



feature type

comic strip

frequency

7x / week

delivery methods

FTP, UClick®

Doonesbury's online audience

Male: 68%

Female: 32%

Age 25-54: 72%

Income of \$50K+: 63%

College graduates: 61%

97% more likely than average to have an MBA

Hoping that embarrassing political situation will go by unnoticed? Not likely with Garry Trudeau on the scene.

All of the characters in DOONESBURY live their lives in the context of the same social-political environment as the rest of America. Mike Doonesbury, the strip's namesake, has been through a lot since the launch of the strip in 1970. He has gone to college, gotten married, fathered a daughter and gone through a divorce. Sound like everyone you know?

Many more characters contribute to the cast of DOONESBURY, and each has his or her own story. For instance, there's Duke, the man whose life has had more incredible events than Forrest Gump's. He has also held nearly every imaginable job, including Governor of American Samoa, Ambassador to China, General Manager of the Washington Redskins, and most recently, key advisor to the Governor of Minnesota. And Duke isn't the only character of interest! Read DOONESBURY every day to learn more about Zonker Harris, Joanie Caucus, J.J. Doonesbury, B.D. and Boopsie, Kim Rosenthal, Alex Doonesbury, Mr. Butts and the rest of the cast.

All in all, the cast of characters goes above and beyond the call of cartoon duty, tackling controversial issues ranging from sex education to the tobacco industry to the first character to out himself in a strip. Trudeau never stops being controversial and focused on the world. There is plenty of food for thought in this brilliant, beautifully drawn strip.

About the Creator:

Garry Trudeau was born in New York City in 1948, and was raised in Saranac Lake, New York. He attended Yale University, where he received his B.A. and an M.F.A. in graphic design. Garry has received honorary degrees from Yale, Colgate, Williams, Duke and 18 other universities; he is also a fellow of the American Academy of Arts and Sciences.

Trudeau launched DOONESBURY in 1970, and has been committed to the strip ever since. In 1975, Garry became the first comic strip artist ever to be awarded a Pulitzer Prize for editorial cartooning; he was a finalist for a second Pulitzer in 1989. He has made many contributions to the world of satire through his strip in several media, and has won many prestigious awards through the years. He has also contributed articles to publications such as Time magazine, Harper's, Rolling Stone, The New Republic, The New Yorker, New York, The Washington Post and the New York Times.

Trudeau lives in New York City with his wife, Jane Pauley, and their three children.



4520 Main Street, Suite 500
Kansas City, MO 64111-7700

voice: 816 300 6500

fax: 816 300 6504

email: sales@uclick.com

www.uclick.com

An Andrews McMeel Universal Company

