

# Reason's Reach

## Monthly Snapshot

42,000  
print circulation

92,000  
print and digital  
edition readers  
(including  
pass-along)

4 MM  
visits

2.5 MM  
unique visitors

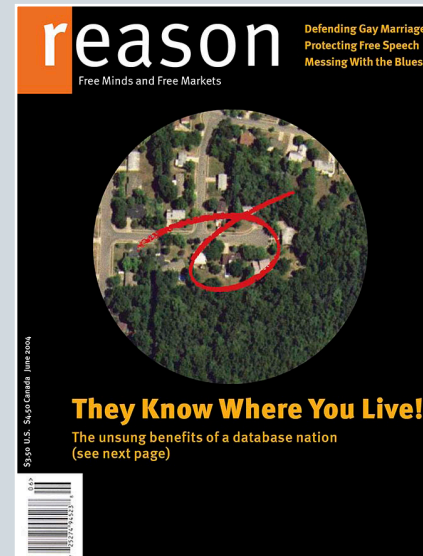
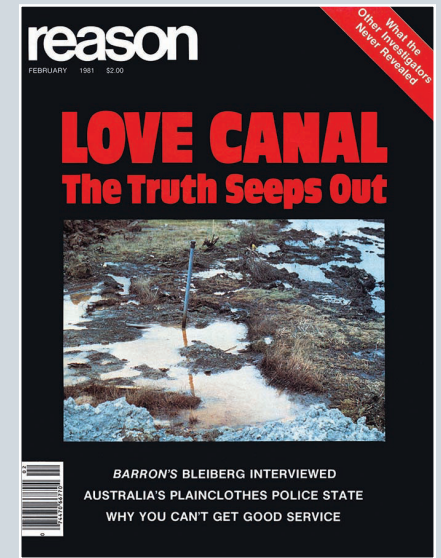
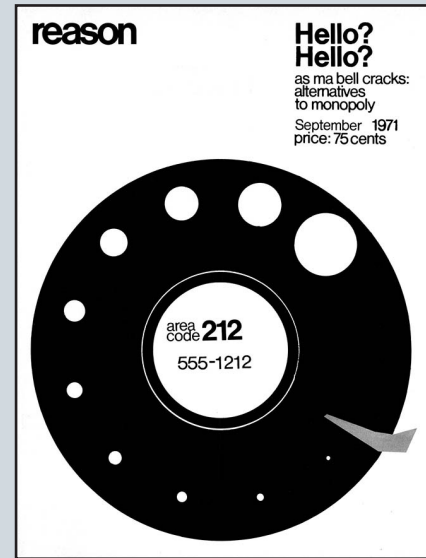
6 MM  
people reached  
on Facebook

7 MM  
pageviews

55%  
mobile

1.5 MM  
video views

- Founded in 1968
- Winner of six Western Publishers Association (Maggie) Awards (print and web), including Magazine of the Year
- Four-time National Magazine Award nominee
- Webby Award honoree



“Reason has  
elbowed its way into  
The Discussion”

— Columbia Journalism  
Review

“It’s a rare thing to have  
one’s mind changed by a  
magazine (or by anything,  
as a matter of fact) but  
this often happens with  
Reason.”

— Media Week

“This magazine does  
everything well:  
culture, politics,  
religion, philosophy”

— Chicago Tribune

“A kick-ass, no-holds-  
barred political  
magazine”

— The New York Post

# Reason Magazine Readers

42,000  
print circulation

8,000  
digital editions

92,000  
total readership  
(including pass-along)

90%  
male

10%  
female

50 years  
median age

64%  
married

77%  
have a 4-year college  
degree or better

Reader Affinity

75%  
read or browsed all  
of the last 4 issues

63%  
spent 1 hour or  
more reading or  
browsing a typical  
issue

41%  
of readers saved  
their last issue  
after reading it

74%  
rate the quality of  
Reason articles as  
excellent

86%  
read Reason  
for analysis and  
opinion

Household Income

53%  
of readers have a  
household income  
of \$100,000 or  
more

12%  
have a household  
income of  
\$250,000 or more

27%  
have a net worth  
of \$1 million or  
more

Investments

49%  
own corporate  
stock

29%  
own gold or silver

20%  
subscribe to  
financial  
newsletters

9%  
own rare coins or  
stamps

Other Publications Read Regularly (3 out of 4 issues)

