



## Reaching Potential Cell Phone Customers In the New York Market

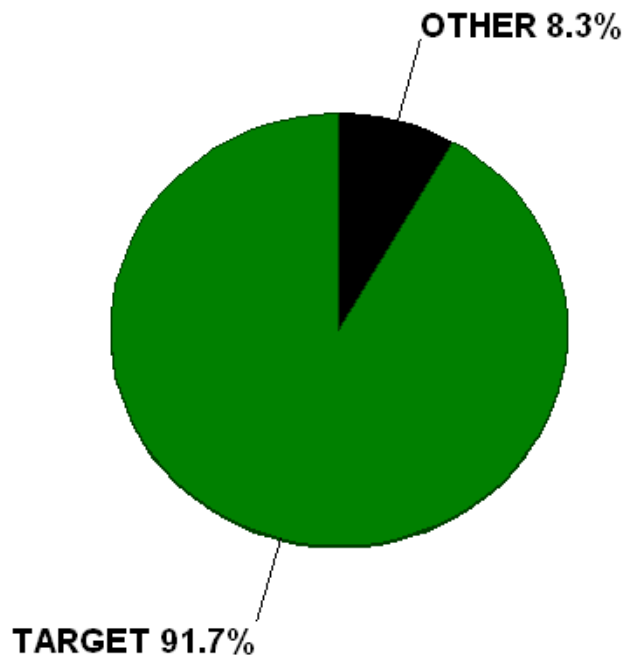
Presented by:

 **the ONION**

New York, NY

## Nearly 92% of The Onion Readers Own Cell Phones... The Best Prospects for **Changing** or Upgrading Phones and Service

91.7% of The Onion Readers in the New York Metro Own a Cell Phone



# 636,100

## Cell Phone Users are Reached by The Onion

Report: RANKER REPORT  
Market: NEW YORK, NY for FEB-MAR 2007  
Bases: ADULTS AGE 18+  
Target: NOW OWN A CELLULAR PHONE

