



# COLUMBIA JOURNALISM REVIEW

**COLUMBIA JOURNALISM REVIEW**

The Industry Politics & Policy Business Science Culture Magazine Resources

**MAGAZINE FEATURE**  
Journalism's first self-made brand

**MAGAZINE ON THE JOB**  
Covering gun violence

**FULL-COURT PRESS**  
Why you love sports

**THE OBSERVATORY**  
Climate change & business

**THE LATEST**

**MAGAZINE REVIEW**  
How to build an audience  
We know what readers are doing on our sites. What we need to know is why.  
By Ann Friedman | Feb. 23, 2014 at 07:00 AM

The Marketplace of Attention: How Audiences Take Shape in a Digital Age By James G. Webster | The MIT Press 2013... MORE >

**Behind the News** CJR on the media

**Ukraine Today aims to clarify Russian media misinformation**  
Media mogul Igor Kolomoisky has his sights set high for the 24-hour news channel.  
By Alison Langley | Aug. 27, 2014 at 12:20 PM

It broadcasts everything from Ukrainian athletes competing at a track and field event in China to the capture of 10... MORE >

**The Guardian partners with more local news outlets to tell under-reported stories**  
As the news organization gains footing in the US, more journalistic partnerships are being launched to tell stories from different areas of the country.  
By Lane Sielen | Aug. 27, 2014 at 11:56 AM

The digital age may have increased competition between news outlets as the online fight for clicks and eyeballs becomes ever... MORE >

**Stories I'd like to see**  
The cost of unlawful convictions, cable news' sharp focus and reporting on kidnaped journalists

**Reality Check** An eye on documentaries

**Do documentary filmmakers need data about their audiences?**  
As Netflix and other services gain viewer insights, filmmakers aren't seeing the full picture.  
By Lane Sielen | Aug. 8, 2014 at 06:50 AM

MORE >

**Not-so-secret lives on smartphones**  
There may be no better way to report on the internal lives of others than to examine what's on their phones.  
By Chris D. | Jul. 29, 2014 at 03:45 PM

Call it journalistic phone hacking with consent. On The Secret Life of Students, a recent documentary series on the UK's... MORE >

**Drone man**  
If there's a news story or a documentary about drones, chances are that Brandon Bryant is quoted in it.  
By Core Carter | Apr. 29, 2014 at 08:50 AM

A new documentary, Drone, which aired on European television this week, just stands to come to the US soon. Features... MORE >

**THE OBSERVATORY** A lens on the science press

**Has climate change become a business story?**  
The cost of brushing science aside.  
By Robert S. Eckstein | Sep. 2, 2014 at 12:00 AM

One of the more robust periods of study in the modern history of climate change has taken place this... MORE >

**The media's growing interest in how animals think**  
The more divorced we become from animals in our daily lives, the more we want to look at them online.  
By News Book Press | Aug. 19, 2014 at 05:00 AM

Tip: the elephant arrived in New York to accolades and fanfare—until things went wrong. A few years into his stay... MORE >

**A long-time science reporter wrote a questionable book on genetics. Can we trust his other work?**  
The case of Nicholas Wade and reporting on a lively field with a dishonorable cast.

**#realtalk** from Ann Friedman

**No 'journalpreneurs' are not killing journalism**  
Digital journalists aren't sellouts—they are aware of industry realities.  
By Ann Friedman | Jul. 31, 2014 at 11:00 AM

Cory Pein seems to think that digitally savvy journalists have a collective case of Stockholm syndrome. "In their long and... MORE >

**Gawker's so-far successful experiment in making office chats public**  
Are group chat rooms a waste of time or essential to running a modern newsroom?  
By Ann Friedman | Jul. 9, 2014 at 02:00 PM

Last Monday, Gawker editor Max Read announced that the bloggers and editors on his team were spending too much time... MORE >

**Jurno-startups that appeal right to readers**  
Fed-up writers are doing it for themselves.  
By Ann Friedman | Jul. 18, 2014 at 06:00 AM

# MEDIA KIT 2015

# SERVING JOURNALISTS, THE MEDIA, AND THE PUBLIC



Columbia Journalism Review with a print and online audience of 250,000+ shapes the views of millions

## PRESTIGE.

Columbia Journalism Review is the top brand/publication serving journalism and the media, and is uniquely respected in the field. CJR is the most public-facing arm of Columbia University Graduate School of Journalism. The school, administrator of many fellowships, programs, and awards is regarded as the most prominent journalism school in America. In addition, the university is home to the Pulitzer Prizes® - the most prestigious award in journalism.

