



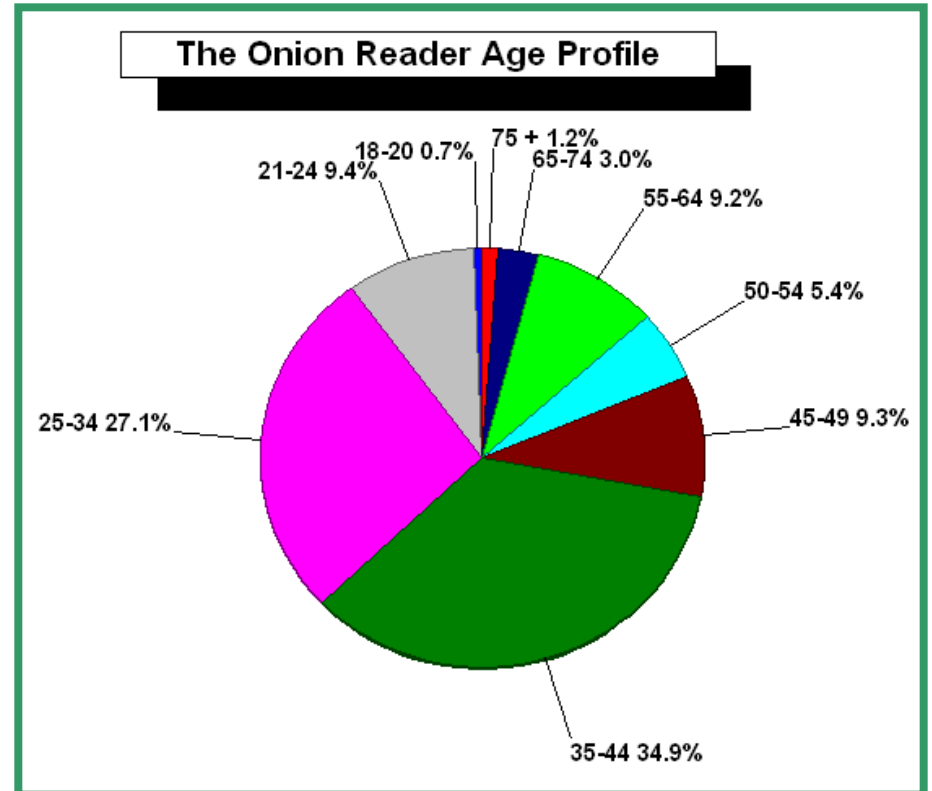
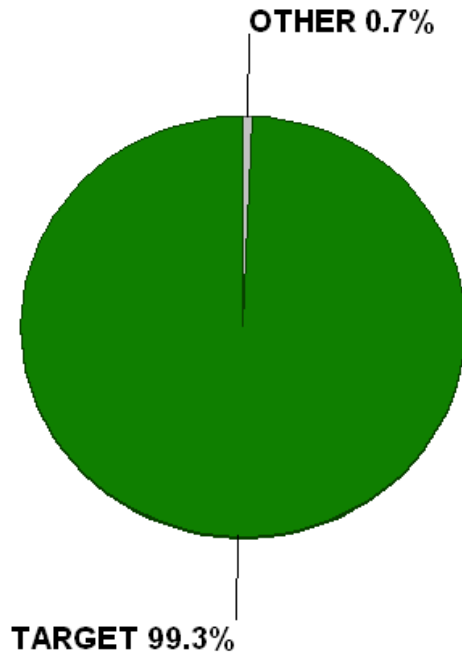
Reaching
JAMESON IRISH WHISKY
Best Customer Prospects
In the New York Market



