Reason’s Reach
Monthly Snapshot

- 3.3 MM unique visitors
- 7.3 MM pageviews
- 5.3 MM visits
- 1.4 MM Social Media Followers
- 70% mobile
- 6 MM video views
- 47,000 print/digital circulation
- 100,000 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

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>47,000</strong></td>
<td>print/digital circulation</td>
</tr>
<tr>
<td><strong>9,000</strong></td>
<td>digital editions</td>
</tr>
<tr>
<td><strong>100,000</strong></td>
<td>total readership (including pass-along)</td>
</tr>
<tr>
<td><strong>91%</strong></td>
<td>male</td>
</tr>
<tr>
<td><strong>9%</strong></td>
<td>female</td>
</tr>
<tr>
<td><strong>52 years</strong></td>
<td>median age</td>
</tr>
<tr>
<td><strong>65%</strong></td>
<td>married</td>
</tr>
<tr>
<td><strong>80%</strong></td>
<td>have a 4-year college degree or better</td>
</tr>
</tbody>
</table>

### 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

### Reader Stats

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- **9,000** digital editions
- **100,000** total readership (including pass-along)
- **91%** male
- **9%** female
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### Income Stats

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1.4 MM social followers
5.3 MM monthly visits
3.3 MM unique visitors
7.3 MM pageviews
6 MM video views
70% mobile
Reason.com Visitors

- **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

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

**Party Affiliation**
- **54%** Independent
- **28%** Republican
- **18%** Democrat
- **1%** other

**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 a 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
## 2022 General Rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<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>$3,324</td>
<td>$3,127</td>
<td>$2,935</td>
<td>$2,857</td>
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<td>$1,909</td>
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<td>$1,567</td>
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<td>$1,540</td>
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<td>$1,047</td>
<td>$987</td>
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<td>$3,989</td>
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<td><strong>Black &amp; White</strong></td>
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<td></td>
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<tr>
<td>Full page</td>
<td>$2,521</td>
<td>$2,370</td>
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<td>$1,646</td>
<td>$1,547</td>
<td>$1,448</td>
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<td>$1,316</td>
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<tr>
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<td>$1,113</td>
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<td>$922</td>
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<tr>
<td>1/6 page</td>
<td>$740</td>
<td>$692</td>
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<td>$614</td>
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## 2022 Direct Response & Book Rates

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<tr>
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<td>$1,424</td>
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<td>$1,297</td>
<td>$1,222</td>
<td>$1,139</td>
<td>$1,095</td>
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<td>$943</td>
<td>$886</td>
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<td>$759</td>
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<tr>
<td>Cover 4</td>
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<td>$2,575</td>
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<td>$2,785</td>
<td>$2,614</td>
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<td><strong>Black &amp; White</strong></td>
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<tr>
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<td>$1,683</td>
<td>$1,582</td>
<td>$1,475</td>
<td>$1,392</td>
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<tr>
<td>2/3 page</td>
<td>$1,196</td>
<td>$1,120</td>
<td>$1,050</td>
<td>$981</td>
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<tr>
<td>1/2 page</td>
<td>$1,025</td>
<td>$962</td>
<td>$906</td>
<td>$854</td>
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<tr>
<td>1/3 page</td>
<td>$740</td>
<td>$696</td>
<td>$652</td>
<td>$601</td>
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<tr>
<td>1/6 page</td>
<td>$493</td>
<td>$464</td>
<td>$435</td>
<td>$400</td>
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</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-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

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM*</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top leaderboard 728 x 90</td>
<td>$10</td>
<td>Home page</td>
</tr>
<tr>
<td>Top billboard 970 x 250</td>
<td>$20</td>
<td>Home page</td>
</tr>
<tr>
<td>Top right column medium rectangle 300 x 250</td>
<td>$10</td>
<td>Article pages</td>
</tr>
<tr>
<td>Top right column wide skyscraper 300 x 600</td>
<td>$15</td>
<td>Article pages</td>
</tr>
<tr>
<td>skyscraper 160 x 600</td>
<td>$10</td>
<td>Run of site</td>
</tr>
<tr>
<td>Interstitial 640 x 480, 550 x 450</td>
<td>$25</td>
<td>Run of site</td>
</tr>
<tr>
<td>Geographic targeting (country, state, DMA, Zip)</td>
<td>$35</td>
<td></td>
</tr>
<tr>
<td>Native Advertising Image-text ad &amp; optional sponsored content</td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td>Video interstitial</td>
<td>$35</td>
<td></td>
</tr>
</tbody>
</table>

Minimum purchase of above $1,500
* Cost per 1,000 advertising impression

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

CONTINUED ON NEXT PAGE
Digital Advertising with Reason (cont.)

Mobile ads

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM*</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>$10</td>
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<tr>
<td>320 x 50</td>
<td>$8</td>
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</table>

Dedicated email and newsletter ads

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM*</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90</td>
<td>$10</td>
</tr>
</tbody>
</table>

Podcast Advertising

:30 and :60 available. Call for rates.

* Cost per 1,000 advertising impressions

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