



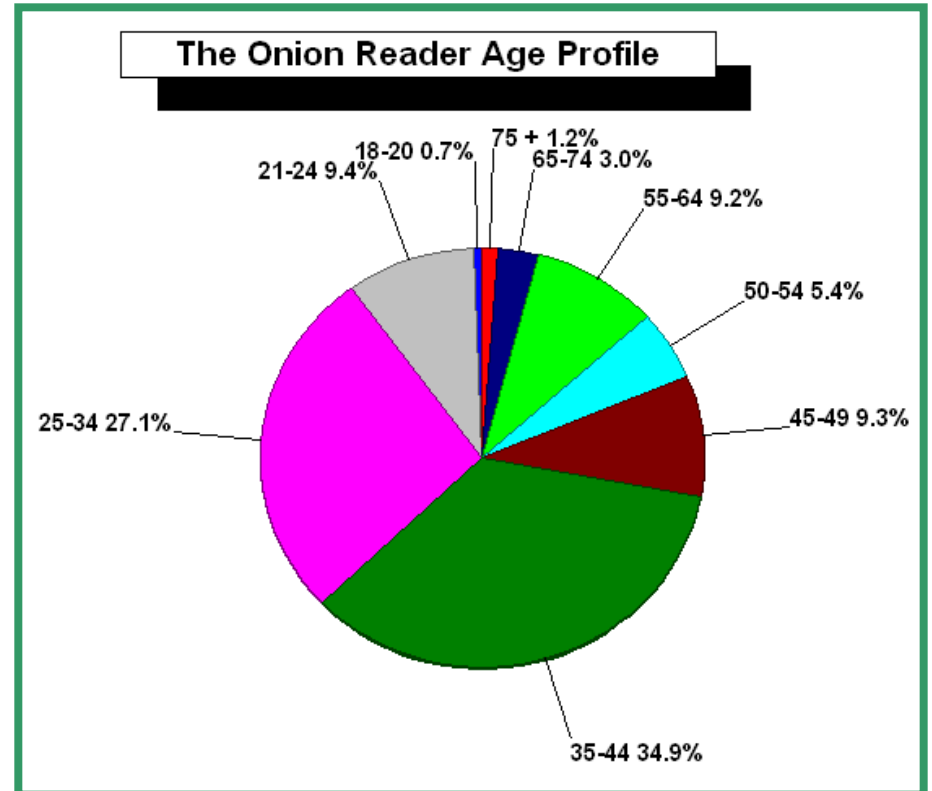
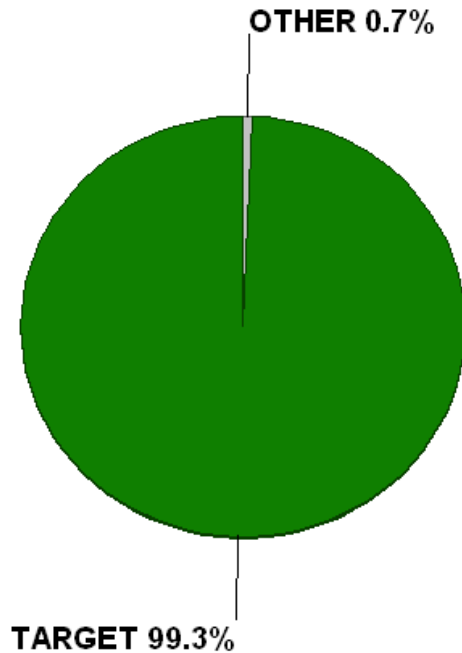
Reaching  
JAMESON IRISH WHISKY  
Best Customer Prospects  
In the New York Market



Presented by:  
Andrew Smith  
National Advertising  
**THE ONION**  
New York, NY