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+



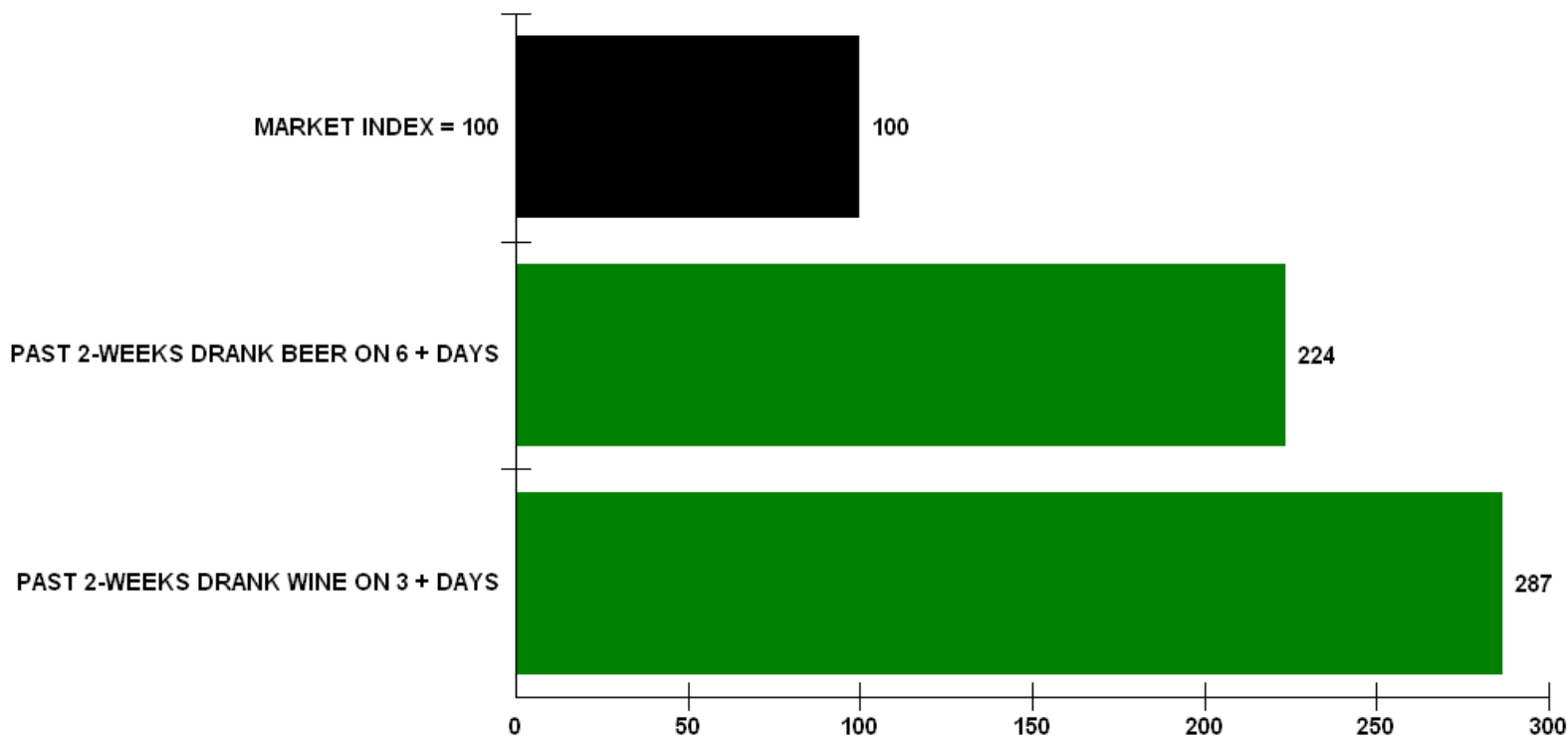
The Onion Dramatically Outperforms the Market in Reaching Frequent Consumers of Alcohol

