

r **reason**

Free Minds and Free Markets

Advertising Guide



“**reason**, unlike most wonky journals of opinion, does not preach mainly to the converted. Its voice, always clear and unacademic, is distinguished by rigorous and exhaustive logical argument....It’s a rare thing to have one’s mind changed by a magazine (or by anything, as a matter of fact) but I find this often happens with **reason**.”

—*MEDIA WEEK*

“**reason** has elbowed its way into The Discussion.”

—*COLUMBIA JOURNALISM REVIEW*

“You want a good magazine? **reason** magazine....It’s a magazine for libertarians. It’s a magazine for everybody. It’s a magazine for the world. **reason** magazine: A good, good magazine.”

—RUSH LIMBAUGH

“**reason** is a principled, passionate defender of free speech and the rights of individuals against government excesses, a valued ally and provocative adversary. We certainly don’t see eye-to-eye on every issue, but I always find **reason** worth reading. Even when it’s infuriating, it makes me think.”

—NADINE STROSSEN, PRESIDENT, AMERICAN CIVIL LIBERTIES UNION

“Thank goodness for **reason**...one sane voice fighting tons of nonsense.”

—JOHN STOSSEL, *ABC 20/20*

“I get more out of reading the libertarian magazine **reason** than I do out of many ‘movement’ journals.”

—CHRISTOPHER HITCHENS, *VANITY FAIR* COLUMNIST

“In an era of smash-mouth, left vs. right political discourse, the libertarian **reason** is a fresh and nuanced antidote.”

—*CHICAGO TRIBUNE*

Why Advertise in reason?

Reputation

Founded in 1968, **reason** has staked out a special position among “thought leader” magazines. Its trademark characteristics—a unique blend of in-depth reporting, skeptical analysis, and free-market-oriented commentary—are making **reason** ever more highly regarded among influentials, readers, and advertisers.

Desirable Readership

reason readers are affluent, educated, civically active, independent-minded, and literary.

\$1,040,200 average net worth

\$437 average spent on books last year

40% wrote to an elected official in the past 12 months

\$894 average spent on online, phone, and mail order annually

26% wrote to the editor of a magazine or newspaper

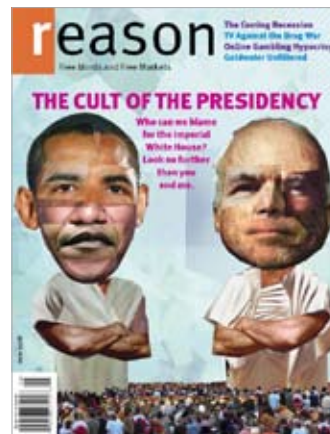
97% attended college or more

Low Duplication

The vast majority of **reason** readers can not be reached through other political/cultural or business magazines.

Durability and Value

As a monthly, **reason** delivers more bang for your advertising buck than its higher frequency competitors. The average number of readers per copy is 2.1 and 41% of **reason** subscribers save each issue.



Editorial

Politics

Fiercely independent, **reason** delivers a refreshing alternative to the dry, predictable, partisan commentary that so often emanates from Washington. **reason** explores how government actions on matters ranging from education and Social Security to tobacco and alcohol affect individual liberty and personal responsibility—and it examines why these principles are essential elements of a free, prosperous society.



Culture

Growing prosperity and technological advancement have spawned a new era of creativity in literature, music, art, and film, empowering individuals to bypass the traditional cultural establishment. **reason** explores the nexus of commerce, culture, and entertainment, and embraces the rich diversity of this creative boom.



Science

From genetically modified organisms to stem cell research to nanotechnology, never in history have scientific innovations shown such awesome potential to save lives and dramatically improve the quality of life for people around the globe. **reason** stands alone among public policy magazines in its understanding and impassioned defense of progress against forces on both the left and the right who push politics over science.



reason readers are loyal and dedicated

6.1 yrs

YEARS READING reason

2.1

READERS PER COPY

1.9 hrs

TIME SPENT READING EACH ISSUE

Our Readers

A politically active, influential, and independent audience

Wrote to an elected official

40%

Wrote to the editor of a magazine or newspaper

26%

Took an active part in some local civic issue

21%

Addressed a public meeting

16%

Wrote to or telephoned a radio or TV station

16%

Visited an elected official in person to express a point of view

12%

Actively worked for a political party/candidate

11%

Took one or more of the above actions

65%

**53% are neither
Democrats nor Republicans**



“reason is the most provocative journal of ideas in America today.” —HON. CHRISTOPHER COX