# Nearly ALL of The Onion's Readers are Over the Age of 21...Legal Drinking Age.

99.3% of The Onion Readers in the NY Metro are Age 21+



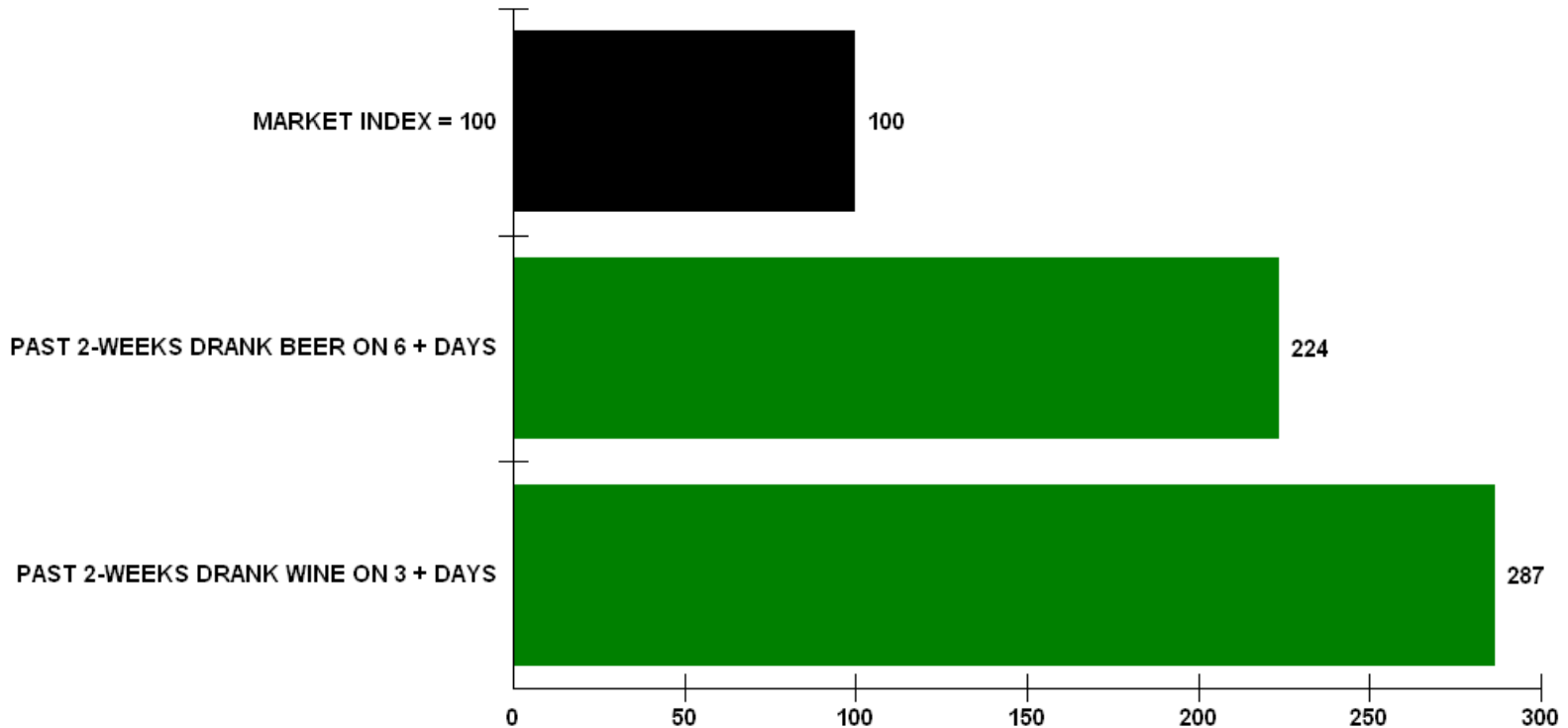
# The Onion Dramatically Outperforms the Market in Reaching Frequent Consumers of Alcohol

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 is Highly Targeted & Efficient in Reaching Alcohol Consumers



