



Reaching Potential Cell Phone Customers In the New York Market

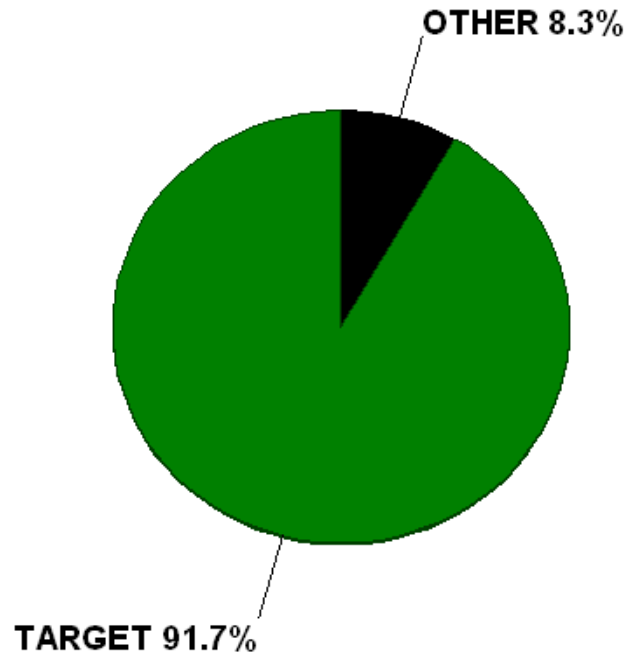
Presented by:

 **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

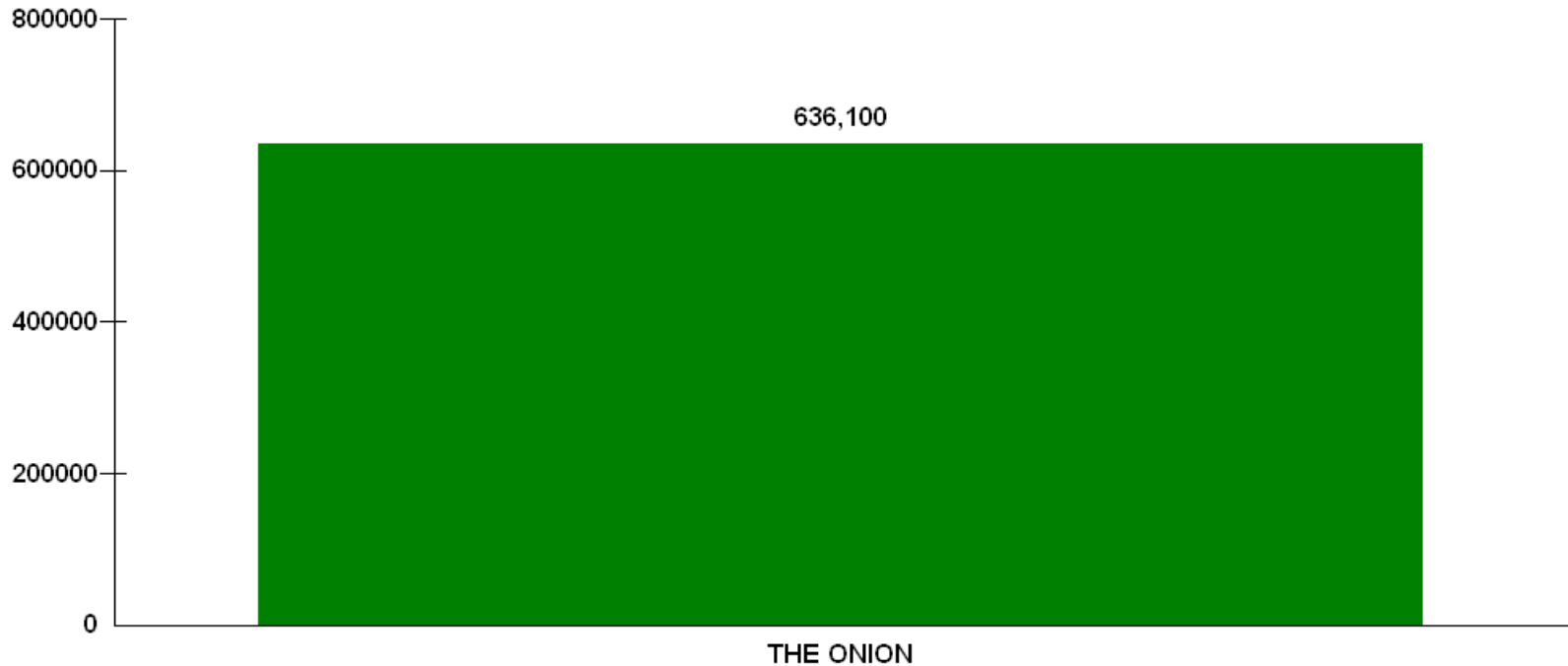
Cume Ratings

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



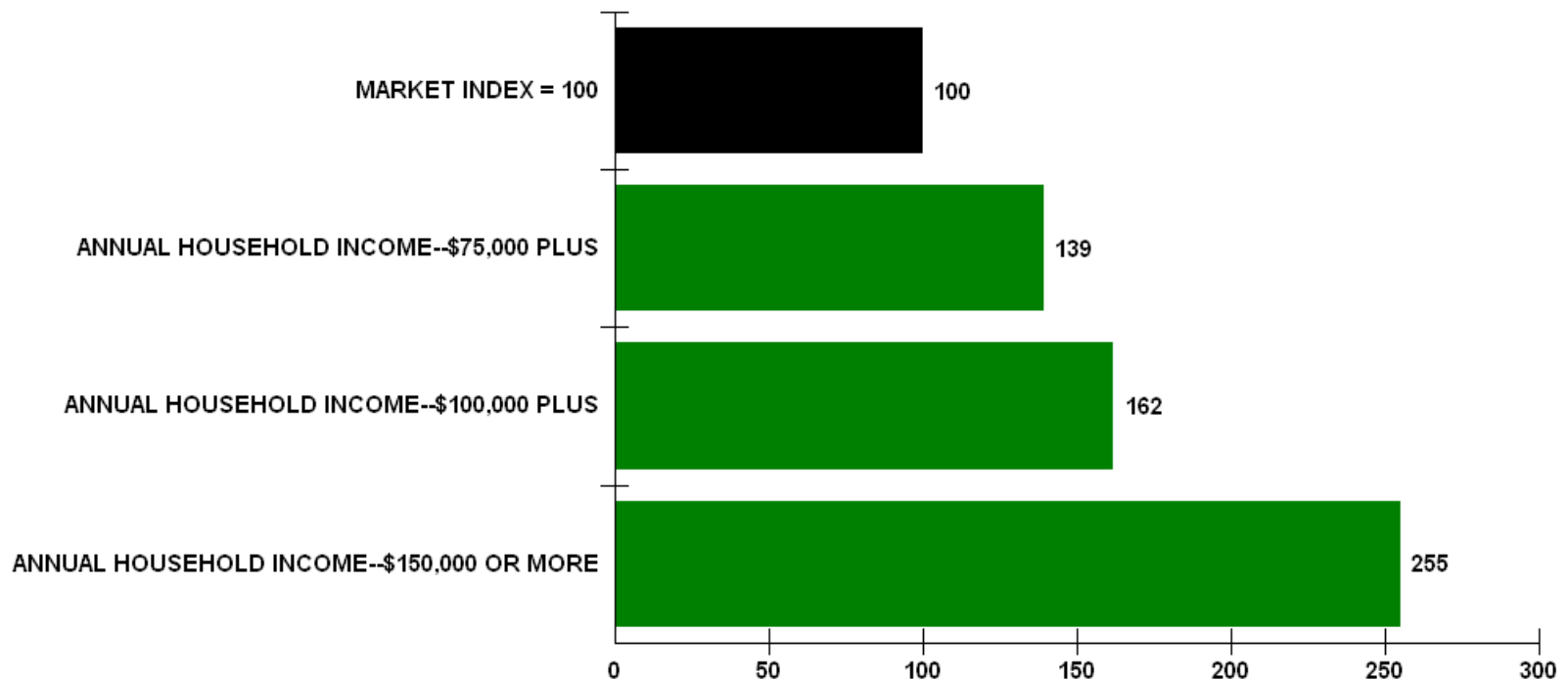
The Onion Readers Have High Incomes, Easily Affording Cell Phone Service