American Conservative	<5%
The American Spectator	<5%
Commentary	<5%
Harper's	<5%
Mother Jones	<5%
The Nation	<5%
The New Republic	<5%
The New Yorker	<5%
Fortune	5%
The Week	6%
The Atlantic	7%
The Weekly Standard	7%
Scientific American	9%
Wired	11%
Consumer Reports	12%
Forbes	12%
National Review	12%
The Economist	18%

None of these 45%

The screenshot shows the reason.com website interface. At the top, there is a navigation bar with links for HOME, REASONTV, HIT & RUN, DIGITAL/PRINT MAGAZINE, SUBSCRIBE, DONATE, and SHOP. Below this is a secondary navigation bar with categories like Terrorism, Supreme Court, Election 2016, Bernie Sanders, Donald Trump, Encryption, and More. A prominent advertisement for TinyMCE is displayed, stating "Insert images into TinyMCE and keep them managed on your server." The main content area features a "MUST READS" section with a large article titled "Why An Ugly Trump Is Better Than a Lovely Trump" by Shikha Dalmia, accompanied by a red fist icon. Below this is a "TOP STORIES" section with articles such as "What Do Terrorists Want?" and "Gary Johnson Has High Hopes President". On the right side, there is a "HIT & RUN" blog section with several short articles.

4 MM  
monthly visits

2.5 MM  
unique visitors

7 MM  
pageviews

6 MM  
people reached  
on Facebook

2 MM  
engagements  
on Facebook

720 K  
social followers

1.5 MM  
video views

55%  
mobile

# Reason.com Visitors

80%

male

20%

female

39 years

median age

54%

have a college degree

25%

have a graduate degree

## Household Income

60%

greater than \$50K

26%

greater than \$100K

## Political Views

80%

libertarian

3%

conservative

2%

moderate

1%

liberal

13%

other

## Party Affiliation

54%

Independent

28%

Republican

18%

Democrat

## Political Engagement

### Political Engagement

77%

donated time or money to a political or social cause

59%

directly contacted an elected official about an issue

25%

wrote to media outlet about an issue

17%

participated in fundraising for a political cause

## Online Purchases Made Within the Last Year

90%

books

74%

electronics

68%

music

63%

clothing, accessories

55%

software

50%

travel

45%

videos

# Advertising in Reason Magazine (Print and Digital Editions)

## 2017 General Rates

Four Color	1X	3X	6X	11X
Full page	\$2,786	\$2,620	\$2,460	\$2,394
2/3 page	\$1,853	\$1,638	\$1,534	\$1,445
1/2 page	\$1,600	\$1,396	\$1,313	\$1,236
1/3 page	\$1,291	\$932	\$877	\$827
Cover 4	\$3,520	\$3,199	\$3,006	\$2,824
Cover 2 or 3	\$3,343	\$3,034	\$2,841	\$2,686

Black & White	1X	3X	6X	11X
Full page	\$2,113	\$1,986	\$1,859	\$1,755
2/3 page	\$1,379	\$1,296	\$1,214	\$1,141
1/2 page	\$1,181	\$1,103	\$1,037	\$976
1/3 page	\$932	\$872	\$822	\$772
1/6 page	\$621	\$580	\$547	\$514

## 2017 Direct Response & Book Rates

Four Color	1X	3X	6X	11X
Full page	\$1,787	\$1,681	\$1,565	\$1,485
2/3 page	\$1,273	\$1,193	\$1,114	\$1,044
1/2 page	\$1,087	\$1,024	\$955	\$918
1/3 page	\$791	\$743	\$690	\$636
Cover 4	\$2,599	\$2,440	\$2,291	\$2,158
Cover 2 or 3	\$2,493	\$2,334	\$2,191	\$2,069

Black & White	1X	3X	6X	11X
Full page	\$1,411	\$1,326	\$1,236	\$1,167
2/3 page	\$1,003	\$938	\$880	\$822
1/2 page	\$859	\$806	\$759	\$716
1/3 page	\$620	\$583	\$547	\$504
1/6 page	\$413	\$389	\$364	\$336

### For advertising inquiries:

Burr Media Group LLC  
 Ronald E. Burr  
 703-893-3632  
[rburr@burrmediagroup.com](mailto:rburr@burrmediagroup.com)

## 2017 Production Schedule

Cover Date	Order Close	Ad Materials Due	Mail Date
January	10/19/16	10/31	11/17
February	11/15	11/28	12/15
March	12/19	1/2/17	1/19/17
April	1/17/17	1/30	2/16
May	2/15	2/27	3/16
June	3/22	4/3	4/20
July	4/19	5/1	5/18
Aug/Sept	5/16	5/26	6/15
October	7/19	7/31	8/17
November	8/16	8/28	9/14
December	9/20	10/2	10/19

### Mechanical Requirements

**General Policy:** Four color (CMYK) process, SWOP (specifications web offset publications) standards apply.

**Acceptable Materials:** PDF/X-1a:2003. All images must be in CMYK format. RGB, lab color, or indexed color is not acceptable. Images must be 300 dpi (or 300 pixels per inch).