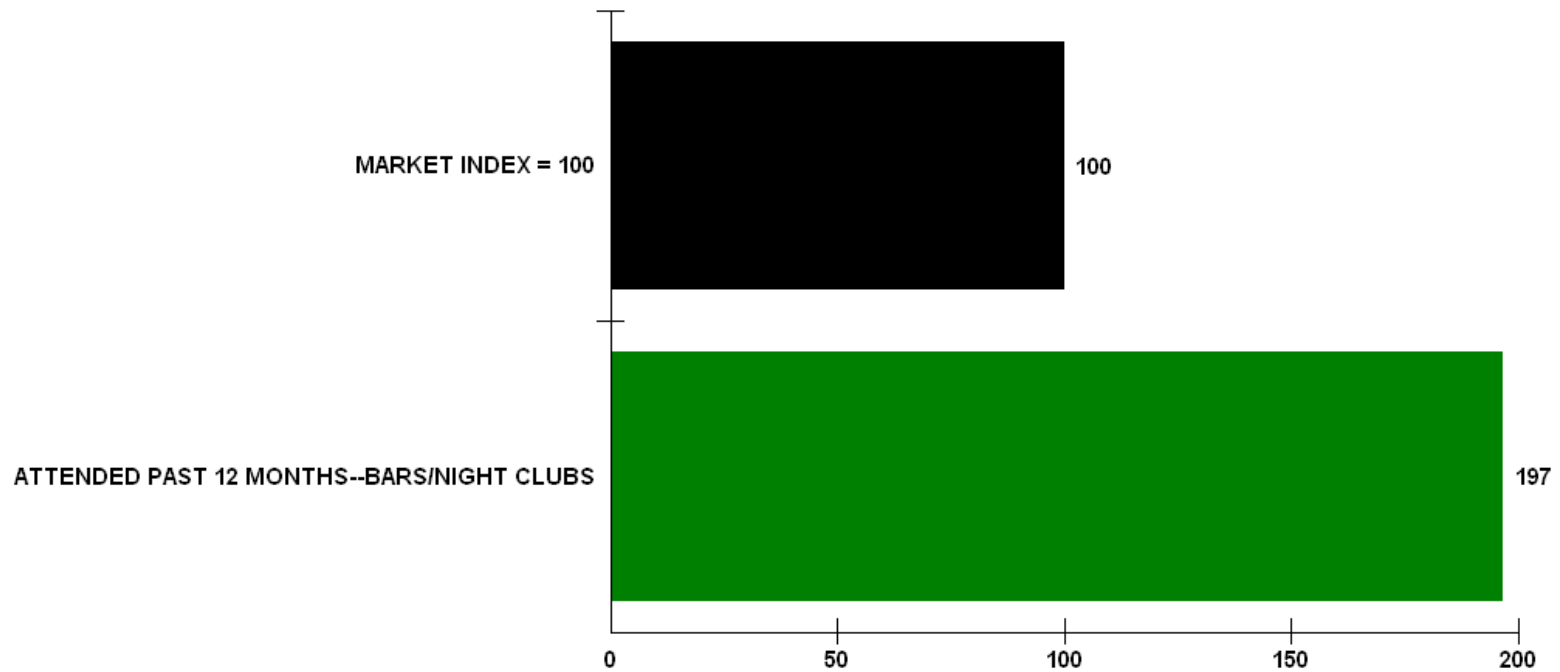
# The Onion Dramatically Outperforms the Market in Reaching Customers of Bars & Night Clubs Where Liquor is Consumed.

