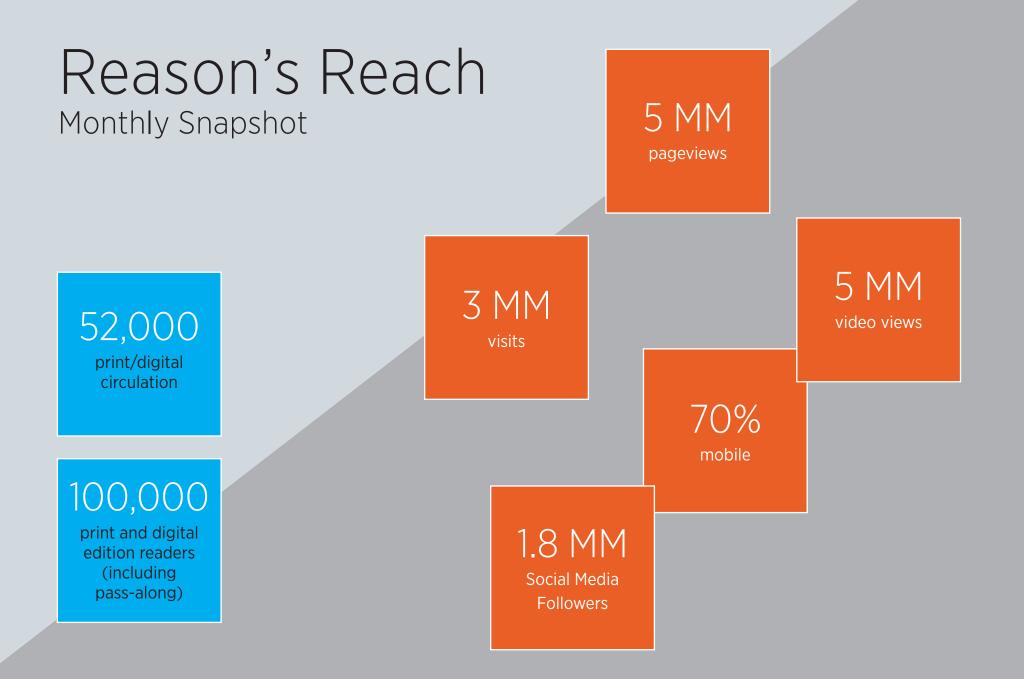


**REASON MAGAZINE AND REASON.COM ADVERTISING OPPORTUNITIES** 





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"

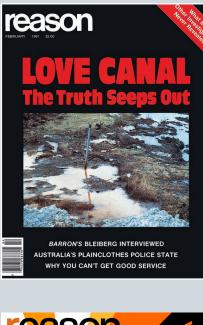
Columbia Journalism Review

"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-holdsbarred 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% 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



## **REGISTER TO** GO NOW

<u>२</u> २ -SUBSCRIBE -LATEST MAGAZINE \* VIDEO PODCASTS - VOLOKH NEWSLETTERS DONATE \*

**3 MM** monthly visits

**5 MM** pageviews



### **REGULATION**

### Florida Leads the Way on 2020 Occupational **Licensing Reforms**

House Bill 1193 loosened or abolished rules governing more than 30 different professions. ERIC BOEHM

 Make Pandemic-Related **Occupational License Reform** Permanent





#### NATIONAL DEBT

## 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

#### MEDIA CRITICISM

**1619 Project Author** Nikole Hannah-Jones **Now Says She Never** Implied That Year Was **America's True** Founding ROBBY SOAVE

#### NEW YORK CITY

**The Justice Department** Sees 'Anarchy' **Overtaking New York City. If Only That Were Remotely True.** SCOTT SHACKFORD

### WILDFIRES

**Can Fire Insurance** Manage Wildfire Risks in California?



## Reason.com Visitors

**87%** male

13% female

59 years median age

83% have a college degree

**45%** have a graduate degree

HOUSEHOLD INCOME

60% greater than \$50K

26% greater than \$100K POLITICAL VIEWS

69% Libertarian

21% Conservative

**17%** Moderate

**7%** Anarchist

5% Liberal

2% Progressive PARTY AFFILIATION

**38%** Libertarian

37% Independant

**18%** Republican

6% 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 media outlet about an issue

