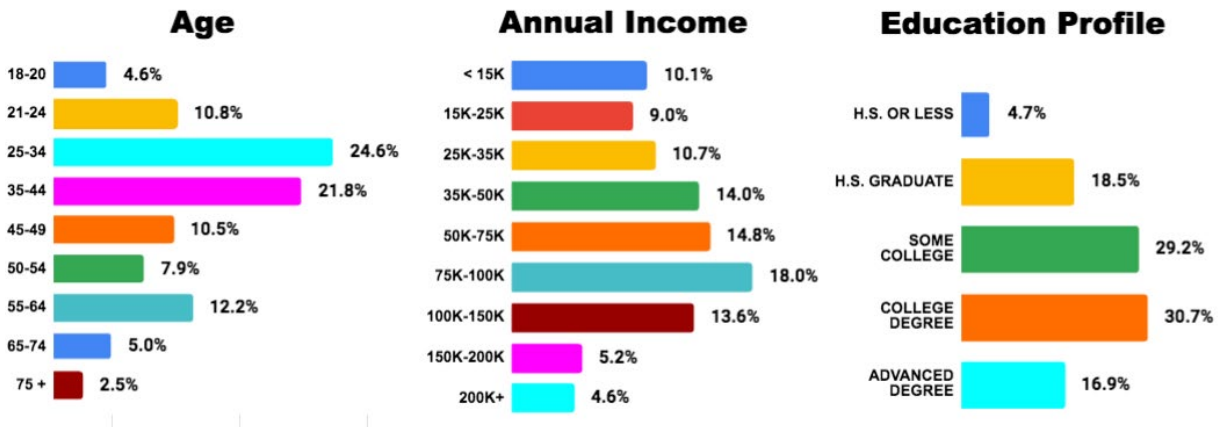


**If it's important to Austin, it's in *The Austin Chronicle*.**

Austin, Texas is a distinctively vital, creative, and diverse community in the heart of the Lone Star State, a place where politics, arts, and culture are as elemental as air, water, and the big Texas sky. *The Austin Chronicle* is the keen-eyed and eloquent voice of this city, expressing our community's political and environmental concerns, and exploring and supporting Austin's active cultural scene. Founded in 1981, the *Chronicle* has grown to a weekly readership of more than 394,315 in the Austin metropolitan area, publishing weekly, and offering incisive political coverage, discerning and informed cultural reporting, and commentary.

The *Chronicle* not only reflects the heart and soul of the community it serves in its editorial pages; it also puts its muscle where its mouth is by sponsoring such events as the South by Southwest (SXSW) Conference & Festivals, and presenting the annual Austin Music Awards Show and the *Austin Chronicle* Hot Sauce Festival (the world's largest), along with countless other promotional events.

**Who reads *The Austin Chronicle*?**  
**394,315 READERS EVERY WEEK.**



**Median Age: 39**  
**Under Age 35: 40%**

**Median Income: \$56,434**  
**Total Income: \$24.75 billion**  
**Home Owners: 57%**

**High School Graduates: 95.3%**  
**College Degree: 47.6%**

COMBINED PRINT AND ONLINE READERSHIP - SOURCE: THE MEDIA AUDIT, SPRING 2019