Reason’s Reach
Monthly Snapshot

- 47,000 print/digital circulation
- 92,000 print and digital edition readers (including pass-along)
- 47,000 Facebook Post Engagements
- 2.5 MM unique visitors
- 7 MM pageviews
- 2.5 MM visits
- 65% mobile
- 3.8 MM video views
Founded in 1968

Winner of 10 Western Publishers Association Awards, including Magazine of the Year. Winner of 45 Southern California Journalism Awards.

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

**47,000**
print/digital circulation

**8,000**
digital editions

**92,000**
total readership (including pass-along)

**90%**
male

**10%**
female

**50 years**
median age

**64%**
moved

**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%**
rated 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%
4 MM monthly visits
2.5 MM unique visitors
7 MM pageviews
2.5 MM Facebook Post Engagements
3.8 MM video views
1 MM social followers
65% mobile
80% male
20% female
39 years median age
54% have a college degree
25% have a graduate degree

Political Views
80% libertarian
3% conservative
2% moderate
1% liberal
13% other

Party Affiliation
54% Independent
28% Republican
18% Democrat

Household Income
60% greater than $50K
26% greater than $100K

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
### 2019 General Rates

<table>
<thead>
<tr>
<th></th>
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<th>3X</th>
<th>6X</th>
<th>11X</th>
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<tbody>
<tr>
<td><strong>Four Color</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$2,984</td>
<td>$2,807</td>
<td>$2,635</td>
<td>$2,565</td>
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<td>2/3 page</td>
<td>$1,985</td>
<td>$1,754</td>
<td>$1,643</td>
<td>$1,548</td>
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<td>$1,714</td>
<td>$1,495</td>
<td>$1,407</td>
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<td>$1,383</td>
<td>$999</td>
<td>$940</td>
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<td>$1,182</td>
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<td>$999</td>
<td>$934</td>
<td>$881</td>
<td>$827</td>
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<td>1/6 page</td>
<td>$665</td>
<td>$622</td>
<td>$586</td>
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### 2019 Direct Response & Book Rates

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<td>$1,278</td>
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<td>$1,165</td>
<td>$1,097</td>
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<td>$847</td>
<td>$795</td>
<td>$739</td>
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<td>$2,614</td>
<td>$2,454</td>
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<td>Cover 4</td>
<td>$2,670</td>
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<td>$1,511</td>
<td>$1,420</td>
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<td>$943</td>
<td>$881</td>
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<td>1/2 page</td>
<td>$920</td>
<td>$863</td>
<td>$813</td>
<td>$767</td>
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<td>$664</td>
<td>$625</td>
<td>$586</td>
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<td>$443</td>
<td>$416</td>
<td>$390</td>
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**For advertising inquiries:**
Burr Media Group LLC
Ronald E. Burr
703-893-3632
rburr@burrmediagroup.com
### 2019 Publication Schedule

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Order Close</th>
<th>Ad Material Due</th>
<th>Mail Date</th>
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<tbody>
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<td>January</td>
<td>10/24/18</td>
<td>11/5</td>
<td>11/21</td>
</tr>
<tr>
<td>February</td>
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<td>12/3</td>
<td>12/20</td>
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<tr>
<td>March</td>
<td>12/21</td>
<td>1/7/19</td>
<td>1/24/19</td>
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<tr>
<td>April</td>
<td>1/23/19</td>
<td>2/4</td>
<td>2/21</td>
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<tr>
<td>May</td>
<td>2/20</td>
<td>3/4</td>
<td>3/21</td>
</tr>
<tr>
<td>June</td>
<td>3/27</td>
<td>4/8</td>
<td>4/25</td>
</tr>
<tr>
<td>July</td>
<td>4/24</td>
<td>5/6</td>
<td>5/23</td>
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<tr>
<td>October</td>
<td>7/24</td>
<td>8/5</td>
<td>8/22</td>
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<tr>
<td>November</td>
<td>8/21</td>
<td>9/3</td>
<td>9/19</td>
</tr>
<tr>
<td>December</td>
<td>9/25</td>
<td>10/7</td>
<td>10/24</td>
</tr>
</tbody>
</table>

### Mechanical Requirements

**General Policy:** Four color (CMYK) process, SWOP (specifications web offset publications) standards apply.<br>
**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).<br>
**Fonts:** All fonts must be embedded in submitted PDFs.<br>
**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.<br>
**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.<br>
**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.<br>
**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.<br>
**Payment:** Payments are due within 30 days of the invoice date.<br>
**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.

### Ad Sizes

- **Two-page spread**
  - Trim size: 16 x 10.5 inches
  - Live area: 15 x 9.5 inches
  - Bleed: 16.25 x 10.75 inches

- **Full page**
  - Trim size: 8 x 10.5 inches
  - Live area: 7 x 9.5 inches
  - Bleed: 8.25 x 10.75 inches

- **1/3 page square**
  - 4.66 x 4.55 inches

- **1/2 page**
  - 7.10 x 4.55 inches

- **1/3 page**
  - 2.25 x 9.33 inches

- **2/3 page**
  - 4.66 x 9.33 inches

- **1/6 page**
  - 2.25 x 4.55 inches
Digital Advertising with Reason

Website Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM*</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top leaderboard</td>
<td>728 x 90</td>
<td>$10</td>
</tr>
<tr>
<td>Top billboard</td>
<td>970 x 250</td>
<td>$20</td>
</tr>
<tr>
<td>Top right column medium rectangle</td>
<td>300 x 250</td>
<td>$10</td>
</tr>
<tr>
<td>Top right column wide skyscraper</td>
<td>300 x 600</td>
<td>$15</td>
</tr>
<tr>
<td>Interstitial</td>
<td>640 x 480, 550 x 450</td>
<td>$25</td>
</tr>
<tr>
<td>Mobile site medium rectangle</td>
<td>300 x 250</td>
<td>$10</td>
</tr>
<tr>
<td>Mobile site leaderboard</td>
<td>320 x 50, 320 x 100</td>
<td>$8</td>
</tr>
<tr>
<td>Geographic targeting (country, state, DMA, Zip)</td>
<td>$35</td>
<td></td>
</tr>
<tr>
<td>Native Advertising</td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td>Image-text ad &amp; optional sponsored content</td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td>Video interstitial</td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td>Minimum purchase of above $1,500</td>
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<td></td>
</tr>
</tbody>
</table>

Email Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM*</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated email Full page</td>
<td>$35</td>
<td>Weekly</td>
</tr>
<tr>
<td>Newsletter sponsorship Logo-text ads</td>
<td>$10</td>
<td>Daily</td>
</tr>
</tbody>
</table>

* Cost per 1,000 advertising impressions

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