## PURPOSE.

CJR continues to work to keep journalists informed and positively influence American journalism. Both the print and digital versions of CJR have been recognized in the industry with prizes and honors and will continue to feature some of the top reporters in journalism. CJR provides frequent web updates at [cjr.org](http://cjr.org) on anything the media world is currently talking about, often setting the agenda and leading discussion.

## AUDIENCE

The CJR audience is working journalists, academics, students, media executives, and business and public policy people and others affected by media coverage. CJR reaches media professionals leveraging multiple forms to tell their stories.

<p><b>#realtalk</b> <small>from Ann Friedman</small></p> <p><b>No, 'Journpreneurs' are not killing journalism</b> Digital journalists aren't sellouts—they are aware of industry realities By Ann Friedman Jul 23, 2014 at 11:00 AM</p> <p>Cory Pein seems to think that digitally savvy journalists have a collective case of Stockholm syndrome. "In their long and... MORE »</p> <p><b>Gawker's so-far successful experiment in making office chats public</b> Are group chats across a waste of time or essential to running a modern newsroom? By Ann Friedman Jul 23, 2014 at 10:00 PM</p> <p>Last Monday, Gawker editor Max Read announced that the bloggers and editors on his team were spending too much time... MORE »</p> <p><b>Journo-startups that appeal right to readers</b> Fed-up writers are doing it for themselves By Ann Friedman Jun 18, 2014 at 10:50 AM</p> <p><b>DECA</b></p>	<p><b>Behind the News</b> <small>CJR on the media</small></p> <p><b>Ukraine Today aims to clarify Russian media misinformation</b> Media mogul Igor Kolomoisky has his sights set high for the 24-hour news channel By Ann Friedman Aug 27, 2014 at 12:23 PM</p> <p>It broadcasts everything from Ukrainian athletes competing at a track and field event in China to the capture of 10... MORE »</p> <p><b>The Guardian partners with more local news outlets to tell under-reported stories</b> As the news organization gains footing in the US, more journalistic partnerships are being launched to tell stories from different areas of the country By Jane Stewen Aug 27, 2014 at 11:00 AM</p> <p>The digital age may have increased competition between news outlets as the online fight for clicks and eyeballs becomes ever... MORE »</p> <p><b>Stories I'd like to see</b> The cost of unlawful convictions, cable news' sharp focus and reporting on kidnapped journalists By Owen Sirota Aug 26, 2014 at 11:01 AM</p>	<p><b>Reality Check</b> <small>An eye on documentaries</small></p> <p><b>Do documentary filmmakers need data about their audiences?</b> As Netflix and other services gain viewer insights, filmmakers aren't seeing the full picture By Jane Stewen Aug 5, 2014 at 02:50 AM</p> <p><b>Not-so-secret lives on smartphones</b> There may be no better way to report on the internal lives of others than to examine what's on their phones By Chris D... Jul 24, 2014 at 03:00 PM</p> <p>Call it parasitic phone hacking with consent. On The Secret Life of Students, a recent documentary series on the UK's... MORE »</p> <p><b>Drone man</b> If there's a news story or a documentary about drones, chances are that Brandon Bryant is quoted in it. By Core Carter Apr 29, 2014 at 02:00 AM</p> <p>A new documentary, Drone, which aired on European television this week and plans to come to the US soon, features... MORE »</p>
---	--	--



“The future of quality journalism is global, and success will depend on how well news organizations differentiate themselves through their content — not just their publishing platforms. CJR is your front-row seat as this all unfolds.”

- STEPHEN J. ADLER, PRESIDENT AND EDITOR-IN-CHIEF, REUTERS

“CJR is a beacon for all of us who care deeply about the future of journalism. In print and online, CJR’s editors and reporters are telling the stories that need to be told and holding media accountable. I love CJR’s zeal for fact-checking, its enthusiasm for connecting readers with great journalism, and its simultaneous embrace of new media and timeless journalistic standards.”

- ARIANA HUFFINGTON



“Personally, I am grateful that the Columbia Journalism Review will be around to help lead us through this meteor shower of change. It’s been an invaluable resource for journalists for a half century, and we need it now more than ever.”