**17%** participated in fundraising for a political cause

ONLINE PURCHASES MADE WITHIN THE LAST YEAR

90%

74% electronics

**68%** 

music

63% clothing, accessories

55% software

50%

travel

45% videos

## Advertising in Reason Magazine (Print and Digital Editions)

### 2024 GENERAL RATES

| Four Color    | 1X      | 3X      | 6X      | 11X     |
|---------------|---------|---------|---------|---------|
| Full page     | \$3,768 | \$3,544 | \$3,328 | \$3,239 |
| 2/3 page      | \$2,507 | \$2,216 | \$2,075 | \$1,954 |
| 1/2 page      | \$2,164 | \$1,888 | \$1,776 | \$1,672 |
| 1/3 page      | \$1,746 | \$1,261 | \$1,187 | \$1,119 |
| Cover 4       | \$4,761 | \$4,328 | \$4,067 | \$3,820 |
| Cover 2 or 3  | \$4,521 | \$4,104 | \$3,843 | \$3,633 |
|               |         |         |         |         |
| Black & White | 1X      | 3X      | 6X      | 11X     |

| Black & White | IX      | 3X      | 6X      | IIX     |
|---------------|---------|---------|---------|---------|
| Full page     | \$2,858 | \$2,686 | \$2,514 | \$2,373 |
| 2/3 page      | \$1,865 | \$1,753 | \$1,642 | \$1,544 |
| 1/2 page      | \$1,597 | \$1,492 | \$1,403 | \$1,320 |
| 1/3 page      | \$1,261 | \$1,180 | \$1,112 | \$1,045 |
| 1/6 page      | \$839   | \$785   | \$740   | \$696   |
|               |         |         |         |         |

# 2024 DIRECT RESPONSE & BOOK RATES

| Four Color   | 1X      | 3X      | 6X      | 11X     |
|--------------|---------|---------|---------|---------|
| Full page    | \$2,417 | \$2,274 | \$2,117 | \$2,009 |
| 2/3 page     | \$1,722 | \$1,614 | \$1,507 | \$1,413 |
| 1/2 page     | \$1,471 | \$1,385 | \$1,291 | \$1,242 |
| 1/3 page     | \$1,069 | \$1,004 | \$933   | \$861   |
| Cover 4      | \$3,516 | \$3,300 | \$3,099 | \$2,920 |
| Cover 2 or 3 | \$3,372 | \$3,157 | \$2,964 | \$2,798 |
|              |         |         |         |         |

| Black & White | 1X      | 3X      | 6X      | 11X     |
|---------------|---------|---------|---------|---------|
| Full page     | \$1,908 | \$1,794 | \$1,672 | \$1,578 |
| 2/3 page      | \$1,356 | \$1,269 | \$1,191 | \$1,112 |
| 1/2 page      | \$1,162 | \$1,090 | \$1,027 | \$969   |
| 1/3 page      | \$839   | \$789   | \$740   | \$682   |
| 1/6 page      | \$559   | \$526   | \$493   | \$454   |
|               |         |         |         |         |