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 ARE 97% MORE LIKELY TO BE CUSTOMERS OF BARS & NIGHT CLUBS



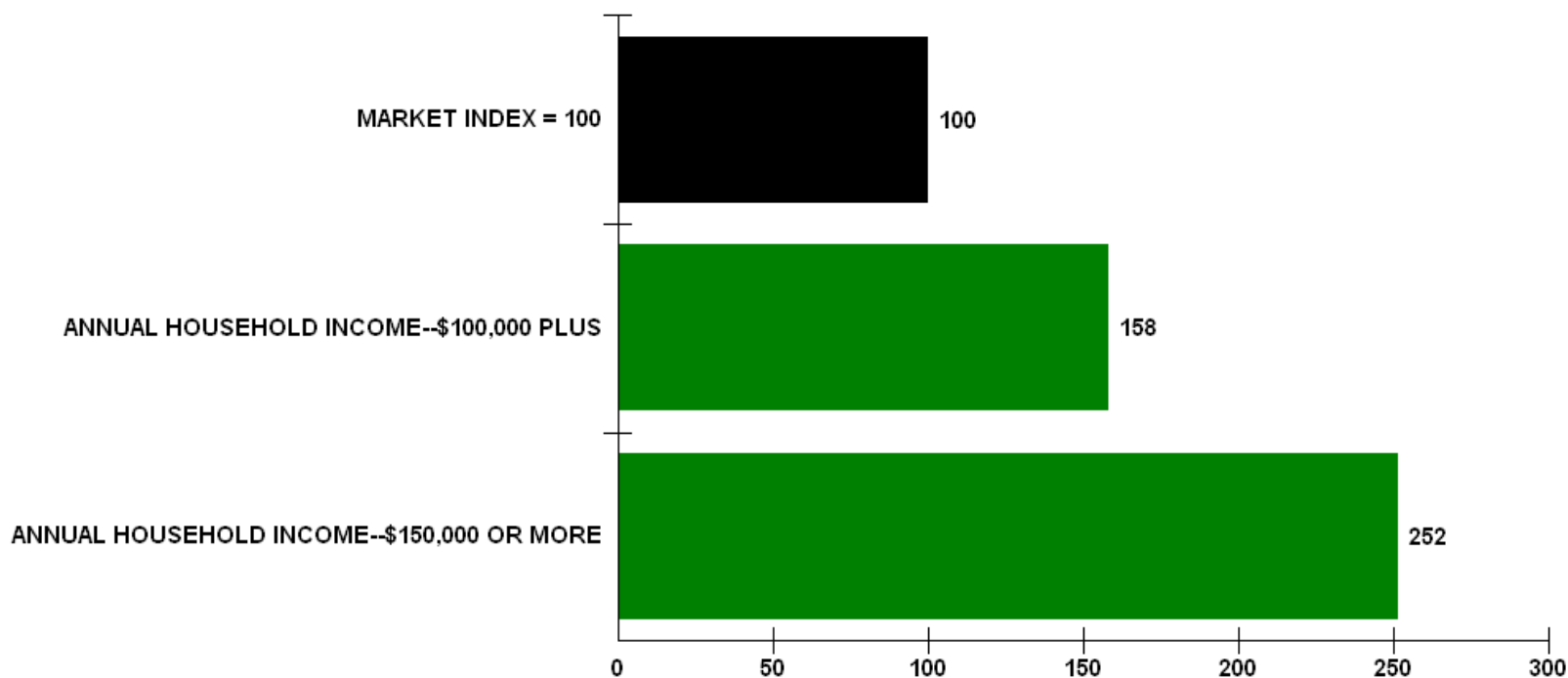
# The Onion Delivers High Income Adults of Legal Drinking Age... Who Can Easily Afford Premium Liquor

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: NEW YORK, NY for FEB-MAR 2007  
Bases: ADULTS--AGE 21 PLUS  
Media: THE ONION

