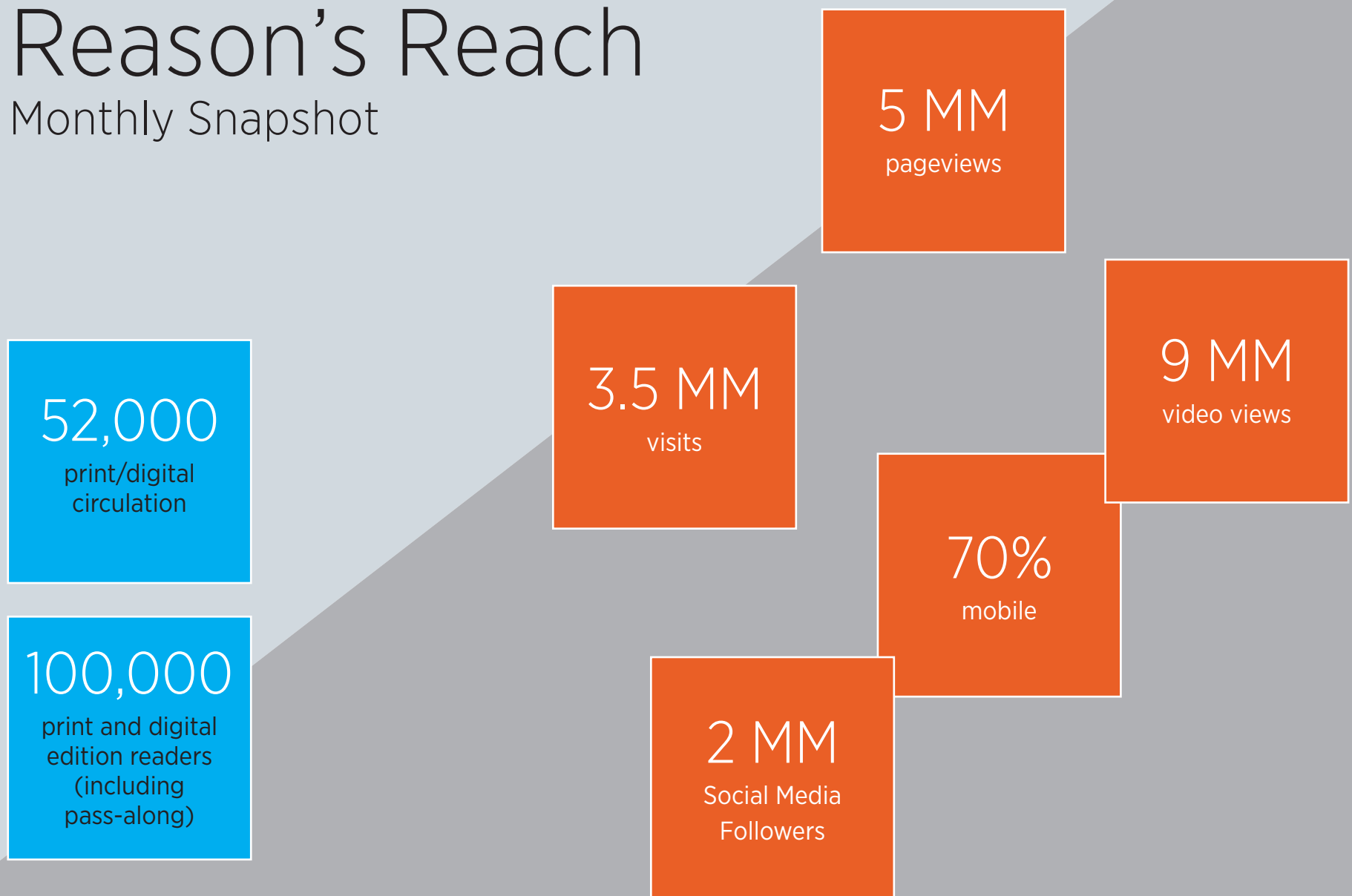


Reason's Reach

Monthly Snapshot



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

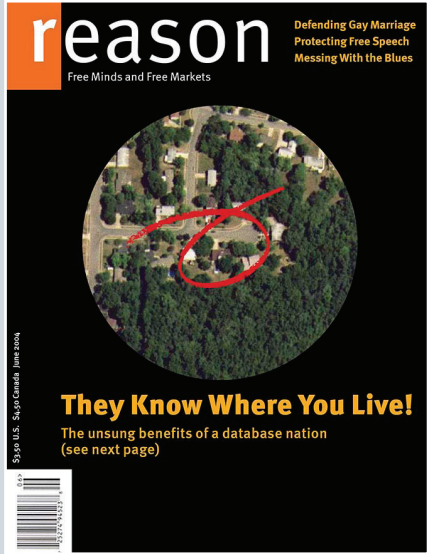
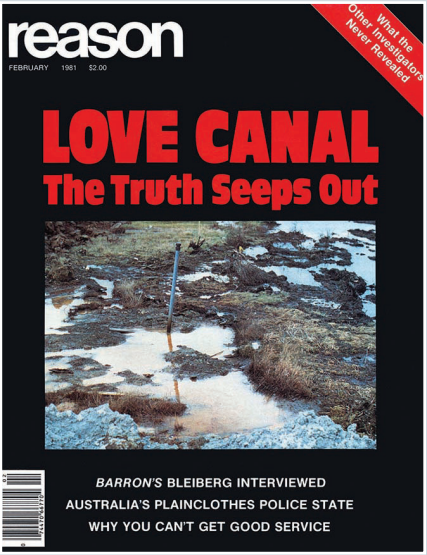
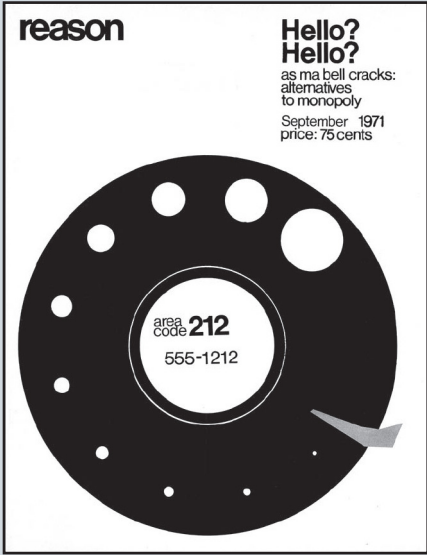
Webby Award honoree