THE MEDIA AUDIT

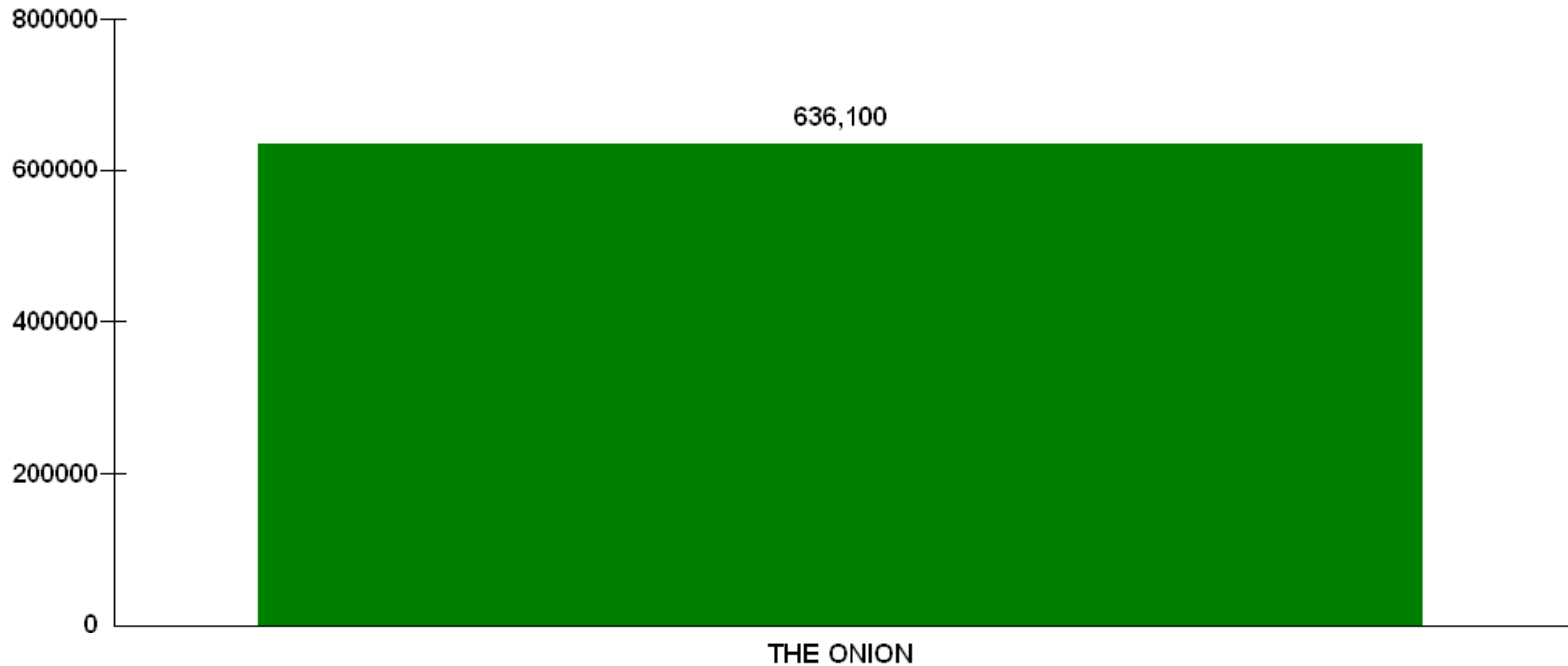
Cume Ratings

Base Population: 14,293,700

% In Target: 80.3%

Target Persons: 11,482,600

### The Onion Reaches 636,100 New York Cell Phone Owners



# The Onion Readers are 14% more likely than the Average NY Market adult to OWN A CELL PHONE.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: NEW YORK, NY for FEB-MAR 2007  
Bases: ADULTS AGE 18+  
Media: THE ONION

THE MEDIA AUDIT

Cume Index

## THE ONION OUTPERFORMS THE NY MARKET IN DELIVERING CELL PHONE OWNERS



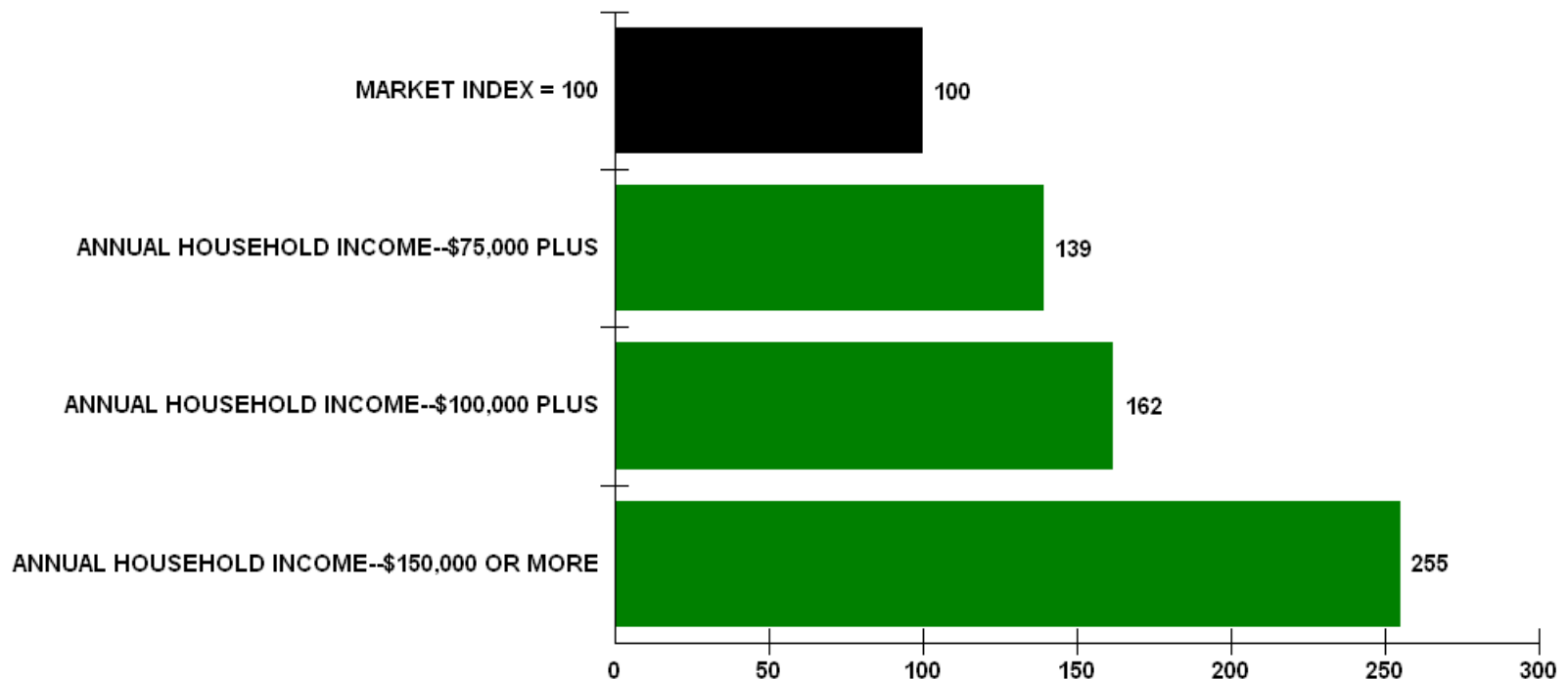
## The Onion Readers Have High Incomes, Easily Affording Cell Phone Service