### For advertising inquiries:

Burr Media Group LLC Ronald E. Burr 703-893-3632 rburr@burrmediagroup.com

### 2023 PUBLICATION SCHEDULE

| Issue Date | Order<br>Close | Ad<br>Material<br>Due | Mail<br>Date |
|------------|----------------|-----------------------|--------------|
| January    | 10/25/23       | 11/06/23              | 11/22/23     |
| February   | 11/22          | 12/5                  | 12/21        |
| March      | 12/26          | 1/8/24                | 1/25/24      |
| April      | 01/24/24       | 2/5                   | 2/22         |
| May        | 2/22           | 3/5                   | 3/21         |
| June       | 3/28           | 4/9                   | 4/25         |
| July       | 4/25           | 5/7                   | 5/23         |
| Aug/Sept   | 5/22           | 6/4                   | 6/20         |
| October    | 7/25           | 8/6                   | 8/22         |
| November   | 8/21           | 9/3                   | 9/19         |
| December   | 9/26           | 10/8                  | 10/24        |

### 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.

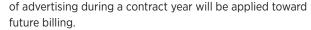
#### **Publication Policies**

Two-pa trim size live area bleed: 16

> **1/2 pa** 7.10 x 4

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



**Special Positions:** All advertising is accepted on a run-ofpress basis unless otherwise arranged. Special inside positions are available at a 10% premium. Special positions must be reserved in writing with insertion order.

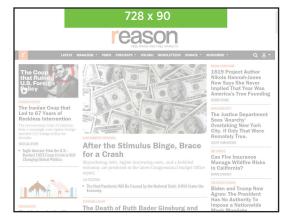
Payment: Payments are due within 30 days of the invoice date.

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.

| age spread<br>e: 16 x 10.5 inches<br>a: 15 x 9.5 inches<br>6.25 x 10.75 inches |   | 1 | Full page<br>trim size: 8 x 10.5 inches<br>live area: 7 x 9.5 inches<br>bleed: 8.25 x 10.75 inches | 2/3<br>page<br>4.66<br>x 9.33<br>inches  |
|--|---|---|--|--|
| <b>age</b><br>4.55 inches  | <b>1/3 page squa</b><br>4.66 x 4.55 inche |   | <b>1/3 page</b><br>vertical<br>2.25 x 9.33<br>inches   | <b>1/6 page</b><br>2.25 x 4.55<br>inches |

## Digital Advertising with Reason

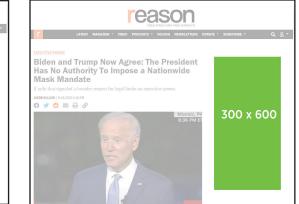
### Website ads











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

| Advertising                               | Size                   | CPM* | Placement        |
|---|------------------------|------|------------------|
| Top leaderboard                           | 728 x 90               | \$10 | Home pag         |
| Top billboard                             | 970 x 250              | \$20 | Home pag         |
| Top right column<br>medium rectangle      | 300 x 250              | \$10 | Article<br>pages |
| Top right column<br>wide skyscraper       | 300 x 600              | \$15 | Article<br>pages |
| Skyscraper                                | 160 x 600              | \$10 | Run of site      |
| Interstitial                              | 640 x 480<br>550 x 450 | \$25 | Run of site      |
| Geographic targeti<br>(country, state, DM | -                      | \$35 |                  |
| Native Advertising                        |                        | \$25 |                  |
| Image-text ad & optional sponsored        | d cont                 |      |                  |

### CONTINUED ON NEXT PAGE

## Digital Advertising with Reason (cont.)

## Mobile ads





### Dedicated email and newsletter ads

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|---|---|
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|   | The second secon  |
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| Website<br>Advertising          | Size                  | CPM*         | Placemen        |
|---------------------------------|-----------------------|--------------|-----------------|
| Mobile site<br>medium rectangle | 300 x 250             | \$10         |                 |
| Mobile site<br>leaderboard      | 320 x 50<br>320 x 100 | \$8          |                 |
|                                 |                       |              |                 |
| Email Advertising               |                       | \$35         | Weekly          |
|                                 | 728 x 90<br>300 x 250 | \$35<br>\$10 | Weekly<br>Daily |
| Dedicated email Newsletter      | 300 x 250             |              |                 |

For more information please contact: Burr Media Group LLC

Ronald E. Burr • 703-893-3632 rburr@burrmediagroup.com