**Fonts:** All fonts must be embedded in submitted PDFs.

**Bleeds:** Bleeds on full-page ads only. Material must extend 1/8 inch beyond final trim size (8 x 10.5 inches). Vital parts of advertisements must be kept 1/2 inch within final trim size.

**Send materials to:** RBurr@BurrMediaGroup.com. Or for FTP site information, call 703-893-3632.

### Publication Policies

**Acceptance:** All advertisements are subject to the publisher's approval of copy, text, display, and illustration. Reason reserves the right to reject or cancel any advertisement at any time.

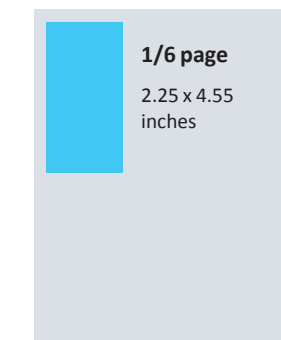
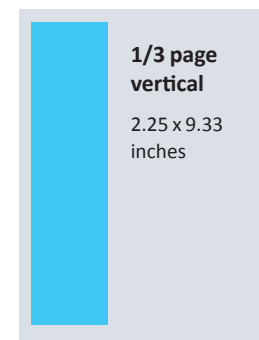
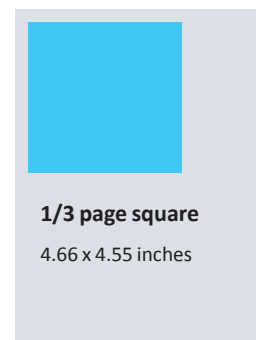
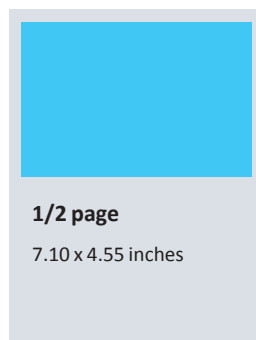
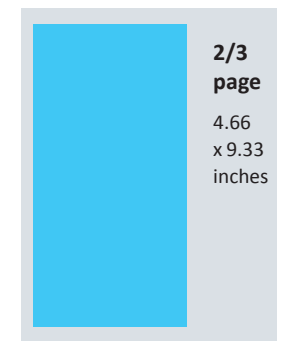
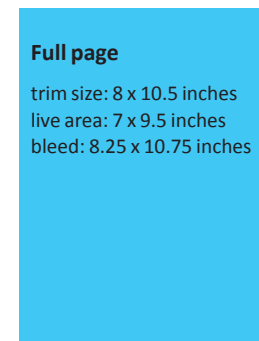
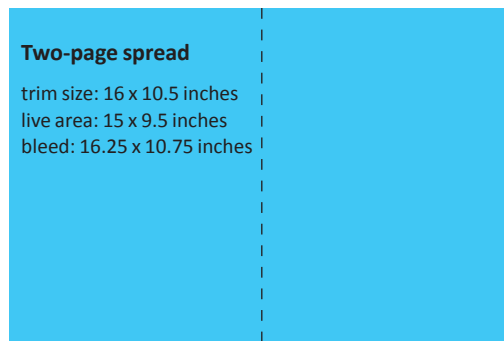
**Discount Advertisements:** Advertisers who do not complete a committed schedule will be rebilled at the appropriate higher rate. Credits earned through increased frequency

of advertising during a contract year will be applied toward future billing.

**Special Positions:** All advertising is accepted on a run-of-press basis unless otherwise arranged. Special inside positions are available at a 10% premium. Special positions must be reserved in writing with insertion order.