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: NEW YORK, NY for FEB-MAR 2007  
Bases: ADULTS AGE 18+  
Media: THE ONION

THE MEDIA AUDIT

Cume Index

### THE ONION DRAMATICALLY OUTPERFORMS IN DELIVERING THOSE WITH HIGH INCOMES



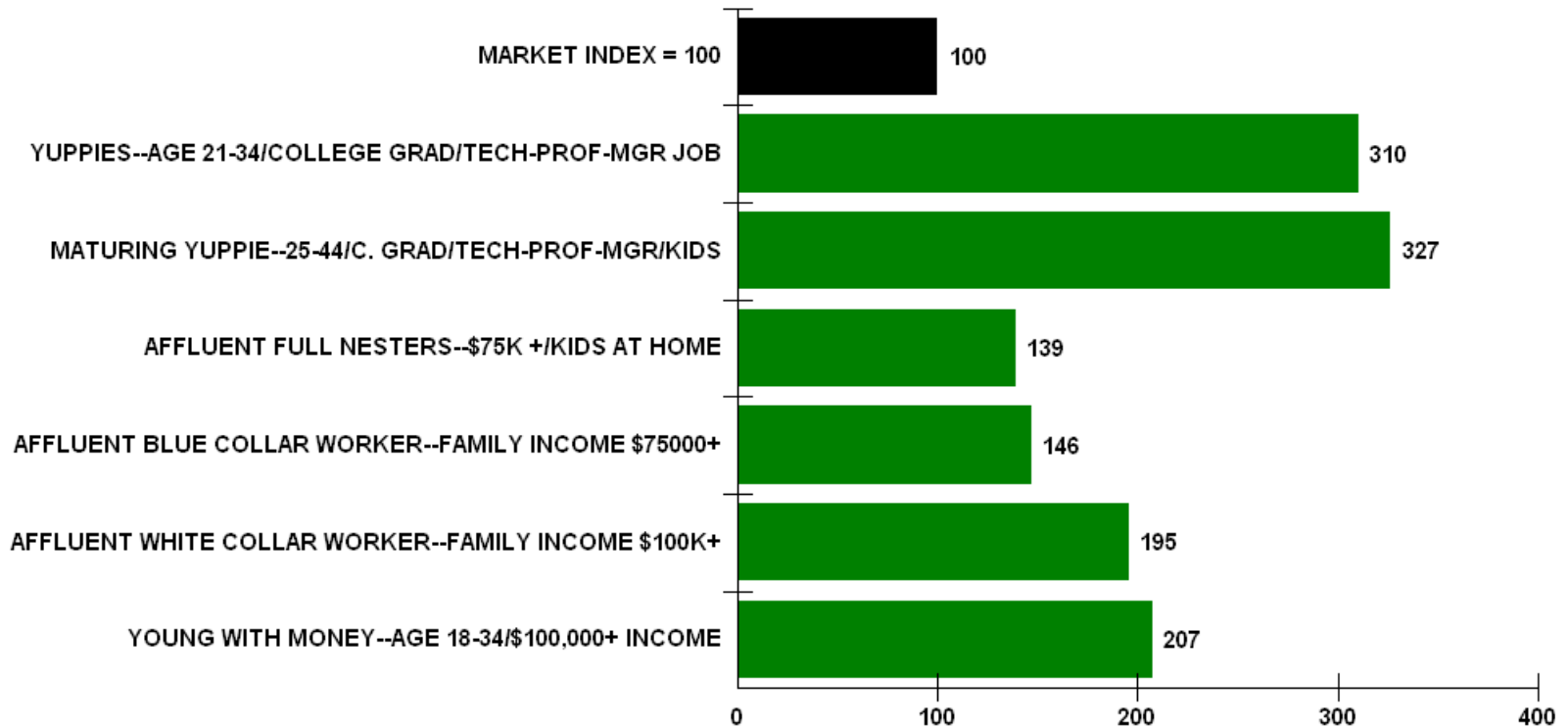
# The Onion Readers Have Affluent, Busy Lifestyles... Both Conducive to Heavy Cell Phone Usage

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: NEW YORK, NY for FEB-MAR 2007  
 Bases: ADULTS AGE 18+  
 Media: THE ONION

