

Reason's Reach

Monthly Snapshot

42,000
print circulation

92,000
print and digital
edition readers
(including
pass-along)

4 MM
visits

2.5 MM
unique visitors

6 MM
people reached
on Facebook

7 MM
pageviews

55%
mobile

1.5 MM
video views

- Founded in 1968
- Winner of six Western Publishers Association (Maggie) Awards (print and web), including Magazine of the Year
- 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.”

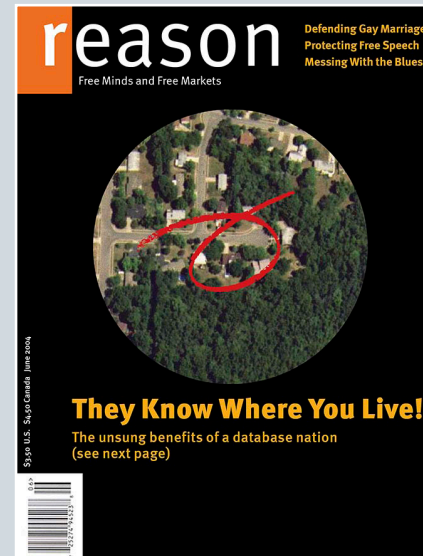
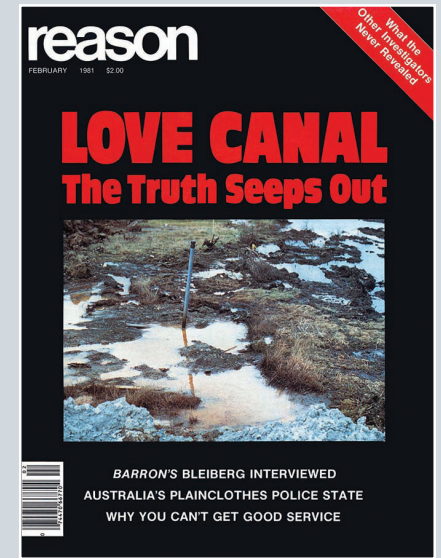
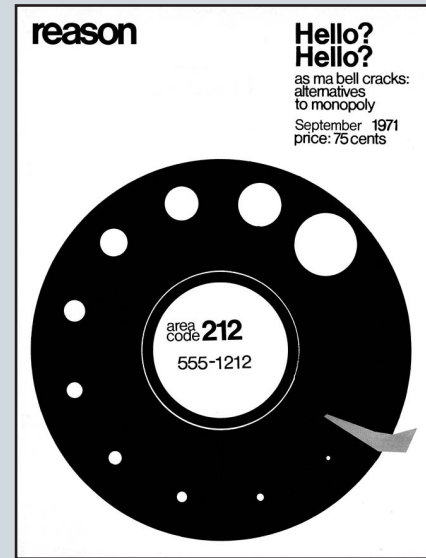
— Media Week

“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

42,000
print circulation

8,000
digital editions

92,000
total readership
(including pass-along)

90%
male

10%
female

50 years
median age

64%
married

77%
have a 4-year college
degree or better

Reader Affinity

75%
read or browsed all
of the last 4 issues

63%
spent 1 hour or
more reading or
browsing a typical
issue

41%
of readers saved
their last issue
after reading it

74%
rate the quality of
Reason articles as
excellent

86%
read Reason
for analysis and
opinion

Household Income

53%
of readers have a
household income
of \$100,000 or
more

12%
have a household
income of
\$250,000 or more

27%
have a net worth
of \$1 million or
more

Investments

49%
own corporate
stock

29%
own gold or silver

20%
subscribe to
financial
newsletters

9%
own rare coins or
stamps

Other Publications Read Regularly (3 out of 4 issues)

American Conservative	<5%
The American Spectator	<5%
Commentary	<5%
Harper's	<5%
Mother Jones	<5%
The Nation	<5%
The New Republic	<5%
The New Yorker	<5%
Fortune	5%
The Week	6%
The Atlantic	7%
The Weekly Standard	7%
Scientific American	9%
Wired	11%
Consumer Reports	12%
Forbes	12%
National Review	12%
The Economist	18%