90%

READ REGULARLY

24%

PASS ISSUE TO SOMEONE ELSE

41%

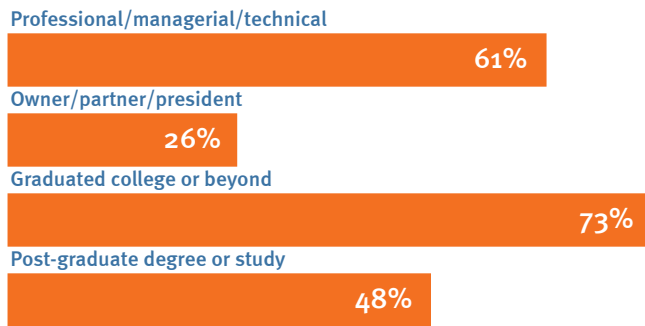
SAVE ENTIRE ISSUE

An affluent and educated audience

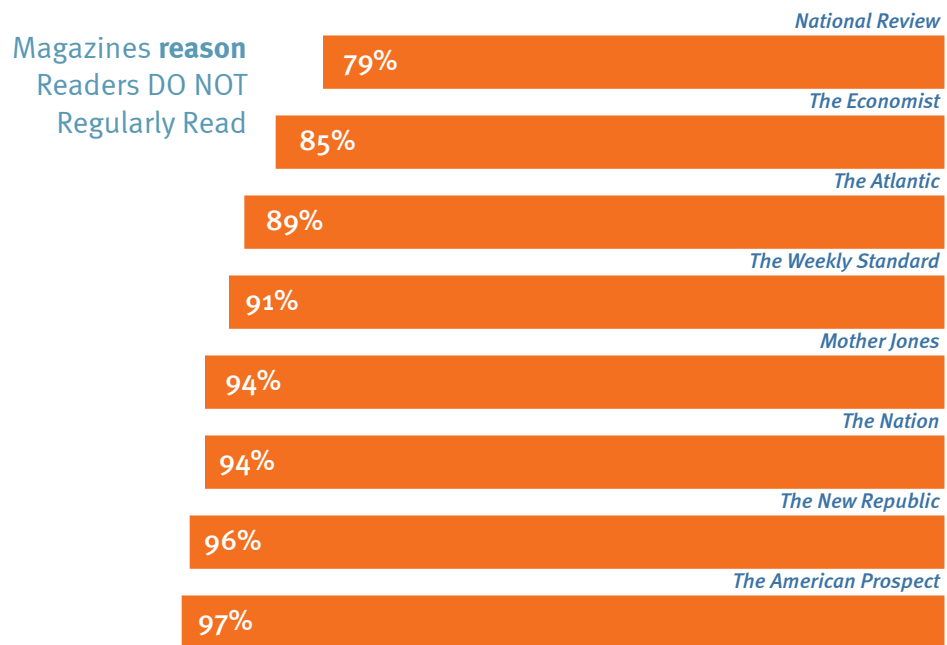
Household income (average): \$124,400

Net worth (average): \$1,040,200

Market value of investment portfolio: \$531,140



89% use the internet



You won't reach **reason's** politically active, affluent readers by advertising in other opinion magazines.

“reason likes to clobber myths, falsehoods, and misconceptions with a critical sledgehammer.”

—ARIZONA REPUBLIC

“Just when you thought magazines had gone soft, along comes reason every month with guts, brains, and excitement. I can’t live without it.”