THE MEDIA AUDIT

Cume Index

## The Onion Readers Outperforms in Reaching Adults 21+ with High Incomes



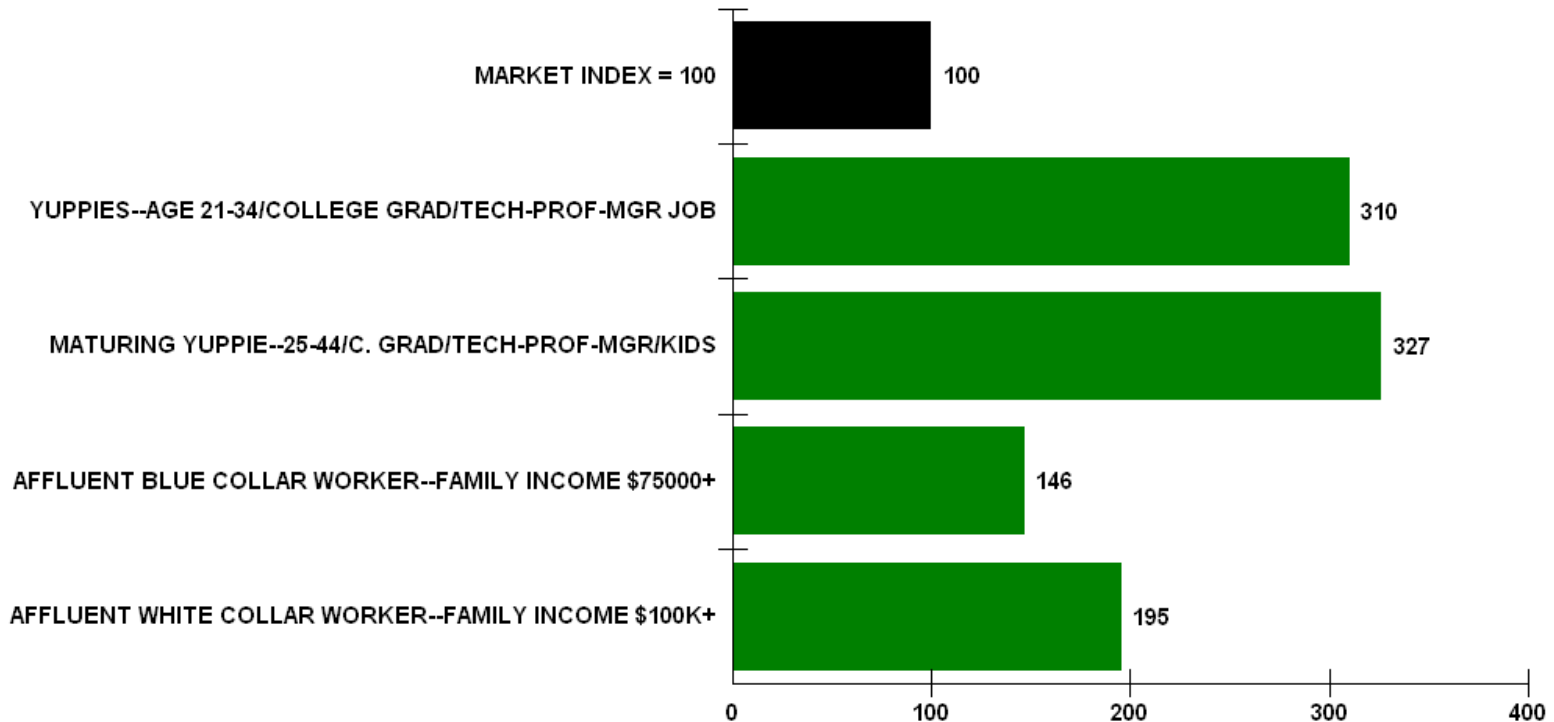
# The Onion Outperforms in Delivering High Income Lifestyles.