“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%

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%

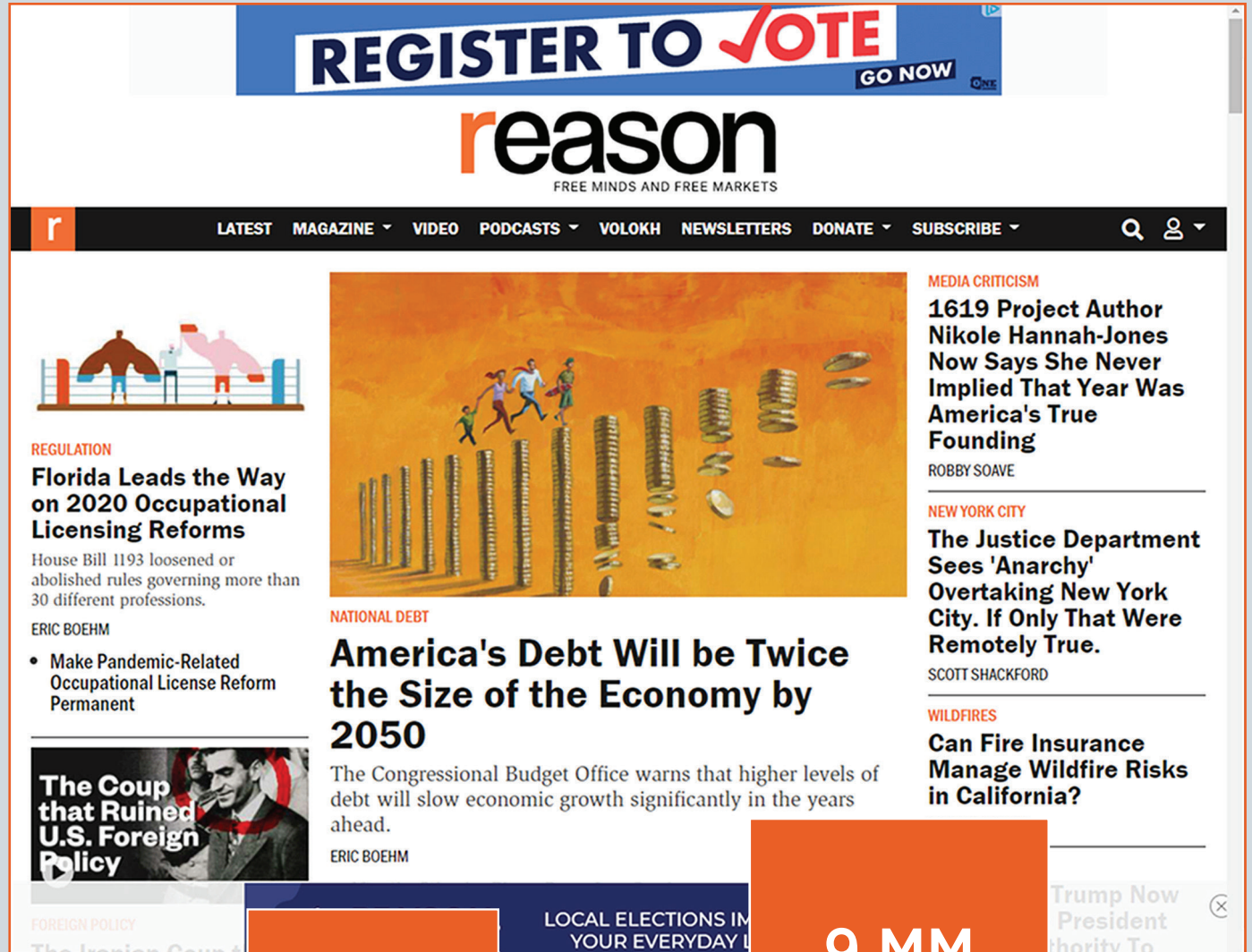
own rare coins or
stamps

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

3.5 MM
monthly visits

5 MM
pageviews



2 MM
social followers

70%
mobile

9 MM
video views

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 fund-raising 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

Advertising in Reason Magazine (Print and Digital Editions)

2025 GENERAL RATES				
Four Color	1X	3X	6X	11X
Full page	\$3,881	\$3,651	\$3,427	\$3,336
2/3 page	\$2,582	\$2,282	\$2,137	\$2,013
1/2 page	\$2,229	\$1,945	\$1,830	\$1,722
1/3 page	\$1,799	\$1,299	\$1,222	\$1,153
Cover 4	\$4,904	\$4,458	\$4,189	\$3,934
Cover 2 or 3	\$4,657	\$4,227	\$3,958	\$3,742
Black & White	1X	3X	6X	11X
Full page	\$2,944	\$2,767	\$2,589	\$2,445
2/3 page	\$1,921	\$1,806	\$1,691	\$1,590
1/2 page	\$1,645	\$1,537	\$1,445	\$1,360
1/3 page	\$1,299	\$1,215	\$1,145	\$1,076
