

# > Austin Chronicle

**ADDRESS** PO Box 49066, Austin, TX 78765

**PHONE** 512.454.5766

**CLASSIFIEDS** 512.454.5767

**FAX** 512.458.6910

**MARKET SERVED** Greater Austin area

**PUBLISHER** Nick Barbaro

**EDITOR** Louis Black

**ASSOCIATE PUBLISHER** Mark Bartel

**CLASSIFIED AD DIRECTOR** Cassidy Frazier

**MARKETING DIRECTOR** Erin Collier

**ART DIRECTOR** Jason Stout

**PRODUCTION MANAGER** Mark Gates

**WEBMASTER** Brian Barry

## SPECIAL ANNUAL ISSUES

Best of Austin

Restaurant Poll

Austin Music Awards

SXSW Weeklies + Dailies

Hot Sauce Festival

ACL Festival

Holiday Gift Guide

## CIRCULATION

**CIRCULATION** 90,000

**DISTRIBUTION POINTS** 1,800

**PAID OR FREE** Free – Controlled

**ISSUE DATE** Every Friday

**AUDITED BY** Verified Audit Circulation

The Austin Chronicle is published by  
The Austin Chronicle Corporation.

IF IT'S IMPORTANT TO  
AUSTIN, IT'S IN THE  
CHRONICLE.

## DEMOGRAPHICS

**AGE** 18-34 // 36%

35-49 // 34%

18-49 // 70%

**GENDER** Male 49% // Female 51%

**INCOME** Median Household \$69,100

**EDUCATION** Attended College 91%  
Graduated College 66%

Austin, Texas, is a distinctively vital, creative, and diverse community in the heart of the Lone Star State. *The Austin Chronicle* is the keen-eyed and eloquent voice of the city, expressing the community's political and environmental concerns and supporting its active cultural scene. The *Chronicle* not only reflects the heart and soul of the community it serves in its editorial pages, it also sponsors such events as the South by Southwest (SXSW) Music, Film, and Interactive Conference; the annual Austin Music Awards show; and *The Austin Chronicle* Hot Sauce Festival (the world's largest).

In its 28 years, *The Austin Chronicle* has grown to a readership of more than 443,000 in the greater Austin metropolitan area, publishing approximately 128 tabloid-sized pages per week. Austin organizations turn to the *Chronicle* to help publicize their events through weekly columns; the exclusive, annotated Community Calendar; and through donations of ad space.

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CHRONICLE**  
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