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

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## The Onion Readers



# The Onion Reaches 688,700 Adults of Legal Drinking Age.

Report: RANKER REPORT  
Market: NEW YORK, NY for FEB-MAR 2007  
Bases: ADULTS AGE 18+  
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

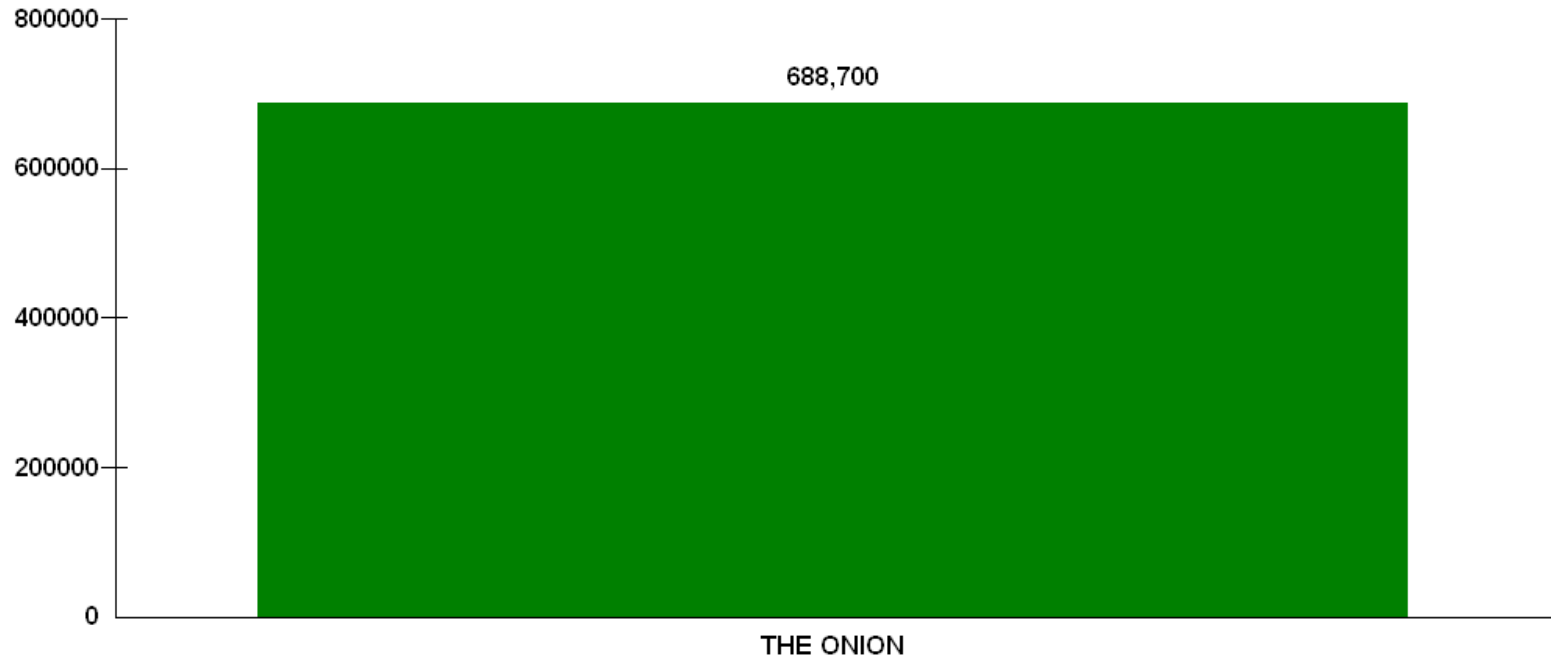
Cume Ratings

Base Population: 14,293,700

% In Target: 93.9%

Target Persons: 13,416,000

## THE ONION REACHES 688,700 ADULTS AGE 21+



# The Onion Reaches 331,700 Adults of Legal Drinking Age Who are Frequent Consumers of Alcohol

Report: RANKER REPORT  
Market: NEW YORK, NY for FEB-MAR 2007  
Bases: PAST 2-WEEKS DRANK BEER ON 6 + DAYS \*OR\* PAST 2-WEEKS DRANK WINE ON 3 + DAYS  
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