- TOM BROKAW, NEW YORK, NY

“I read CJR for many reasons, including its always insightful coverage of the big debates in the media world. I also like how CJR monitors specific beats — like science, sports, business, politics, health. You just can’t get that anywhere else.”

- MICHAEL ORESKES, SENIOR MANAGING EDITOR, THE ASSOCIATED PRESS

“CJR is the journalism about journalism that has inspired my own journalism over many years now. And it just keeps getting better, stronger, and more essential.”

- BILL MOYERS, NEW YORK, NY



## STANDARD RATES

BLACK & WHITE	1 X	3 X	6 X
Spread	\$10,000	\$9,000	\$8,000
Full Page	\$6,500	\$5,850	\$5,200
2/3 Page	\$5,200	\$4,680	\$4,160
1/2 Page	\$4,300	\$3,860	\$3,430
1/3 Page	\$3,100	\$2,800	\$2,500
1/6 Page	\$1,800	\$1,680	\$1,500

COLOR	1 X	3 X	6 X
Spread	\$11,000	\$9,900	\$8,800
Back Cover	\$8,700	\$7,830	\$6,960
Inside Cover	\$7,975	\$7,180	\$6,380
Full Page	\$7,150	\$6,435	\$5,720
2/3 Page	\$5,720	\$5,150	\$4,575
1/2 Page	\$4,720	\$4,250	\$3,775
1/3 Page	\$3,435	\$3,090	\$2,745
1/6 Page	\$2,060	\$1,850	\$1,645

## NON-PROFIT AND BOOK RATES

BLACK & WHITE	1 X	3 X	6 X
Spread	\$6,300	\$5,670	\$5,040
Full Page	\$3,950	\$3,550	\$3,160
2/3 Page	\$2,975	\$2,675	\$2,380
1/2 Page	\$2,375	\$2,140	\$1,900
1/3 Page	\$1,775	\$1,600	\$1,420
1/6 Page	\$950	\$850	\$760

COLOR	1 X	3 X	6 X
Spread	\$6,930	\$6,240	\$5,550
Full Page	\$4,350	\$3,910	\$3,480
2/3 Page	\$3,275	\$2,950	\$2,620
1/2 Page	\$2,625	\$2,360	\$2,100
1/3 Page	\$1,950	\$1,750	\$1,560
1/6 Page	\$1,050	\$950	\$840



## PRINT ADVERTISING SPECS

Full Page (bleed)	8.125" x 10.875"
Full Page Trim size	7.875" x 10.625"
Full Page (no bleed)	6.875" x 9.625"
2/3 page (vertical)	4.5" x 9.625"
1/2 page (horizontal)	6.875" x 4.75"
1/3 page (square)	4.5" x 4.75"
1/3 page (vertical)	2.25" x 9.625"
1/6 page (vertical)	2.25" x 4.75"

### CHECKING YOUR PAGE ELEMENTS AND LAYOUT FILES:

#### CHECKING YOUR IMAGES INDIVIDUALLY IN PHOTOSHOP:

- Resolution — optimum resolution for CMYK and grayscale images is 300dpi or greater; 1200dpi for bitmap images
- Colorspace — all images should be CMYK or Grayscale (RGB images should be converted before placing)
- Visual Quality, Color Balance — Use a properly-calibrated monitor to determine that the image is usable as-is; that it has not been artificially “rezzed-up”; that colors look natural.
- Total Area Coverage — Total of ink percentages should be <300; you should check any dark areas in your images

#### THINGS TO CHECK IN YOUR NATIVE (QUARKXPRESS, INDESIGN, ILLUSTRATOR) PAGE FILE:

- Document size — ensure that it matches the ad size specified by the publisher
- Colors — For 4/c and grayscale ads, be sure that you remove/convert any spot or RGB colors
  - Check that you are not using any rich blacks that exceed 300 total ink percentage
  - Be careful not to use 4/c black for small text
- Perform a ‘preflight’ check on your page-layout files — a preflight function may be available within your application; there are also 3rd party utilities available

- If you are working in InDesign or Illustrator, we recommend converting all type to outlines to avoid font problems
- Knockouts — reverse type and line art should not be less than .007” (1/2 point rule) at the thinnest part of a character or rule. In practice, this translates to roughly 10 pt for the average sans-serif bold type.