1/6 page	\$865	\$808	\$763	\$717

2025 DIRECT RESPONSE & BOOK RATES				
Four Color	1X	3X	6X	11X
Full page	\$2,490	\$2,342	\$2,180	\$2,069
2/3 page	\$1,774	\$1,663	\$1,552	\$1,455
1/2 page	\$1,515	\$1,427	\$1,330	\$1,279
1/3 page	\$1,101	\$1,035	\$961	\$887
Cover 4	\$3,621	\$3,399	\$3,192	\$3,007
Cover 2 or 3	\$3,473	\$3,252	\$2,053	\$2,882
Black & White	1X	3X	6X	11X
Full page	\$1,965	\$1,847	\$1,722	\$1,626
2/3 page	\$1,397	\$1,307	\$1,226	\$1,145
1/2 page	\$1,197	\$1,123	\$1,057	\$998
1/3 page	\$864	\$813	\$762	\$702
1/6 page	\$576	\$541	\$507	\$468

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

2025 PUBLICATION SCHEDULE

Issue Date	Order Close	Ad Material Due	Mail Date
January	10/24/24	11/05/24	11/22/24
February	11/19	12/3	12/20
March	12/20	1/8/25	1/24/25
April	01/22/25	2/3	2/21
May	2/20	3/4	3/21
June	3/28	4/8	4/25
July	4/24	5/6	5/23
Aug/Sept	5/21	6/3	6/20
October	7/24	8/5	8/22
November	8/20	8/28	9/18
December	9/25	10/3	10/23

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.