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



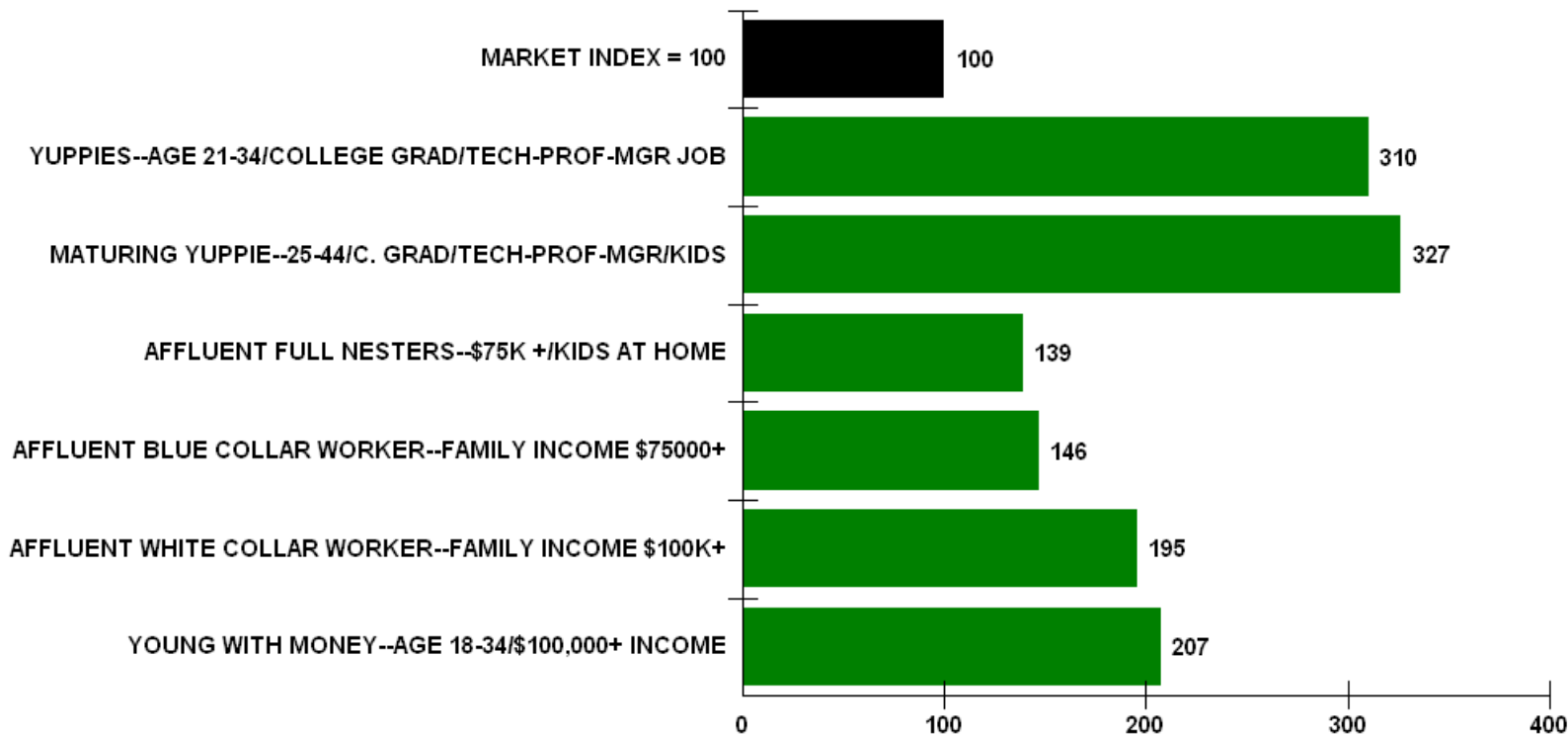
The Onion Readers Have Affluent, Busy Lifestyles... Both Conducive to Heavy Cell Phone Usage

