Reason’s Reach
Monthly Snapshot

- 47,000 print/digital circulation
- 100,000 print and digital edition readers (including pass-along)
- 3.3 MM unique visitors
- 5.3 MM visits
- 70% mobile
- 1.4 MM Social Media Followers
- 7.3 MM pageviews
- 6 MM video views

Reason Magazine and Reason.com Advertising Opportunities
● 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

**9,000**
digital editions

**100,000**
total readership (including pass-along)

**91%**
malen

**9%**
femalen

**52 years**
median age

**65%**
mariened

**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%
rated 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
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

REGULATION
Florida Leads the Way on 2020 Occupational Licensing Reforms
House Bill 1193 loosened or abolished rules governing more than 30 different professions.

America's Debt Will be Twice the Size of the Economy by 2050
The Congressional Budget Office warns that higher levels of debt will slow economic growth significantly in the years ahead.
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

54% Independent
28% Republican
18% Democrat

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

Online Purchases Made Within the Last Year
90% books
74% electronics
68% music
63% clothing, accessories
55% software
50% travel
45% videos

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

Political Views

54% have a college degree
25% have a graduate degree
## 2023 General Rates

<table>
<thead>
<tr>
<th>Four Color</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>11X</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$3,623</td>
<td>$3,408</td>
<td>$3,200</td>
<td>$3,114</td>
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<tr>
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<td>$2,410</td>
<td>$2,130</td>
<td>$1,995</td>
<td>$1,879</td>
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<tr>
<td>1/2 page</td>
<td>$2,081</td>
<td>$1,816</td>
<td>$1,708</td>
<td>$1,607</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,679</td>
<td>$1,213</td>
<td>$1,141</td>
<td>$1,076</td>
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<tr>
<td>Cover 4</td>
<td>$4,578</td>
<td>$4,161</td>
<td>$3,910</td>
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<tr>
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<td>$4,348</td>
<td>$3,946</td>
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## 2023 Direct Response & Book Rates

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<td>$2,186</td>
<td>$2,035</td>
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<td>2/3 page</td>
<td>$1,656</td>
<td>$1,552</td>
<td>$1,449</td>
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<td>$1,414</td>
<td>$1,332</td>
<td>$1,242</td>
<td>$1,194</td>
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<td>$1,028</td>
<td>$966</td>
<td>$897</td>
<td>$828</td>
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<td>$3,242</td>
<td>$3,035</td>
<td>$2,850</td>
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<td>$2,583</td>
<td>$2,417</td>
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<td>$1,794</td>
<td>$1,686</td>
<td>$1,578</td>
<td>$1,485</td>
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<td>$1,536</td>
<td>$1,435</td>
<td>$1,349</td>
<td>$1,269</td>
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<td>1/3 page</td>
<td>$1,213</td>
<td>$1,134</td>
<td>$1,069</td>
<td>$1,004</td>
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<tr>
<td>1/6 page</td>
<td>$807</td>
<td>$755</td>
<td>$712</td>
<td>$669</td>
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<th>11X</th>
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</thead>
<tbody>
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<td>$1,725</td>
<td>$1,608</td>
<td>$1,518</td>
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<td>2/3 page</td>
<td>$1,304</td>
<td>$1,221</td>
<td>$1,145</td>
<td>$1,069</td>
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<tr>
<td>1/2 page</td>
<td>$1,117</td>
<td>$1,048</td>
<td>$987</td>
<td>$931</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$807</td>
<td>$759</td>
<td>$711</td>
<td>$655</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$537</td>
<td>$505</td>
<td>$474</td>
<td>$436</td>
</tr>
</tbody>
</table>

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**For advertising inquiries:**
Burr Media Group LLC
Ronald E. Burr
703-893-3632
rburr@burrmediagroup.com
2023 Publication Schedule

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Order Close</th>
<th>Ad Material Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>10/20/22</td>
<td>11/01/22</td>
<td>11/17/22</td>
</tr>
<tr>
<td>February</td>
<td>11/15</td>
<td>11/29</td>
<td>12/15</td>
</tr>
<tr>
<td>March</td>
<td>12/16</td>
<td>12/30</td>
<td>1/19/23</td>
</tr>
<tr>
<td>April</td>
<td>01/19/23</td>
<td>01/31/23</td>
<td>2/16</td>
</tr>
<tr>
<td>May</td>
<td>2/15</td>
<td>2/28</td>
<td>3/16</td>
</tr>
<tr>
<td>June</td>
<td>3/23</td>
<td>4/4</td>
<td>4/20</td>
</tr>
<tr>
<td>July</td>
<td>4/26</td>
<td>5/2</td>
<td>5/18</td>
</tr>
<tr>
<td>Aug/Sept</td>
<td>5/17</td>
<td>5/30</td>
<td>6/15</td>
</tr>
<tr>
<td>October</td>
<td>7/20</td>
<td>8/1</td>
<td>8/17</td>
</tr>
<tr>
<td>November</td>
<td>8/16</td>
<td>8/28</td>
<td>9/14</td>
</tr>
<tr>
<td>December</td>
<td>9/21</td>
<td>10/3</td>
<td>10/19</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-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>Website Advertising</th>
<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>
<td>Home page</td>
</tr>
<tr>
<td>Top billboard</td>
<td>970 x 250</td>
<td>$20</td>
<td>Home page</td>
</tr>
<tr>
<td>Top right column</td>
<td>300 x 250</td>
<td>$10</td>
<td>Article pages</td>
</tr>
<tr>
<td>Top right column</td>
<td>300 x 600</td>
<td>$15</td>
<td>Article pages</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>160 x 600</td>
<td>$10</td>
<td>Run of site</td>
</tr>
<tr>
<td>Interstitial</td>
<td>640 x 480</td>
<td>$25</td>
<td>Run of site</td>
</tr>
<tr>
<td>Geographic targeting</td>
<td>550 x 450</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Advertising</td>
<td></td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td>Video interstitial</td>
<td></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
Mobile ads

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

Email Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM*</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90</td>
<td>$10</td>
<td>Daily</td>
</tr>
<tr>
<td>300 x 250</td>
<td></td>
<td></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