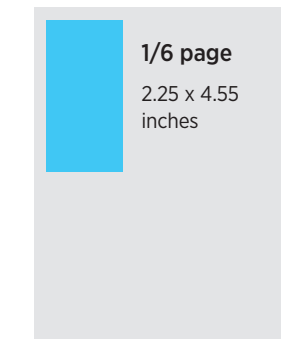
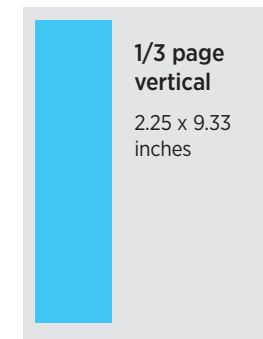
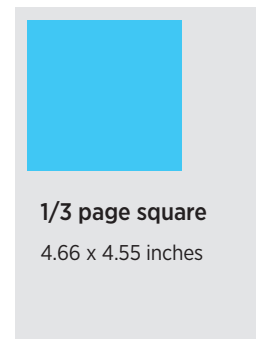
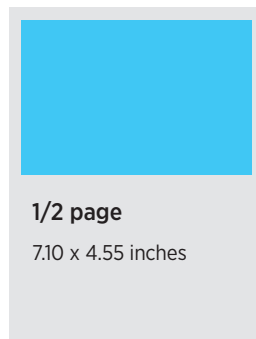
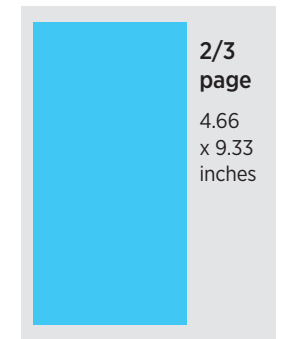
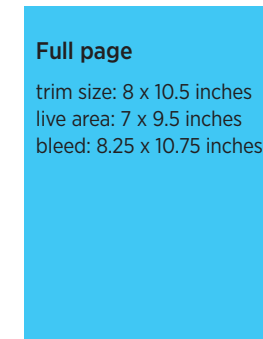
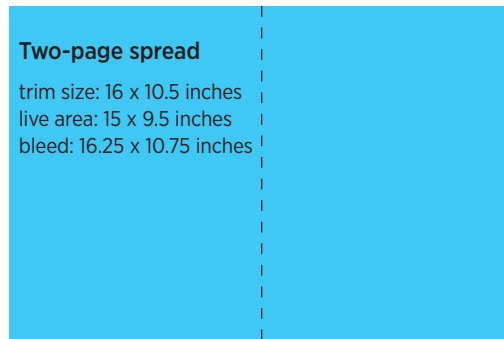
Discount Advertisements: Advertisers who do not complete a committed schedule will be rebilled at the appropriate higher rate. Credits earned through increased frequency

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.