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



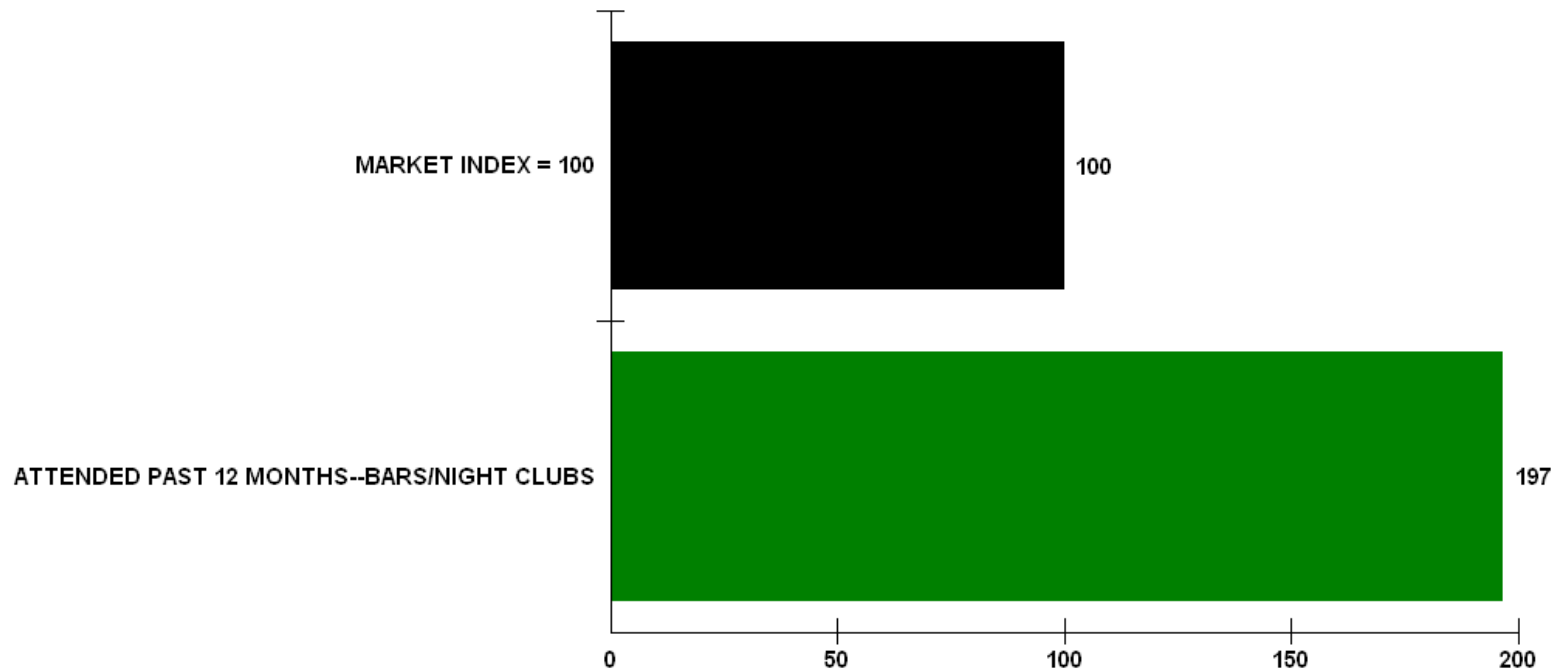
The Onion Dramatically Outperforms the Market in Reaching Customers of Bars & Night Clubs Where Liquor is Consumed.