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

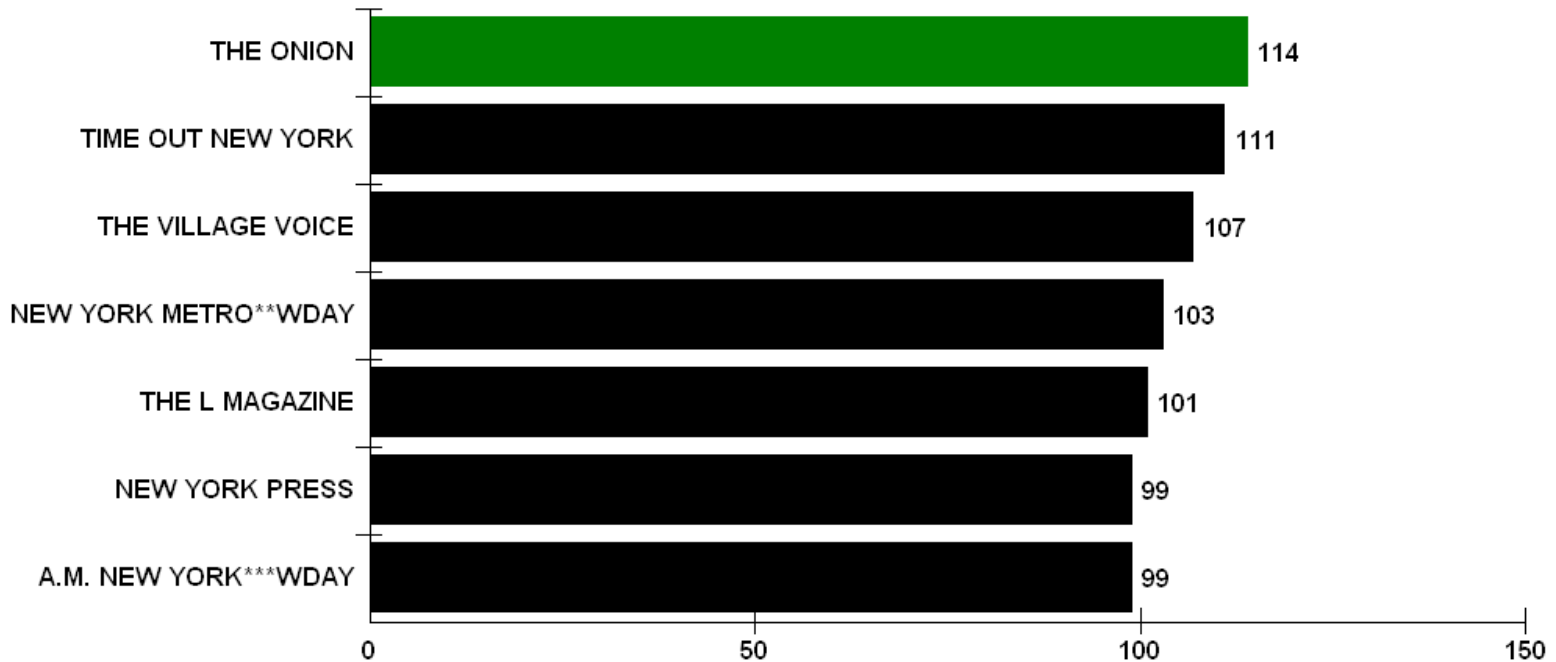
Cume Index

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

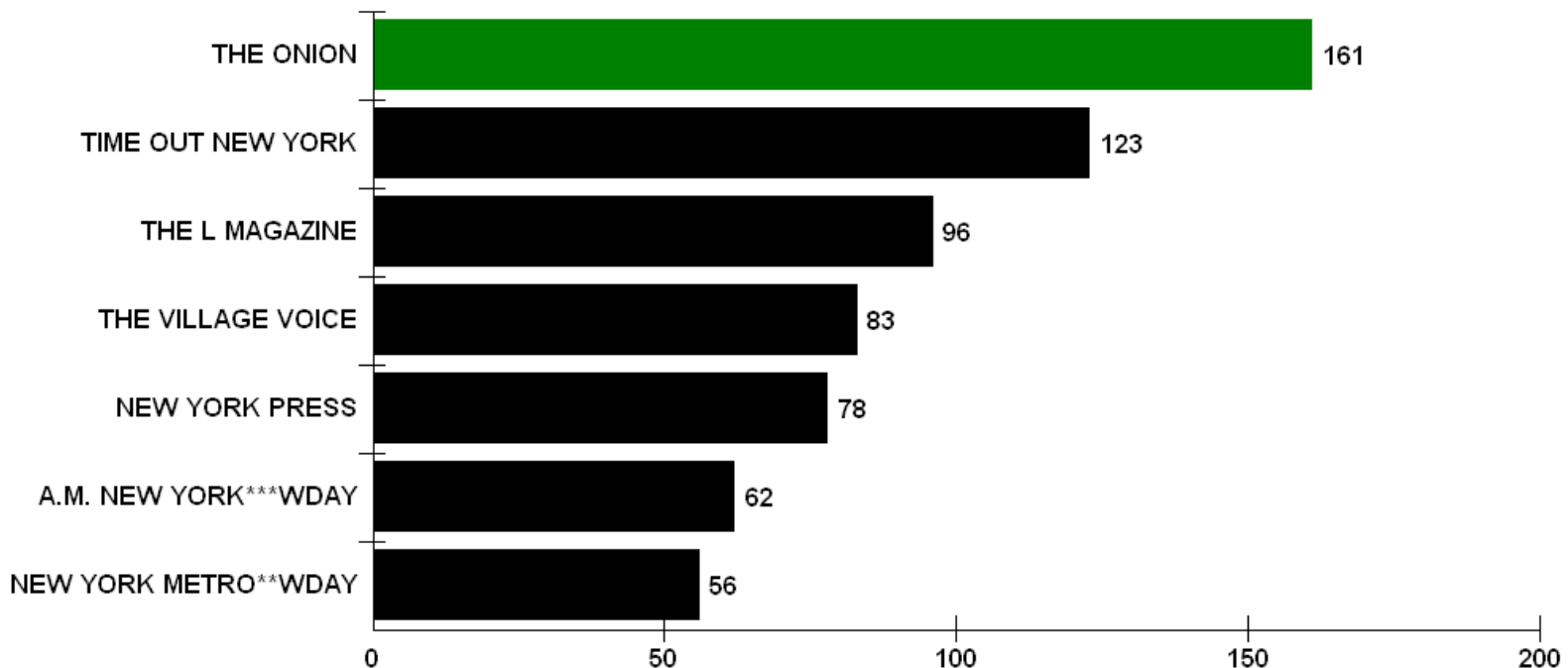
Cume Index

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