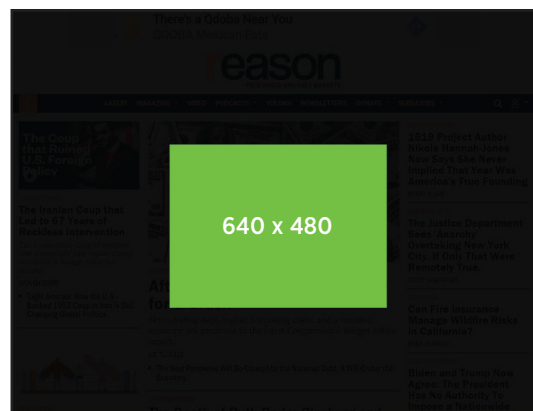
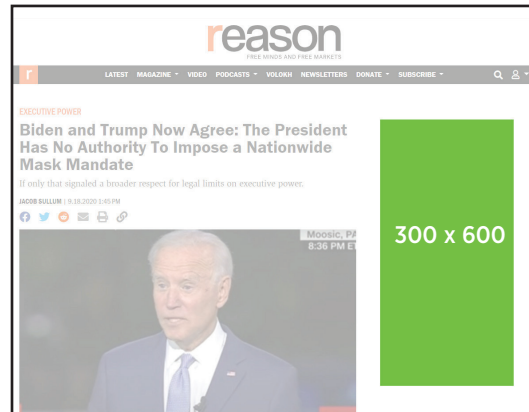
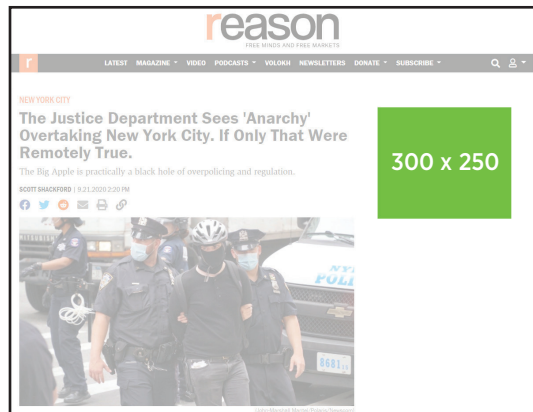
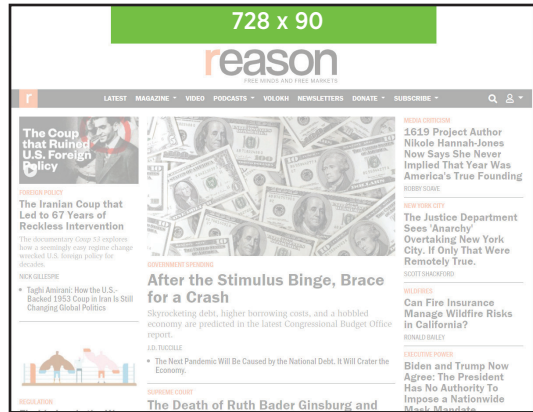
Payment: Payments are due within 30 days of the invoice date.

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



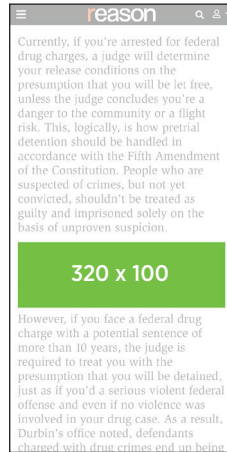
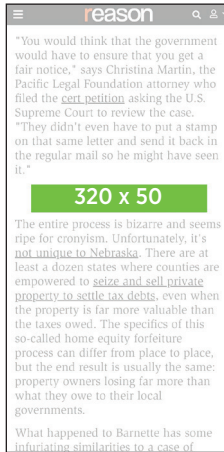
For more information please contact:
 Burr Media Group LLC
 Ronald E. Burr • 703-893-3632
 rburr@burrmediagroup.com

Website Advertising	Size	CPM*	Placement
Top leaderboard	728 x 90	\$10	Home page
Top billboard	970 x 250	\$20	Home page
Top right column medium rectangle	300 x 250	\$10	Article pages
Top right column wide skyscraper	300 x 600	\$15	Article pages
Skyscraper	160 x 600	\$10	Run of site
Interstitial	640 x 480 550 x 450	\$25	Run of site
Geographic targeting (country, state, DMA, Zip)		\$35	
Native Advertising Image-text ad & optional sponsored cont		\$25	
Video interstitial		\$35	
Minimum purchase of above \$1,500			
* Cost per 1,000 advertising impression			

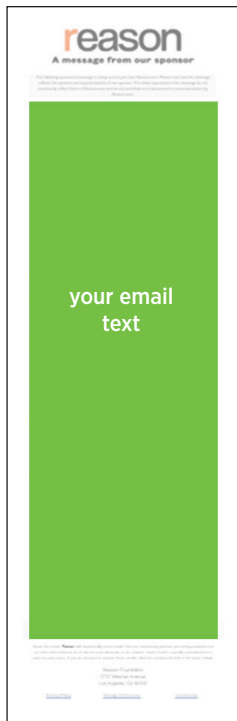
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Digital Advertising with Reason (cont.)

Mobile ads



Dedicated email and newsletter ads



Website Advertising	Size	CPM*	Placement
Mobile site medium rectangle	300 x 250	\$10	
Mobile site leaderboard	320 x 50 320 x 100	\$8	
Email Advertising			
Dedicated email		\$35	Weekly
Newsletter sponsorship text ads	728 x 90 300 x 250	\$10	Daily
Podcast Advertising			
	:30 and :60 available. Call for rates.		
* Cost per 1,000 advertising impressions			

For more information please contact:

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