THE MEDIA AUDIT

Cume Index

## THE ONION READERS HAVE AFFLUENT & BUSY LIFESTYLES



## The Onion Outperforms the Market In Delivering Customers of Most Cell Phone Suppliers

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

THE MEDIA AUDIT

Base Population: 14,293,700

% In Media Audience: 4.9%

Target	Market Persons	Media Persons	Media Rating	Audience Composition	Target Index
NOW OWN A CELLULAR PHONE	11,482,600	636,100	5.5	91.7	114
CELL PHONE CARRIER USED--CINGULAR	2,218,600	137,300	6.2	19.8	128
CELL PHONE CARRIER USED--SPRINT NEXTEL	1,745,100	154,500	8.9	22.3	183
CELL PHONE CARRIER USED--T-MOBILE	2,077,900	41,600	2.0	6.0	41
CELL PHONE CARRIER USED--VERIZON WIRELESS	4,649,600	270,700	5.8	39.0	120
CELL PHONE CARRIER USED--VIRGIN MOBILE	172,100	24,900	14.5	3.6	298

# The Onion is the Most Highly Targeted and Efficient In Delivering Cell Phone Owners

Report: RANKER REPORT  
 Market: NEW YORK, NY for FEB-MAR 2007  
 Bases: ADULTS AGE 18+  
 Target: NOW OWN A CELLULAR PHONE

THE MEDIA AUDIT

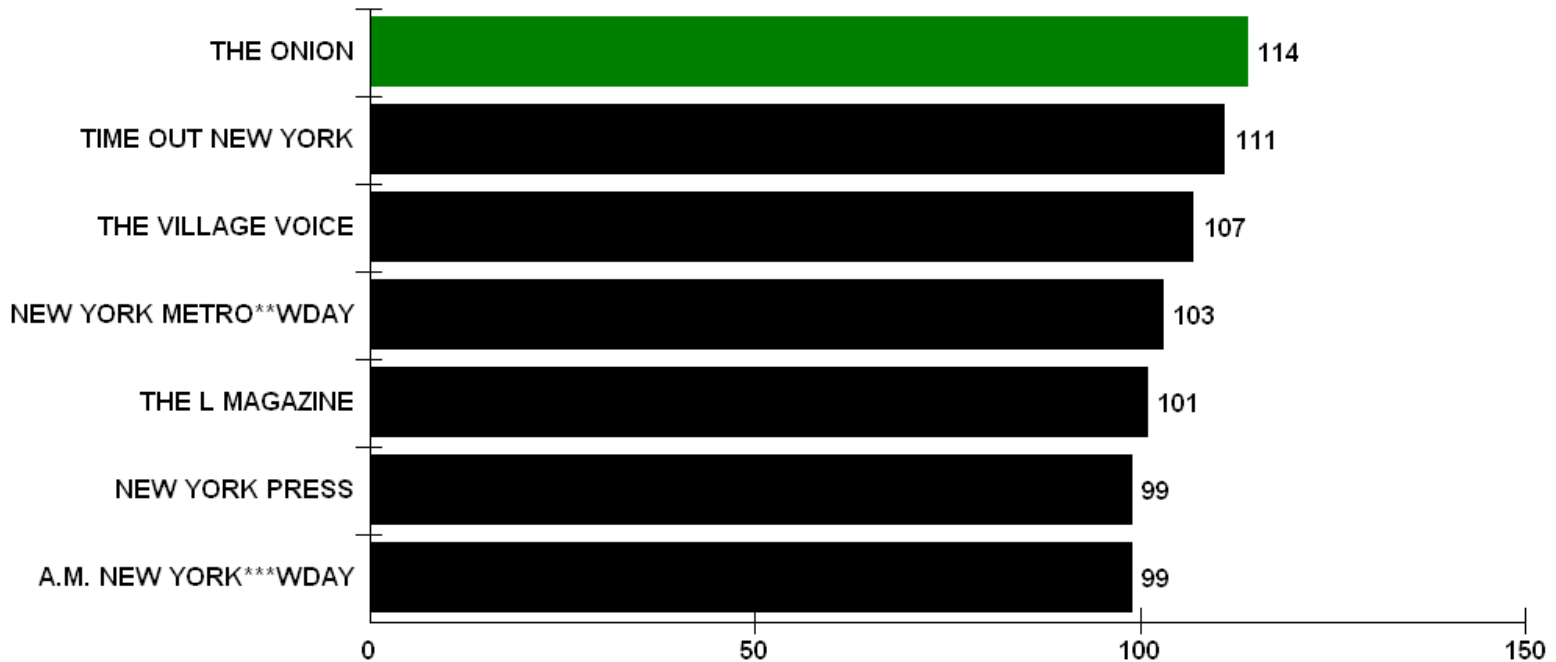
Cume Index

Base Population: 14,293,700

% In Target: 80.3%

Target Persons: 11,482,600

## Now Own A Cell Phone





# The Onion is the Most Highly Targeted and Efficient In Delivering New Yorkers with \$100,000+ INCOME

Report: RANKER REPORT  
Market: NEW YORK, NY for FEB-MAR 2007  
Bases: ADULTS AGE 18+  
Target: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS