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



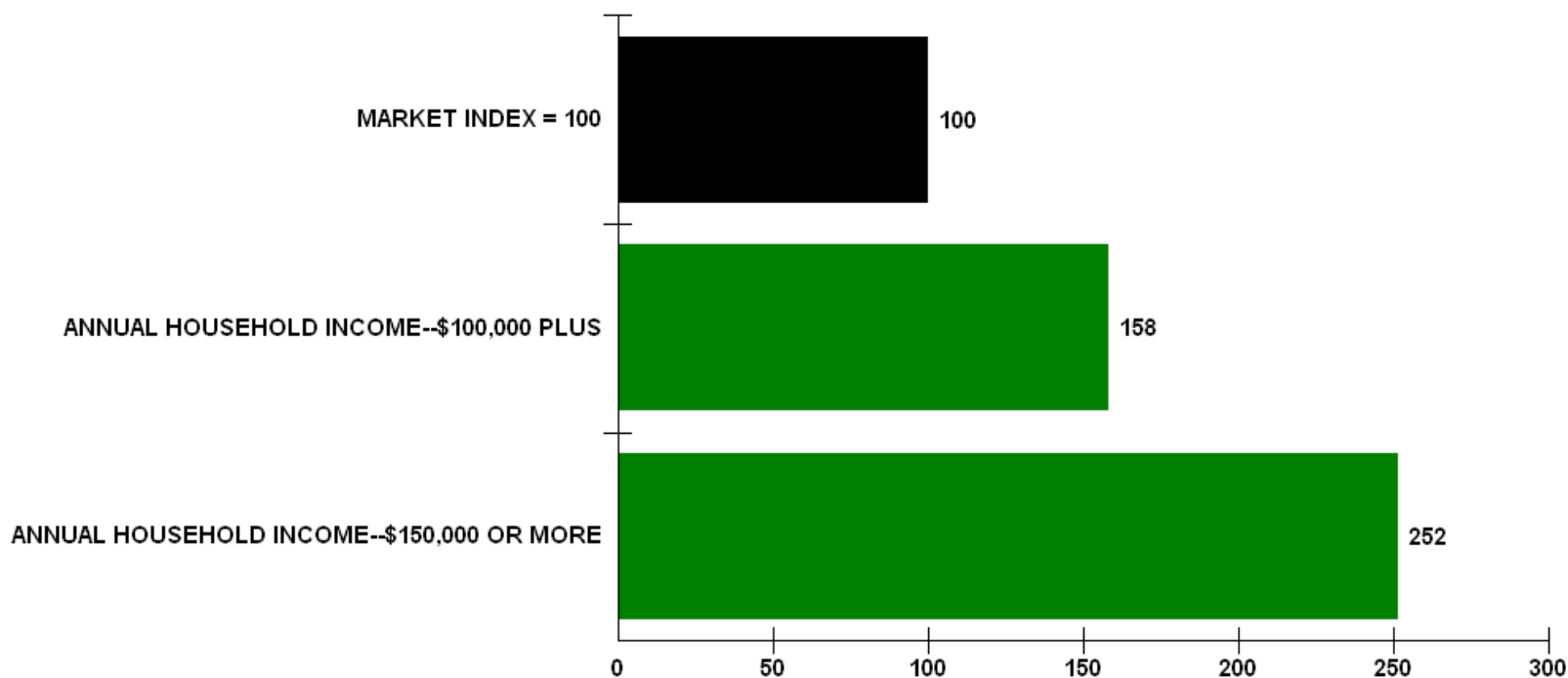
The Onion Delivers High Income Adults of Legal Drinking Age... Who Can Easily Afford Premium Liquor

