Reason’s Reach
Monthly Snapshot

52,000
print/digital
circulation

5 MM
pageviews

100,000
print and digital
edition readers
(including pass-along)

3 MM
visits

5 MM
video views

70%
mobile

1.8 MM
Social Media Followers
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

52,000
print/digital circulation

100,000
total readership
(including pass-along)

91%
male

9%
female

52 years
median age

65%
marrried

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

INVESTMENTS

51% own corporate stock

24% own gold or silver

9% own rare coins or stamps

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

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
Reason.com Visitors

**87%**
- male

**13%**
- female

**59 years**
- median age

**83%**
- have a college degree

**45%**
- have a graduate degree

**POLITICAL VIEWS**

- **69%** Libertarian
- **21%** Conservative
- **17%** Moderate
- **7%** Anarchist

**PARTY AFFILIATION**

- **38%** Libertarian
- **37%** Independent
- **18%** Republican
- **6%** Democrat
- **5%** Liberal
- **2%** Progressive
- **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

**HOUSEHOLD INCOME**

- **60%** greater than $50K
- **26%** greater than $100K
Advertising in Reason Magazine (Print and Digital Editions)

### 2024 GENERAL RATES

<table>
<thead>
<tr>
<th></th>
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<table>
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<td>$1,597</td>
<td>$1,492</td>
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<td>$839</td>
<td>$785</td>
<td>$740</td>
<td>$696</td>
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### 2024 DIRECT RESPONSE & BOOK RATES

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<td>$1,722</td>
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<td>$1,385</td>
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<td>$1,069</td>
<td>$1,004</td>
<td>$933</td>
<td>$861</td>
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<tr>
<td>Cover 4</td>
<td>$3,516</td>
<td>$3,300</td>
<td>$3,099</td>
<td>$2,920</td>
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<tr>
<td>Cover 2 or 3</td>
<td>$3,372</td>
<td>$3,157</td>
<td>$2,964</td>
<td>$2,798</td>
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<table>
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</thead>
<tbody>
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<td>$1,908</td>
<td>$1,794</td>
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<td>$1,578</td>
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<td>$1,269</td>
<td>$1,191</td>
<td>$1,112</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,162</td>
<td>$1,090</td>
<td>$1,027</td>
<td>$969</td>
</tr>
<tr>
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<td>$839</td>
<td>$789</td>
<td>$740</td>
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<tr>
<td>1/6 page</td>
<td>$559</td>
<td>$526</td>
<td>$493</td>
<td>$454</td>
</tr>
</tbody>
</table>

For advertising inquiries:
Burr Media Group LLC
Ronald E. Burr
703-893-3632
rburr@burrmediagroup.com
## 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.

### 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

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

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

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

### 1/3 page vertical
- 2.25 x 9.33 inches

### 1/6 page
- 2.25 x 4.55 inches
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>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>(country, state, DMA, Zip)</td>
<td>$35</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>

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

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

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

Mobile ads

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM*</th>
<th>Placement</th>
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</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td></td>
<td></td>
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</tbody>
</table>

Dedicated email and newsletter ads

<table>
<thead>
<tr>
<th>Email Advertising</th>
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</thead>
<tbody>
<tr>
<td>Dedicated email</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Podcast Advertising</th>
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</thead>
<tbody>
<tr>
<td>:30 and :60 available. Call for rates.</td>
</tr>
</tbody>
</table>

* Cost per 1,000 advertising impressions

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