#### FOR FULL-PAGE ADS:

- Bleed amount — set guides 1/8” outside of document trim and make sure all bleed elements are opened.
- Safe Content Area — All non-bleeding graphic elements should sit inside trim area at least 1/4”

#### GENERATING PDF’S

If you are using InDesign, Illustrator or QuarkXpress 7x to create your files, you can export pdf files directly from the application. (You can use a ‘PDF/X-1a’ factory preset, but be sure to turn on the bleed setting for full-page ads.) We recommend that Quark 6 users employ the postscript/distill method for making PDF files, or simply save as EPS format.

**Workflow Tip:** Always double-check your PDF settings before making your final PDF file

#### CHECKING YOUR FINAL PDF FILE IN ADOBE ACROBAT PRO:

- Open and visually check your PDF file in Acrobat
- Check for: spot colors, missing fonts, insufficient image resolution, RGB elements, and vector/type elements with ink coverage >300
- Image ‘TAC’ — total ink coverage on images should be <300 — it can be checked by using the ‘Total Area Coverage’ function, located under ‘Tools > Print Production > Output Preview’ in Acrobat versions 7 and 8
- Check the color of any small black type by turning off the Black plate in ‘Output Preview’

#### CONTRACT PROOF

Ideally, SWOP certified proofs with color bars should be provided for all ads. A contract proof should be at least 700 dpi and continuous tone. Any proofs that are provided should be printed from the final PDF file.

## DIGITAL ADVERTISING RATES *(per month)*

AD UNIT	STANDARD	NON-PROFIT
Home Page (Leaderboard)	\$5,300	\$4,000
Home Page (Square)	\$4,000	\$3,000
Leaderboard (One Section)	\$2,700	\$2,000
Square (One Section)	\$2,000	\$1,600



## ONLINE ADVERTISING SPECIFICATIONS

### AD DIMENSIONS IN PIXELS:

Leaderboard	728 x 90
Square	300 x 250

- Ad size needs to be no larger than 30K.
- An animated gif will repeat only three times.
- Below are instructions for Flash, however, we highly recommend that you run a static ad, as Flash does not work on Apple's iPad, iPhone and many other mobile devices. With a static ad you will get better impressions and click-throughs. We will continue to run your Flash ad if it follows the Flash instructions below, but we cannot guarantee impressions with Flash.

### FLASH INSTRUCTIONS:

1. Flash ads must be a swf file.
2. Flash ads must be accompanied by a separate static, non-animated jpg or gif "fallback" image.
3. In order for clicks to be registered, the Flash ad needs to use the clickTAG standard which allows an ad server to pass on the click URL. If the URL is hardcoded into the Flash file, it will not register clicks.
4. Target should be set to open in a new window and maximum file size for the swf is 200k. Information on the clickTAG parameter is available on the Adobe/Macromedia site: [http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)  
A target can be defined after the clickTAG parameter (i.e. on (release) {getURL (clickTAG, "\_new");}
5. Important: The ad server doesn't support Flash 10.2, Flash 11, or Flash 12. Make sure that your Flash (SWF) files are Flash 10.1 or lower.

## 2015 ISSUE CALENDAR

**JANUARY/FEBRUARY** Deadline for Space **DEC 2** | Deadline for Creative **DEC 8**  
Broadcast and Digital News/Alfred I. duPont-Columbia Awards Issue\*  
(distributed at Awards Luncheon)

**MARCH/APRIL** Deadline for Space **FEB 4** | Deadline for Creative **FEB 9**  
Spring Books/University Press Issue\*

**MAY/JUNE** Deadline for Space **APRIL 7** | Deadline for Creative **APRIL 10**  
Excellence in Journalism Issue\* (distributed at Pulitzer Luncheon)

**JULY/AUGUST** Deadline for Space **JUNE 5** | Deadline for Creative **JUNE 12**  
University Press Issue\*

**SEPTEMBER/OCTOBER** Deadline for Space **AUG 5** | Deadline for Creative **AUG 10**  
Professional Studies/Education Issue\*

**NOVEMBER/DECEMBER** Deadline for Space **OCT 7** | Deadline for Creative **OCT 12**  
Awards and Fellowships Issue\*

\* Advertising promotion program