None of these 45%

The screenshot shows the homepage of reason.com. At the top, there is a navigation bar with links for HOME, REASONTV, HIT & RUN, DIGITAL/PRINT MAGAZINE, SUBSCRIBE, DONATE, and SHOP. Below this is a secondary navigation bar with categories like Terrorism, Supreme Court, Election 2016, Bernie Sanders, Donald Trump, Encryption, and More. A large advertisement for TinyMCE is prominently displayed, featuring the text "Insert images into TinyMCE and keep them managed on your server." and the TinyMCE logo. Below the ad, the "MUST READS" section features a large article titled "Why An Ugly Trump Is Better Than a Lovely Trump" by Shikha Dalmia, accompanied by a photo of a person in a Trump mask. To the right, there is a "HIT & RUN" blog section with several article teasers, including "Maryland Court to Baltimore Police: Want to Track Phones? Get a Warrant." and "Ariz. Cop Charged With Murder After Shooting Unarmed Man Who Begged For His Life". A "TOP STORIES" section is also visible, with a featured article titled "What Do Terrorists Want?" by Sheldon Richman. A large red fist icon is overlaid on the right side of the page.

4 MM
monthly visits

2.5 MM
unique visitors

7 MM
pageviews

6 MM
people reached
on Facebook

2 MM
engagements
on Facebook

720 K
social followers

1.5 MM
video views

55%
mobile

Reason.com Visitors

80%

male

20%

female

39 years

median age

54%

have a college degree

25%

have a graduate degree

Household Income

60%

greater than \$50K

26%

greater than \$100K

Political Views

80%

libertarian

3%

conservative

2%

moderate

1%

liberal

13%

other

Party Affiliation

54%

Independent

28%

Republican

18%

Democrat

Political Engagement

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%

books

74%

electronics

68%

music

63%

clothing, accessories

55%

software

50%

travel

45%

videos

Advertising in Reason Magazine (Print and Digital Editions)

2016 General Rates

Four Color	1X	3X	6X	11X
Full page	\$2,786	\$2,620	\$2,460	\$2,394
2/3 page	\$1,853	\$1,638	\$1,534	\$1,445
1/2 page	\$1,600	\$1,396	\$1,313	\$1,236
1/3 page	\$1,291	\$932	\$877	\$827
Cover 4	\$3,520	\$3,199	\$3,006	\$2,824
Cover 2 or 3	\$3,343	\$3,034	\$2,841	\$2,686

Black & White	1X	3X	6X	11X
Full page	\$2,113	\$1,986	\$1,859	\$1,755
2/3 page	\$1,379	\$1,296	\$1,214	\$1,141
1/2 page	\$1,181	\$1,103	\$1,037	\$976
1/3 page	\$932	\$872	\$822	\$772
1/6 page	\$621	\$580	\$547	\$514

2016 Direct Response & Book Rates

Four Color	1X	3X	6X	11X
Full page	\$1,787	\$1,681	\$1,565	\$1,485
2/3 page	\$1,273	\$1,193	\$1,114	\$1,044
1/2 page	\$1,087	\$1,024	\$955	\$918
1/3 page	\$791	\$743	\$690	\$636
Cover 4	\$2,599	\$2,440	\$2,291	\$2,158
Cover 2 or 3	\$2,493	\$2,334	\$2,191	\$2,069

Black & White	1X	3X	6X	11X
Full page	\$1,411	\$1,326	\$1,236	\$1,167
2/3 page	\$1,003	\$938	\$880	\$822
1/2 page	\$859	\$806	\$759	\$716
1/3 page	\$620	\$583	\$547	\$504
1/6 page	\$413	\$389	\$364	\$336

For advertising inquiries:

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

2016 Production Schedule

Cover Date	Order Close	Ad Materials Due	Mail Date
January	10/21	11/2	11/19
February	11/16	11/30	12/17
March	12/18	1/4	1/21
April	1/20	2/1	2/18
May	2/17	2/29	3/17
June	3/23	4/4	4/21
July	4/20	5/2	5/19
Aug/Sept	5/17	5/27	6/16
October	7/20	8/1	8/18
November	8/17	8/29	9/15
December	9/21	10/3	10/20

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.