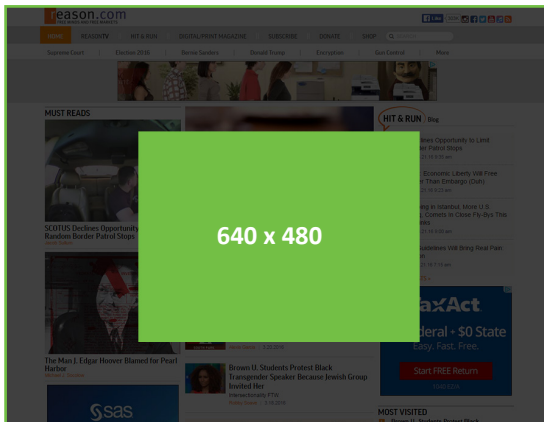
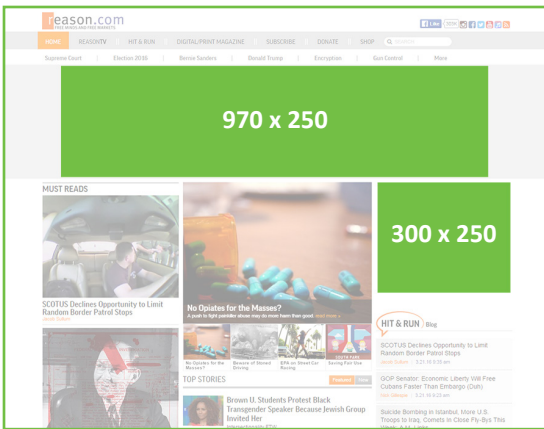
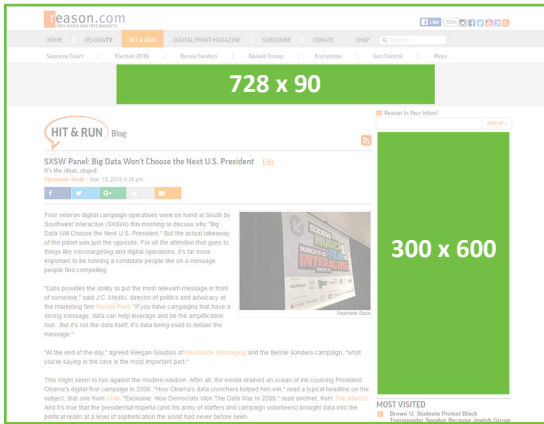
**Payment:** Payments are due within 30 days of the invoice date.

**Liability:** Reason shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accept by Reason is contained if such failure is due to natural disasters, strikes, accidents, or any other uncontrollable circumstances. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless Reason magazine, Reason Foundation, its officers, trustees, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

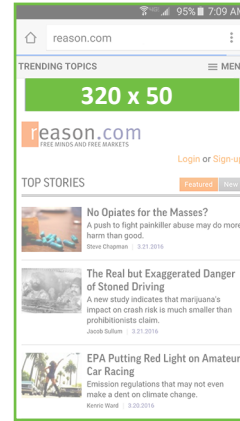


# Digital Advertising with Reason

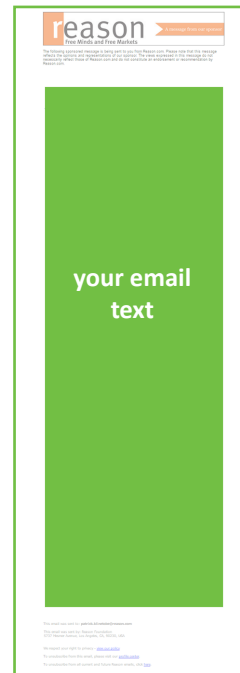
## Website ads



## Mobile ads



## Dedicated email and newsletter ads



Website Advertising	Size	CPM*	Placement
Top leaderboard	728 x 90	\$10	Run of site
Top billboard	970 x 250	\$20	Run of site
Top right column medium rectangle	300 x 250	\$10	Run of site
Top right column wide skyscraper	300 x 600	\$15	Run of site
Interstitial	640 x 480 550 x 450	\$25	Run of site
Mobile site leaderboard	320 x 50 320 x 100	\$10	Run of site
Mobile site medium rectangle	300 x 250	\$8	Run of site
Geographic targeting (country, state, DMA, Zip)		\$35	
Native Advertising Image-text ad & optional sponsored content		\$25	
Video interstitial		\$25	
Minimum purchase of above \$1,500			
Email Advertising			
Dedicated email	Full page	\$35	Weekly
Newsletter sponsorship	Logo-text ads	\$10	Daily
* Cost per 1,000 advertising impressions			

For more information please contact:  
 Burr Media Group LLC  
 Ronald E. Burr • 703-893-3632 • rburr@burrmediagroup.com