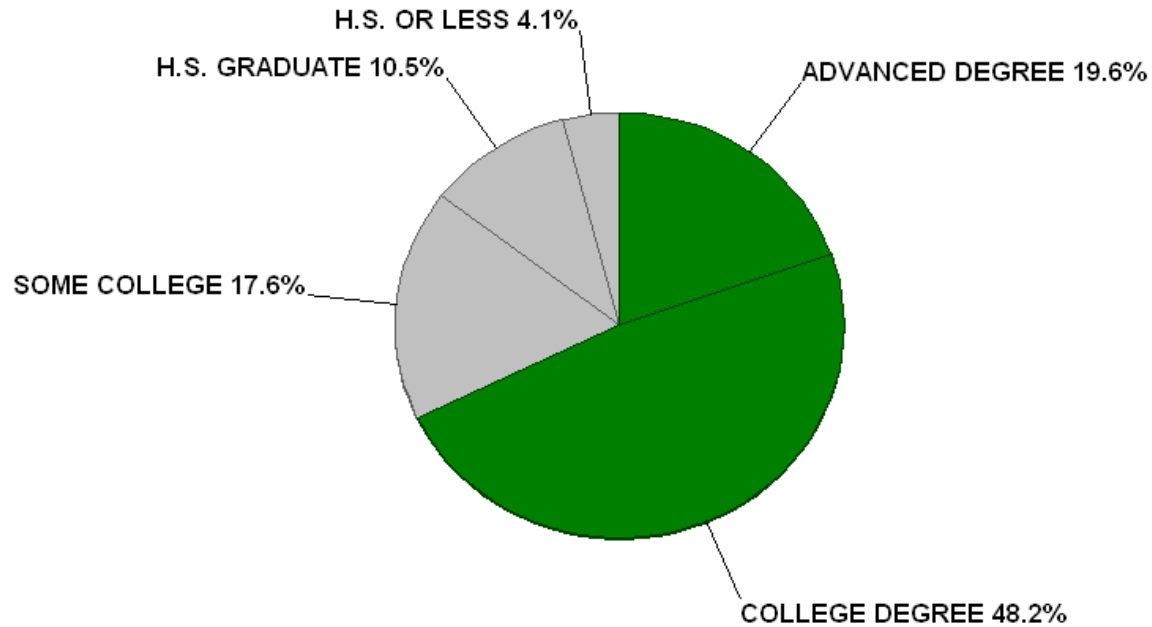
Report: MEDIA PROFILE REPORT
Market: SAN FRANCISCO, CA for NOV '06-JAN 2007
Bases: ADULTS AGE 18+
Media: THE ONION

THE MEDIA AUDIT

Education Profile

Media Persons: 342,700

67.8% of The Onion-San Francisco Readers Have 4+ Year Degrees



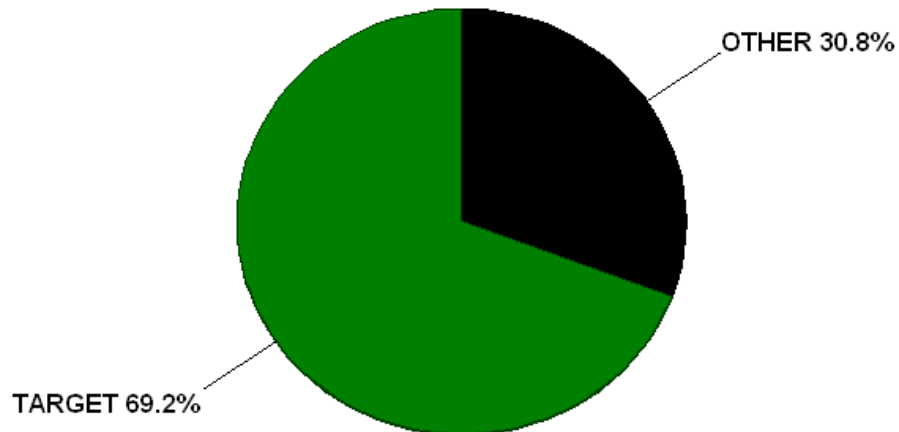
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Market: SAN FRANCISCO, CA for NOV '06-JAN 2007
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS
Media Persons: 342,700

THE MEDIA AUDIT

Target Percent: 69.2%

Target Persons: 237,100

69.2% of The Onion-San Francisco Readers Have \$50,000+ Income



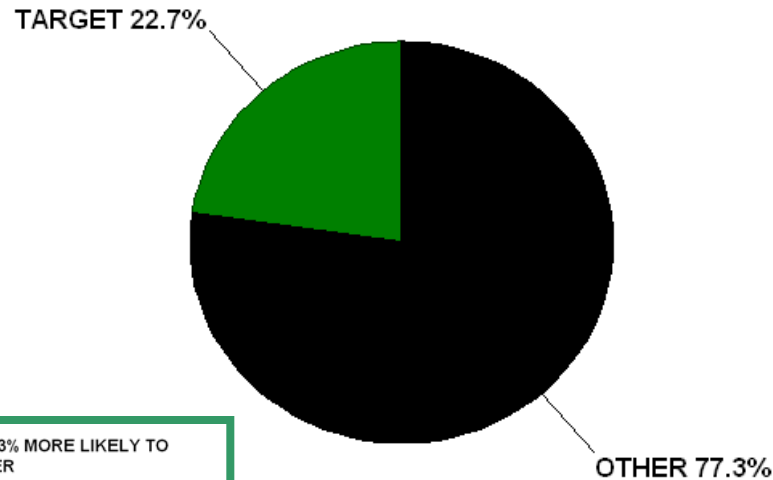
Report: MEDIA PROFILE REPORT
 Market: SAN FRANCISCO, CA for NOV '06-JAN 2007
 Bases: ADULTS AGE 18+
 Media: THE ONION
 Target: PAST 2-WEEKS DRANK BEER ON 6+ DAYS
 Media Persons: 342,700

THE MEDIA AUDIT

Target Percent: 22.7%

Target Persons: 77,900

22.7% of The Onion-San Francisco Readers are FREQUENT BEER DRINKERS, 3+ Days/Wee



THE ONION-SAN FRANCISCO READERS ARE 253% MORE LIKELY TO BE FREQUENT BEER DRINKER