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



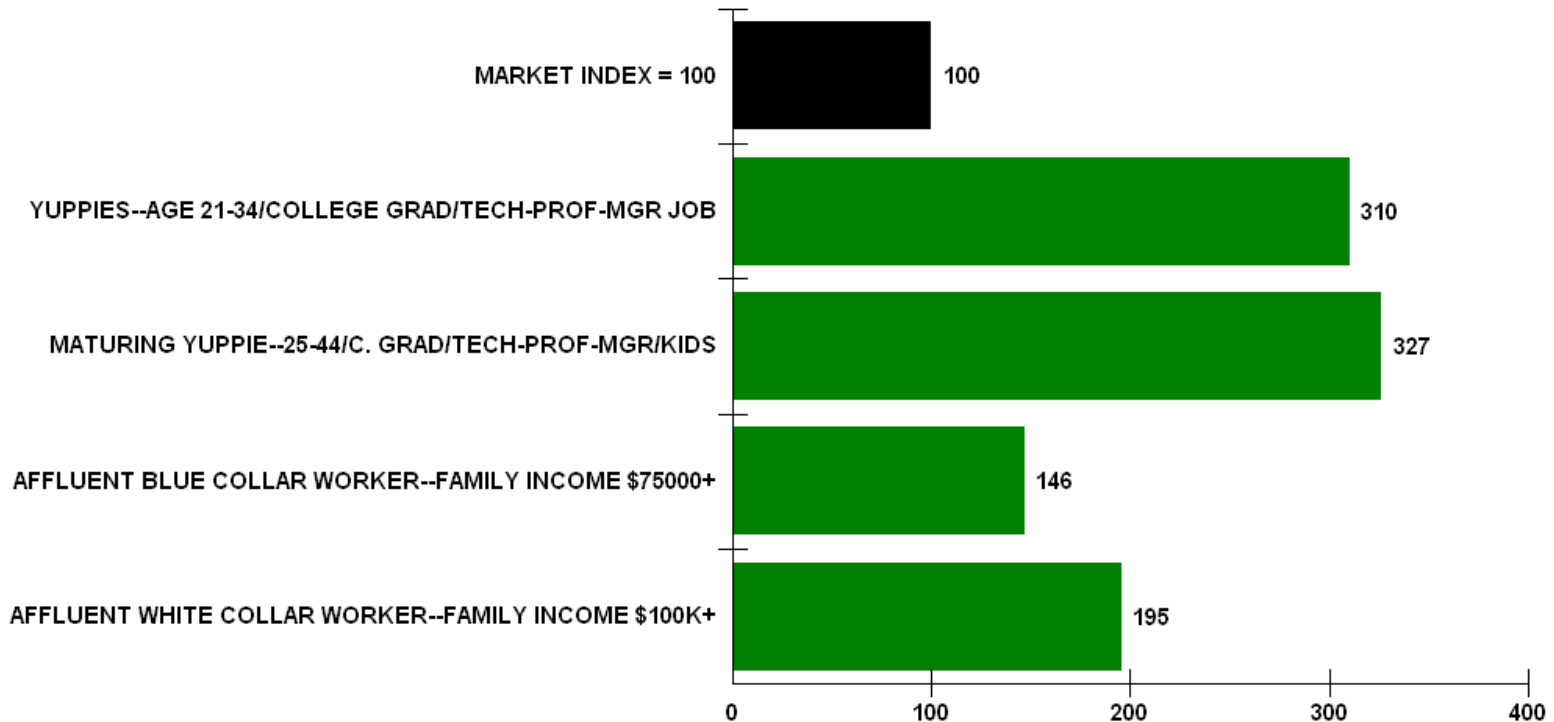
The Onion Outperforms in Delivering High Income Lifestyles.