THE MEDIA AUDIT

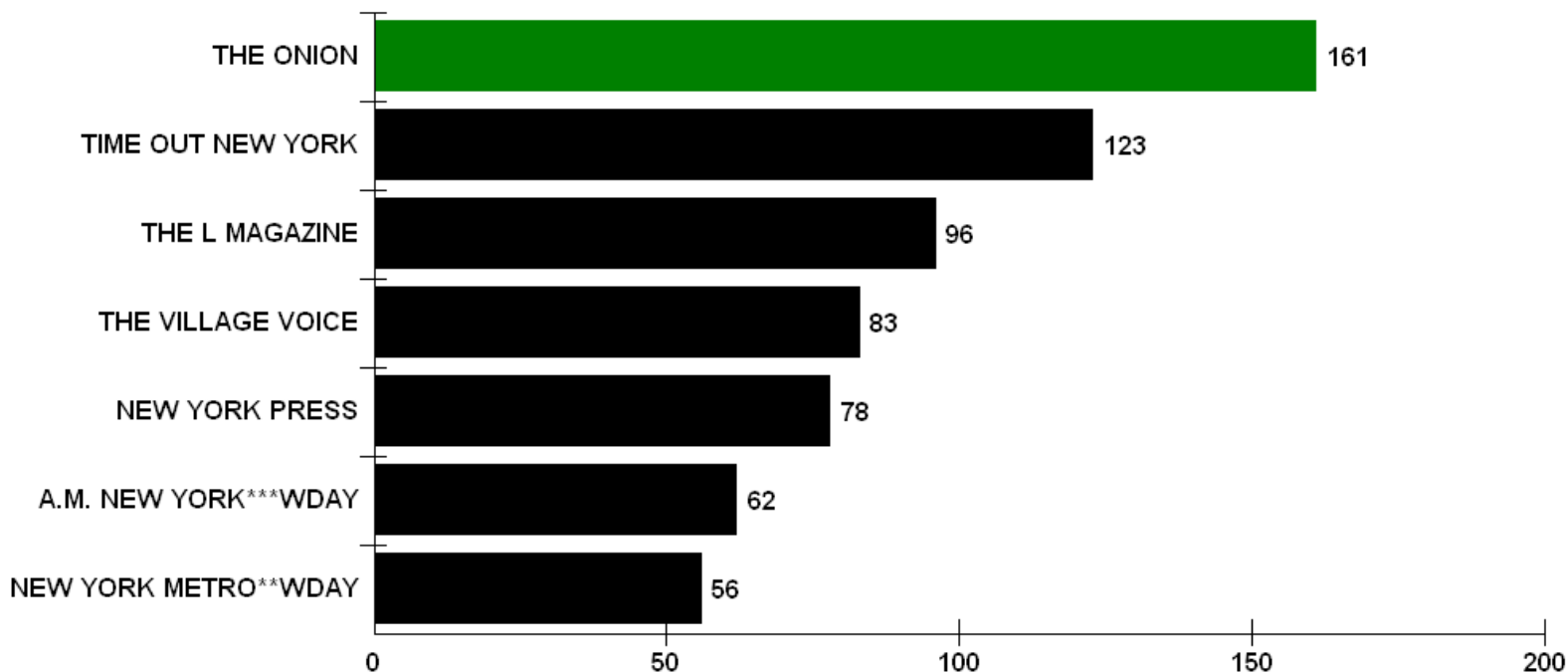
Cume Index

Base Population: 14,293,700

% In Target: 19.1%

Target Persons: 2,737,100

## Adults with \$100,000+ Income



# The Onion is the Most Highly Targeted and Efficient In Delivering New Yorkers with \$150,000+ INCOME

Report: RANKER REPORT  
 Market: NEW YORK, NY for FEB-MAR 2007  
 Bases: ADULTS AGE 18+  
 Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

THE MEDIA AUDIT

Cume Index

Base Population: 14,293,700

% In Target: 9.2%

Target Persons: 1,310,500

**Adults with \$150,000+ Income**