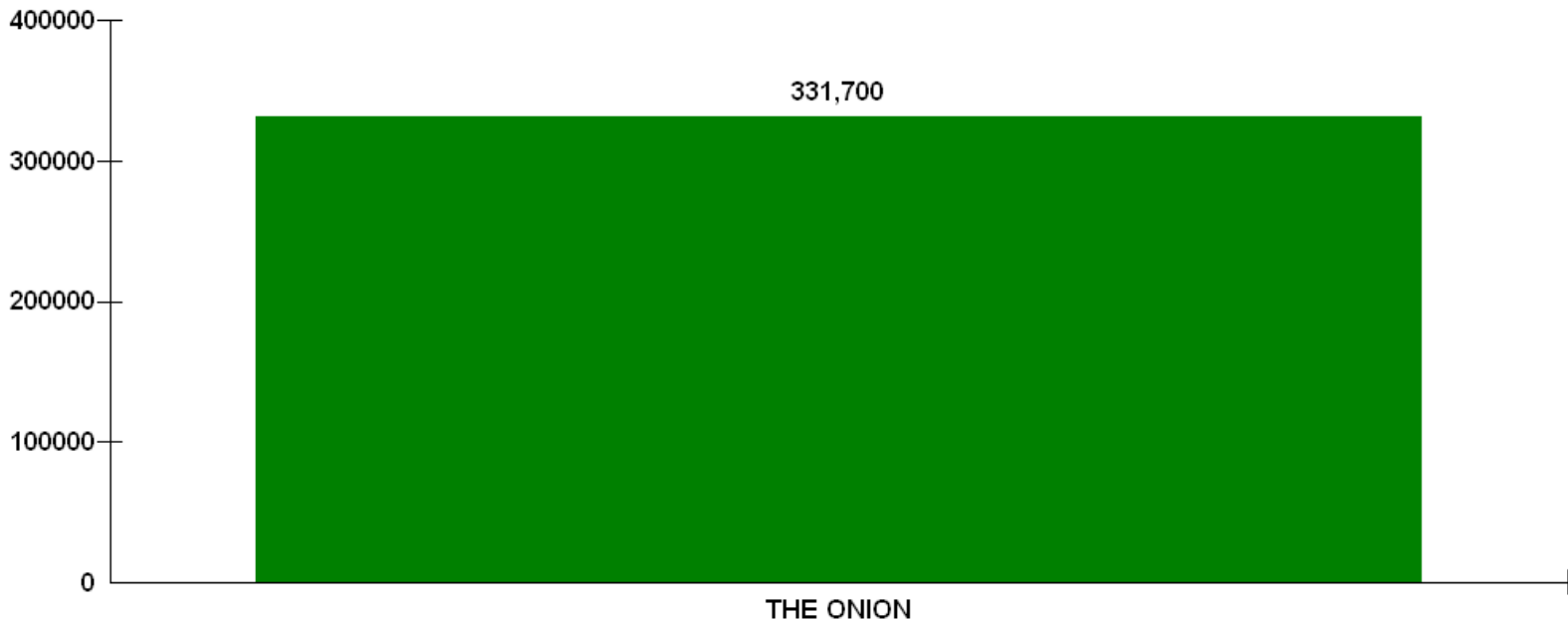
Cume Ratings

Base Population: 2,735,200

% In Target: 98.5%

Target Persons: 2,695,500

### The Onion Reaches 331,700 Adults 21+ Who Are Frequent Beer or Wine Consumers





# The Onion is the Most Efficient in Reaching New York's Best Prospects for Jameson Irish Whiskey

Report: COMPOSITE AVERAGE REPORTS  
Market: NEW YORK, NY for FEB-MAR 2007

THE MEDIA AUDIT

Cume Index

Bases: ADULTS--AGE 21 PLUS  
Target 1: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS  
Target 2: PAST 2-WEEKS DRANK BEER ON 6 + DAYS  
Target 3: PAST 2-WEEKS DRANK WINE ON 3 + DAYS  
Target 4: ATTENDED PAST 12 MONTHS--BARS/NIGHT CLUBS

## The Onion is the Most Targeted & Efficient in Reaching Jameson Prime Prospects