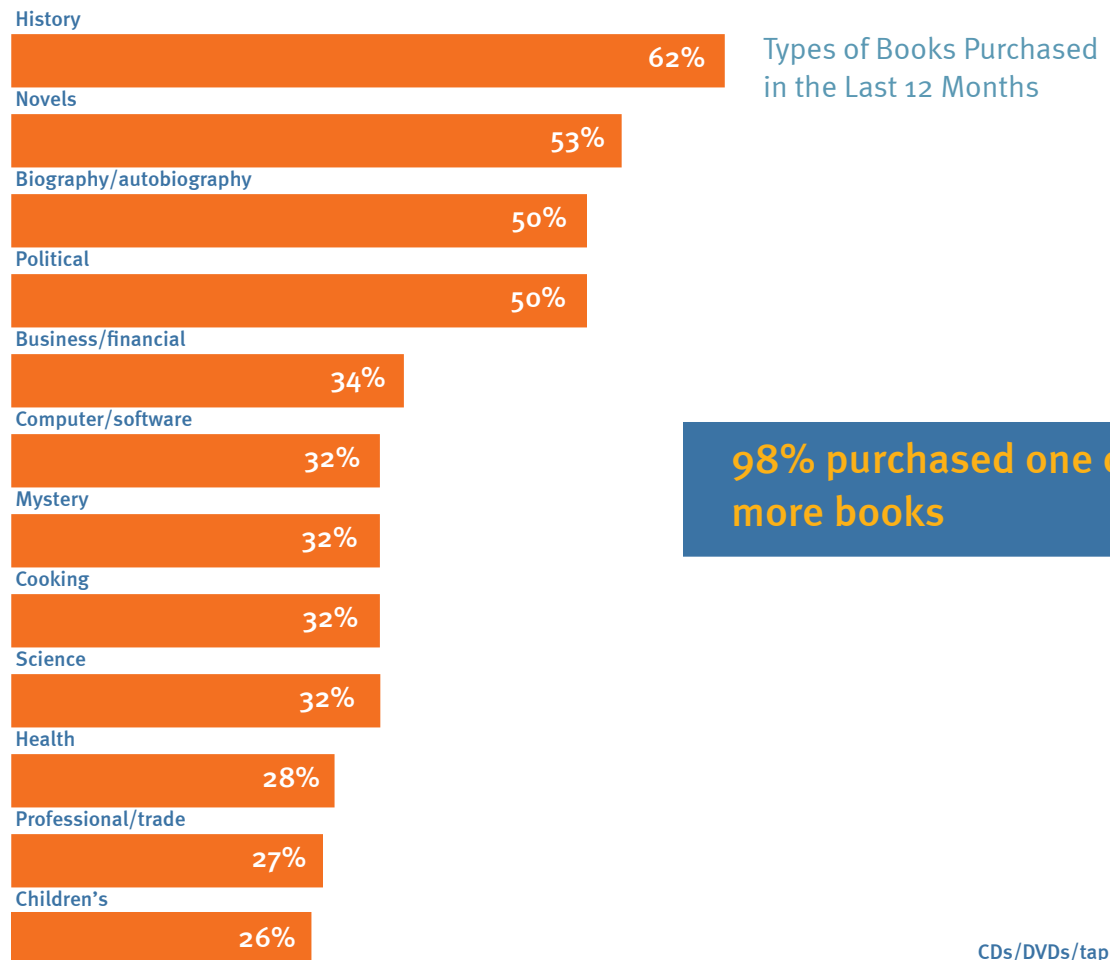
—JAMES K. GLASSMAN, NATIONAL COLUMNIST

A literary audience

Average number of books purchased in past year: 24

Average amount spent purchasing books: \$437

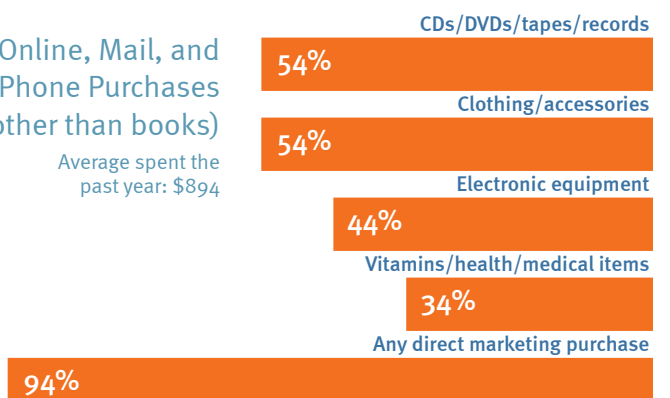
Currently belong to one or more book clubs: 26%



98% purchased one or more books

Online, Mail, and Phone Purchases (other than books)