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

Cume Index

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

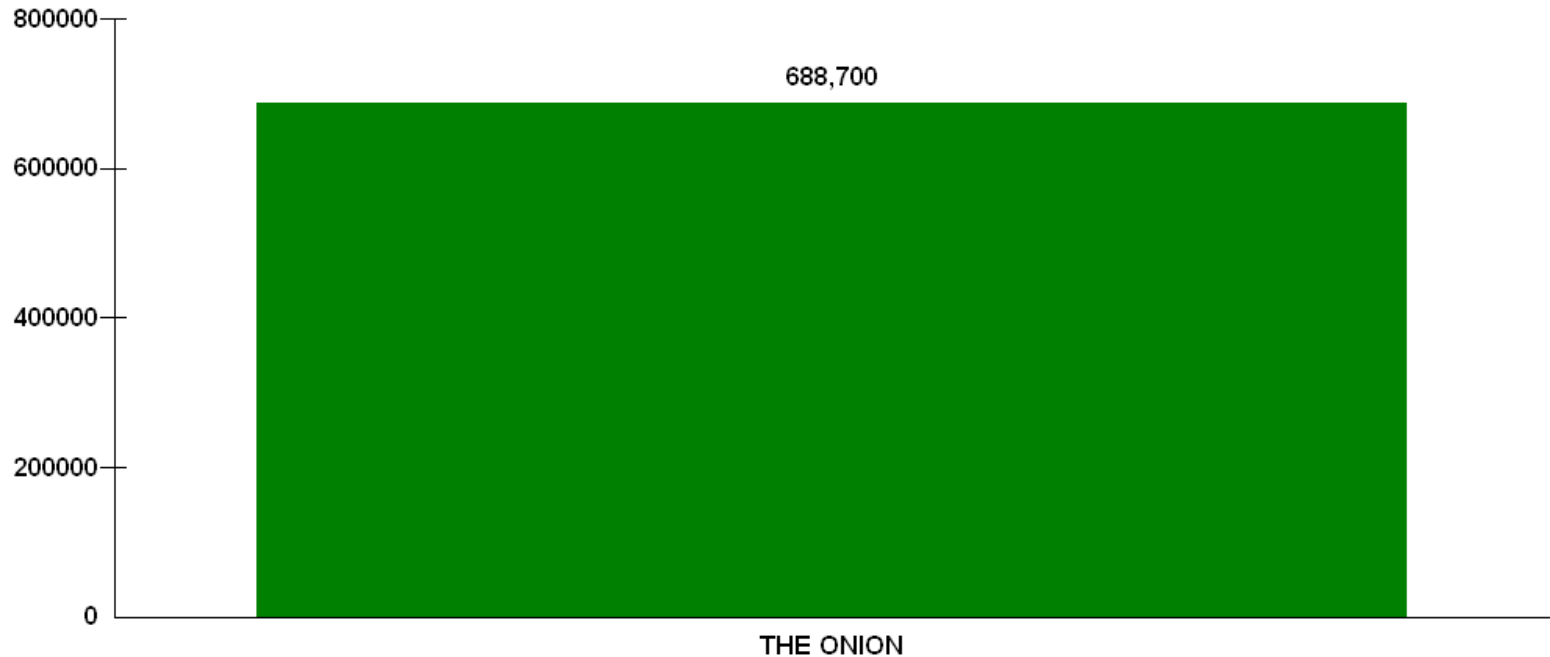
Cume Ratings

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

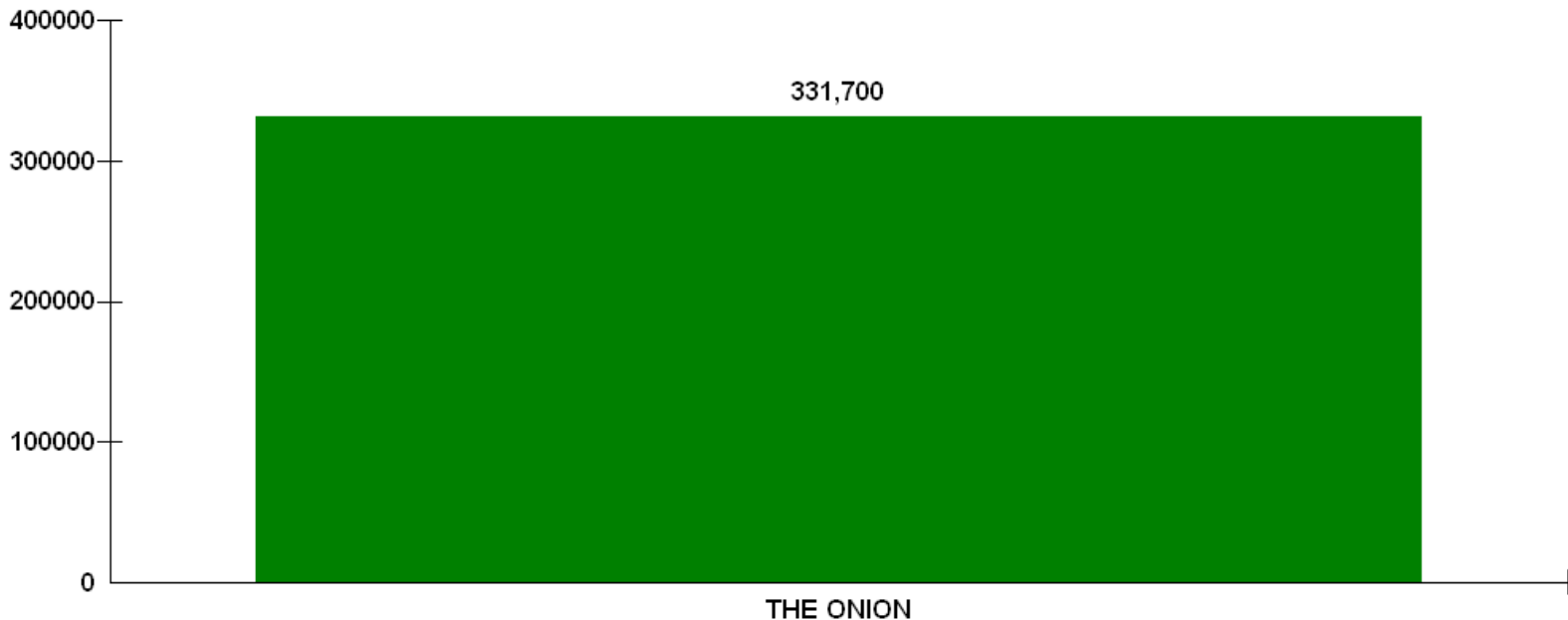
Cume Ratings

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