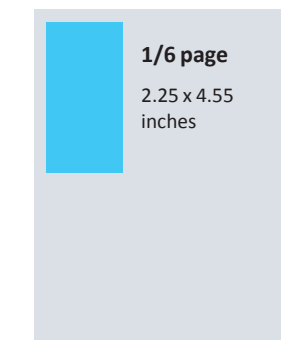
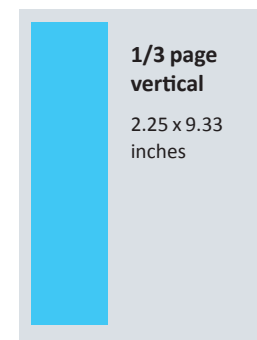
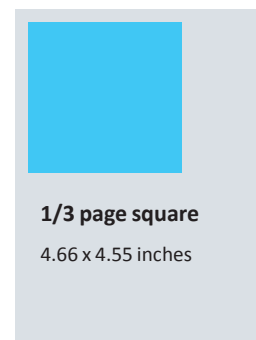
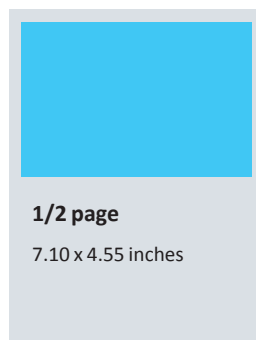
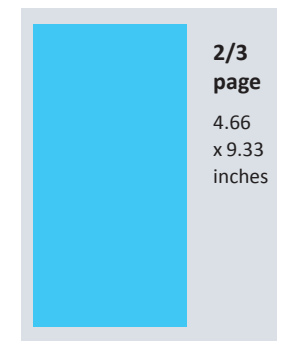
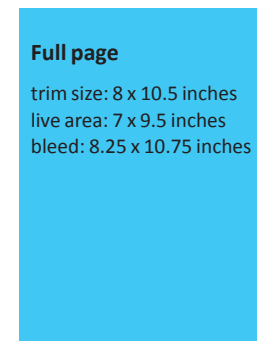
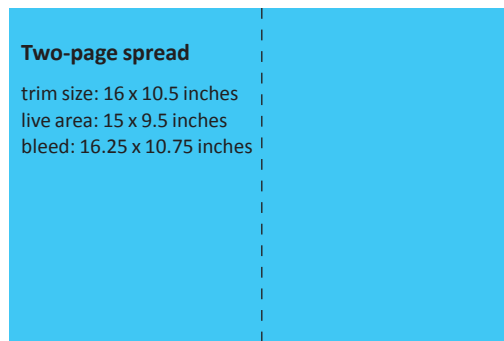
Discount Advertisements: Advertisers who do not complete a committed schedule will be rebilled at the appropriate higher rate. Credits earned through increased frequency

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

728 x 90

300 x 600

300 x 250

970 x 250

300 x 250

640 x 480

640 x 480

Mobile ads

320 x 50

300 x 250

300 x 250

320 x 50

300 x 250

300 x 250

Dedicated email and newsletter ads

reason

your email text

640 x 480

reason

logo text ad

300 x 250

640 x 480

Website Advertising	Size	CPM*	Placement
Top leaderboard	728 x 90	\$10	Run of site
Top billboard	970 x 250	\$20	Run of site
Top right column medium rectangle	300 x 250	\$10	Run of site
Top right column wide skyscraper	300 x 600	\$15	Run of site
Interstitial	640 x 480 550 x 450	\$25	Run of site
Mobile site leaderboard	320 x 50 320 x 100	\$10	Run of site
Mobile site medium rectangle	300 x 250	\$8	Run of site
Geographic targeting (country, state, DMA, Zip)		\$35	

Minimum purchase of above \$1,500

Email Advertising

Dedicated email	Full page	\$35	Weekly
Newsletter sponsorship	Logo-text ads	\$10	Daily

* Cost per 1,000 advertising impressions

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