Average spent the past year: \$894





reason readers give generously to charitable organizations

Political activism/research



Political campaign



Religious



Education



Social services/welfare



Arts/culture and humanities



Health

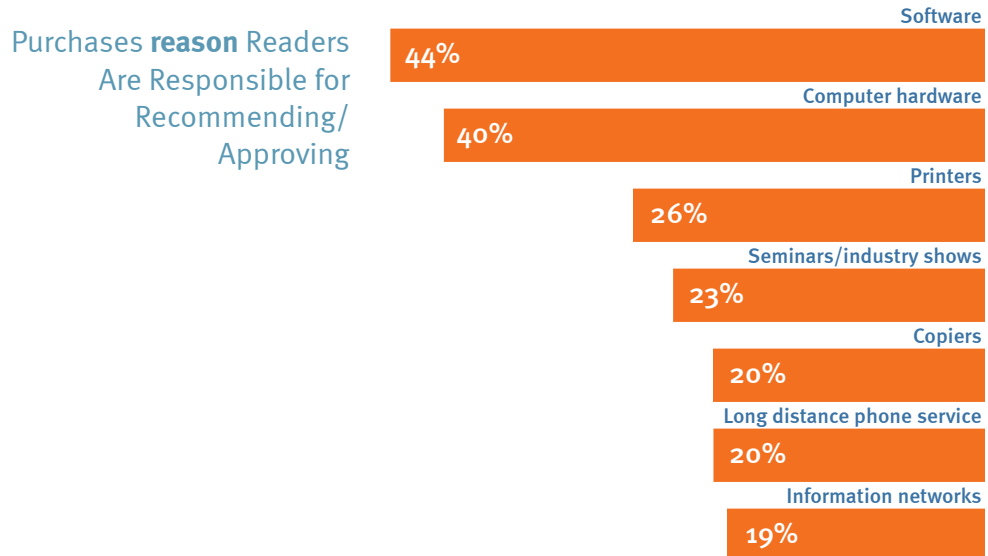


Environmental



91% have made one or more contributions

reason readers make buying decisions at work



Advertising Rates



2009 General Rates

FOUR COLOR	1X	3X	6X	11X
FULL PAGE	\$ 2,626	\$ 2,470	\$ 2,319	\$ 2,257
2/3 PAGE	\$ 1,747	\$ 1,544	\$ 1,446	\$ 1,362
1/2 PAGE	\$ 1,508	\$ 1,316	\$ 1,238	\$ 1,165
1/3 PAGE	\$ 1,217	\$ 879	\$ 827	\$ 780
COVER 4	\$ 3,318	\$ 3,016	\$ 2,834	\$ 2,662
COVER 2 or 3	\$ 3,151	\$ 2,860	\$ 2,678	\$ 2,532

BLACK & WHITE	1X	3X	6X	11X
FULL PAGE	\$ 1,992	\$ 1,872	\$ 1,752	\$ 1,654
2/3 PAGE	\$ 1,300	\$ 1,222	\$ 1,144	\$ 1,076
1/2 PAGE	\$ 1,113	\$ 1,040	\$ 978	\$ 920
1/3 PAGE	\$ 879	\$ 822	\$ 775	\$ 728
1/6 PAGE	\$ 585	\$ 547	\$ 516	\$ 485

2009 Production Schedule

COVER DATE	ORDER CLOSE	AD MATERIALS DUE	MAIL DATE
JANUARY	10/22	11/3	11/20
FEBRUARY	11/17	12/1	12/18
MARCH	12/19	1/5	1/22
APRIL	1/21	2/2	2/19
MAY	2/18	3/2	3/19
JUNE	3/25	4/6	4/23
JULY	4/22	5/4	5/21
AUG/SEPT	5/19	6/1	6/18
OCTOBER	7/22	8/3	8/20
NOVEMBER	8/19	8/31	9/17
DECEMBER	9/23	10/5	10/22

For advertising inquiries:

Burr Media Group
Joseph P. Whistler / 540-349-4042 / jwhistler@burrmediagroup.com
Ronald E. Burr / 703-893-3632 / rburr@burrmediagroup.com
www.reason.com/advertise/

8/21/2008

2009 Direct Response Rates

FOUR COLOR	1X	3X	6X	11X
FULL PAGE	\$ 1,752	\$ 1,648	\$ 1,534	\$ 1,456
2/3 PAGE	\$ 1,248	\$ 1,170	\$ 1,092	\$ 1,024
1/2 PAGE	\$ 1,066	\$ 1,004	\$ 936	\$ 900
1/3 PAGE	\$ 775	\$ 728	\$ 676	\$ 624
COVER 4	\$ 2,548	\$ 2,392	\$ 2,246	\$ 2,116
COVER 2 or 3	\$ 2,444	\$ 2,288	\$ 2,148	\$ 2,028

BLACK & WHITE	1X	3X	6X	11X
FULL PAGE	\$ 1,383	\$ 1,300	\$ 1,212	\$ 1,144
2/3 PAGE	\$ 983	\$ 920	\$ 863	\$ 806
1/2 PAGE	\$ 842	\$ 790	\$ 744	\$ 702
1/3 PAGE	\$ 608	\$ 572	\$ 536	\$ 494
1/6 PAGE	\$ 405	\$ 381	\$ 357	\$ 329

