Reason's Reach
Monthly Snapshot

- 2.5 MM unique visitors
- 7 MM pageviews
- 4.1 MM visits
- 3.9 MM video views
- 68% mobile
- 1.2 MM Social Media Followers
- 47,000 print/digital circulation
- 97,000 print and digital edition readers (including pass-along)
• 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
97,000 total readership (including pass-along)
91% male
9% female
52 years median age
65% married
80% have a 4-year college degree or better

Reader Affinity
69% read or browsed all of the last 4 issues
62% spent 1 hour or more reading or browsing a typical issue
43% of readers saved their last issue after reading it
72% rate the quality of Reason articles as excellent
86% read Reason for analysis and opinion

Household Income
60% of readers have a household income of $100,000 or more
14% have a household income of $250,000 or more
30% have a net worth of $1 million or more

Investments
51% own corporate stock
24% own gold or silver
9% own rare coins or stamps

Other Publications Read Regularly
The Atlantic
Commentary
Consumer Reports
The Economist
National Geographic
National Review
The New York Times
The New Yorker
Scientific American
Smithsonian
The Wall Street Journal
The Washington Post
The Week
Wired

51,000
9,000
97,000
91%
9%
52 years
65%
80%

60%
14%
30%
51%
24%
9%

Reason articles as excellent
read Reason for analysis and opinion
read or browsed all of the last 4 issues
spent 1 hour or more reading or browsing a typical issue
of readers saved their last issue after reading it
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The Atlantic
Commentary
Consumer Reports
The Economist
National Geographic
National Review
The New York Times
The New Yorker
Scientific American
Smithsonian
The Wall Street Journal
The Washington Post
The Week
Wired
4.1 MM monthly visits
2.5 MM unique visitors
7 MM pageviews
3.9 MM video views
2.5 MM Facebook Post Engagements
1.2 MM social followers
68% mobile
Reason.com Visitors

80% male
20% female

39 years median age

54% have a college degree
25% have a graduate degree

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

77% donated time or money to a political or social cause
59% directly contacted an elected official about an issue
5% wrote to media outlet about an issue
17% participated in fundraising for a political cause

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

90% books
74% electronics
68% music
63% clothing, accessories
55% software
50% travel
45% videos
## 2020 General Rates

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<table>
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<td>$685</td>
<td>$640</td>
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## 2020 Direct Response & Book Rates

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<td>$684</td>
<td>$644</td>
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<tr>
<td>1/6 page</td>
<td>$456</td>
<td>$429</td>
<td>$402</td>
<td>$370</td>
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For advertising inquiries:
Burr Media Group LLC
Ronald E. Burr
703-893-3632
rburr@burrmediagroup.com
## 2020 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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<td>10/24/19</td>
<td>11/5/19</td>
<td>11/21/19</td>
</tr>
<tr>
<td>February</td>
<td>11/19</td>
<td>12/3</td>
<td>12/19</td>
</tr>
<tr>
<td>March</td>
<td>12/20</td>
<td>1/6/20</td>
<td>1/23/20</td>
</tr>
<tr>
<td>April</td>
<td>1/22/20</td>
<td>2/3</td>
<td>2/20</td>
</tr>
<tr>
<td>May</td>
<td>2/20</td>
<td>3/3</td>
<td>3/19</td>
</tr>
<tr>
<td>June</td>
<td>3/26</td>
<td>4/7</td>
<td>4/23</td>
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<tr>
<td>July</td>
<td>4/23</td>
<td>5/5</td>
<td>5/21</td>
</tr>
<tr>
<td>Aug/Sept</td>
<td>5/20</td>
<td>6/2</td>
<td>6/18</td>
</tr>
<tr>
<td>October</td>
<td>7/24</td>
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<td>November</td>
<td>8/19</td>
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</tr>
<tr>
<td>December</td>
<td>9/24</td>
<td>10/6</td>
<td>10/22</td>
</tr>
</tbody>
</table>

## 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-off-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.

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### Size Specifications

- **2/3 page**
  - Trim size: 4.66 x 9.33 inches
  - Live area: 2.25 x 9.33 inches

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

- **1/3 page square**
  - Trim size: 4.66 x 4.55 inches

- **1/3 page vertical**
  - Trim size: 2.25 x 9.33 inches

- **1/6 page**
  - Trim size: 2.25 x 4.55 inches

- **1/2 page**
  - Trim size: 7.10 x 4.55 inches
Digital Advertising with Reason

Website Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Top billboard</td>
<td>970 x 250</td>
</tr>
<tr>
<td>Top right column wide skyscraper</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Top right column medium rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Interstitial</td>
<td>640 x 480</td>
</tr>
<tr>
<td>Mobile site medium rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Geographic targeting</td>
<td>320 x 100</td>
</tr>
<tr>
<td>Native Advertising</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Video interstitial</td>
<td>550 x 450</td>
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</tbody>
</table>

Email Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated email</td>
<td>Full page</td>
</tr>
<tr>
<td>Newsletter logo-text ad &amp; optional sponsored content</td>
<td>$10</td>
</tr>
<tr>
<td>Video interstitial</td>
<td>Daily</td>
</tr>
</tbody>
</table>

Podcast Advertising

:30 and :60 available. Call for rates.

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