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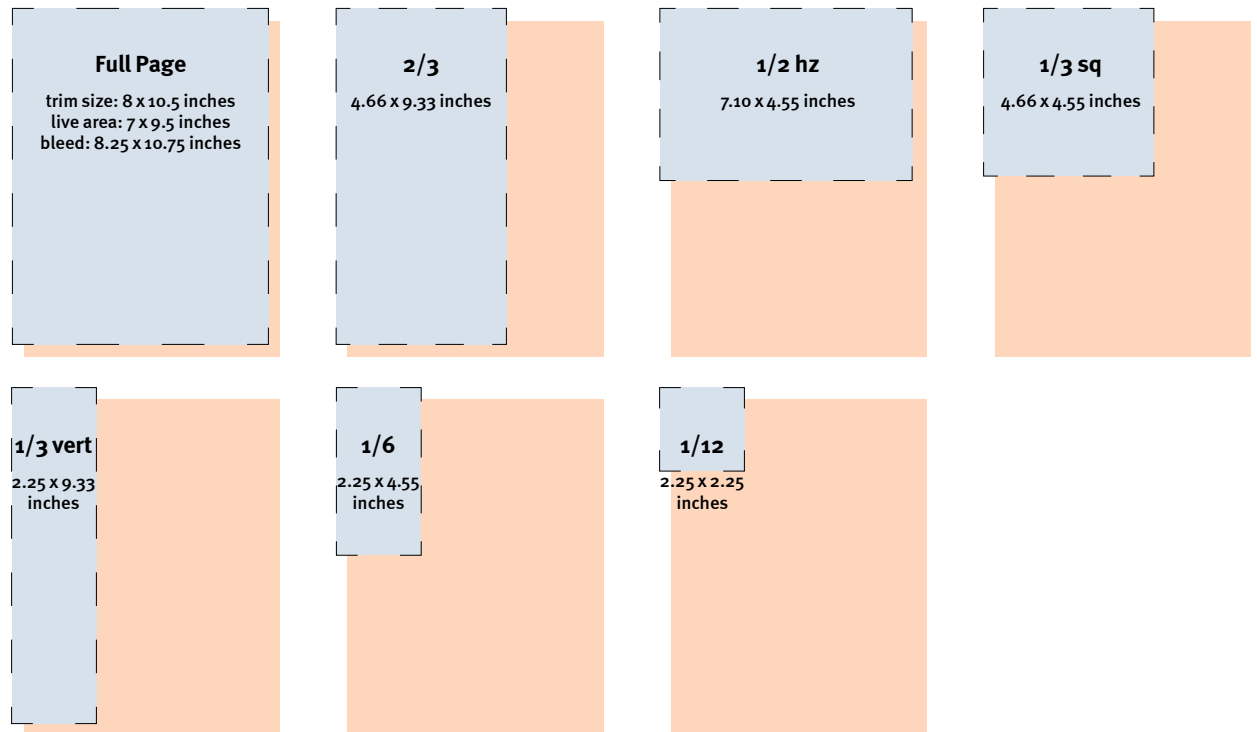
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8/21/2008

Advertising Specifications

Advertising Dimensions



Mechanical Requirements

General Policy: Four color (CMYK) process, SWOP (specifications web offset publications) standards apply.

Acceptable Materials: PDF/X-1a:2003 is preferred and **reason** strongly encourages submission of this type of PDF. If an advertiser is not capable of making an X-1a compliant PDF, a high-resolution or press quality PDF with all fonts embedded, while less desirable, is also acceptable.

PDFs: Prior to making the PDF, all files 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.

Proofs: **reason** cannot be responsible for accurate reproduction of four-color ads unless accompanied by a 3M matchprint, chromalin, pressmatch or equivalent proof. Laser proofs are acceptable for black-and-white ads.

Bleeds: Full-page bleeds only. Material must extend 1/8 inch beyond final trim size (8 x 10.5 inches). Vital parts of advertisements must be kept at least 1/2 inch within final trim size.

Publisher Service Charges: Ads that do not meet the above specifications may be altered at the discretion of the publisher.

Send Materials To:
RBurr@BurrMediaGroup.com

Or call for FTP site information
Ronald Burr
Burr Media Group
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 and will not accept responsibility for errors in requested copy changes.

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 accepted 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.



Advertising Sales

Burr Media Group

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