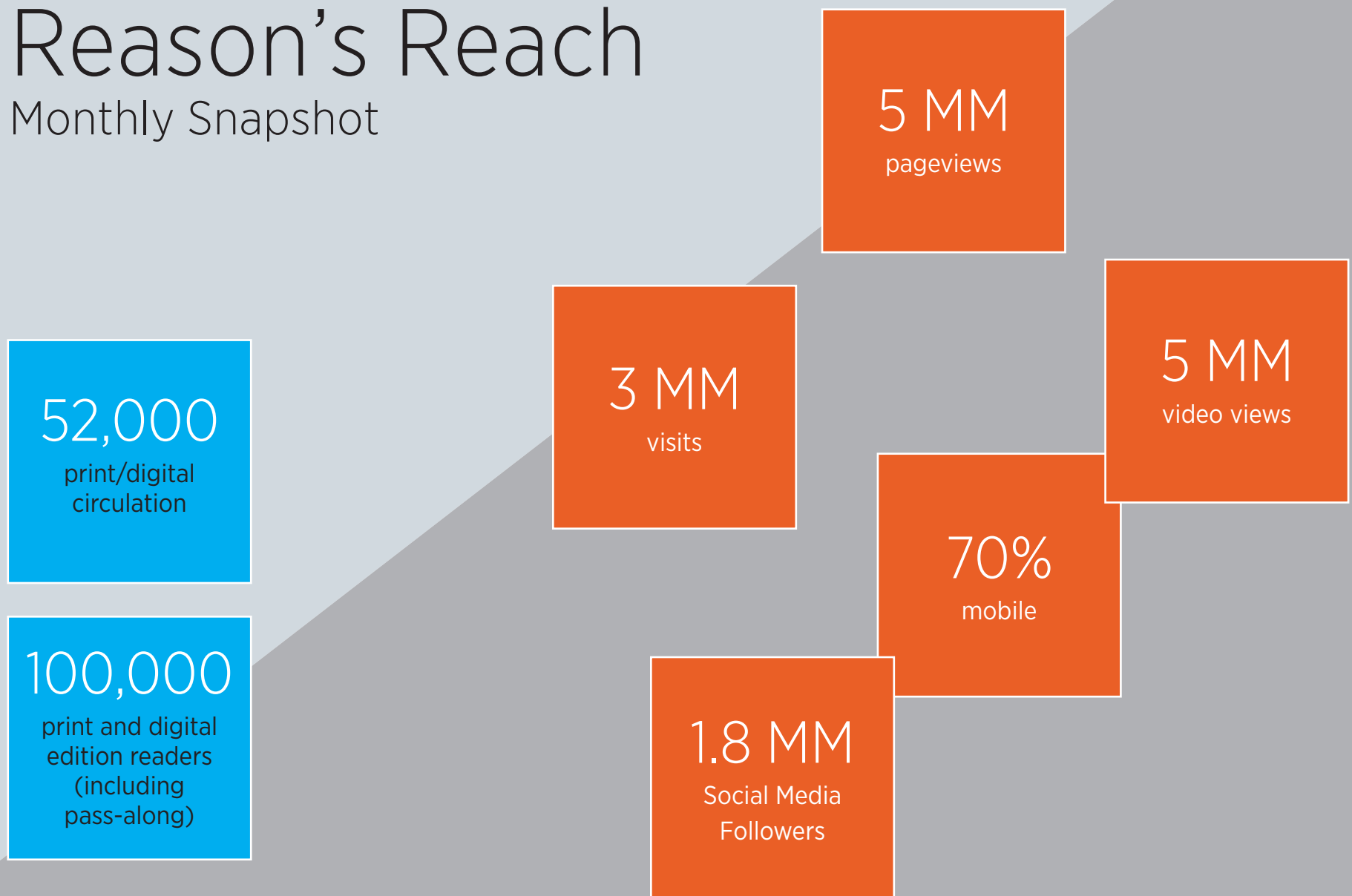


# Reason's Reach

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

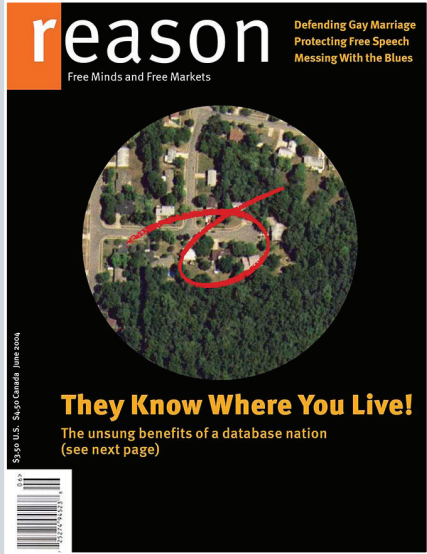
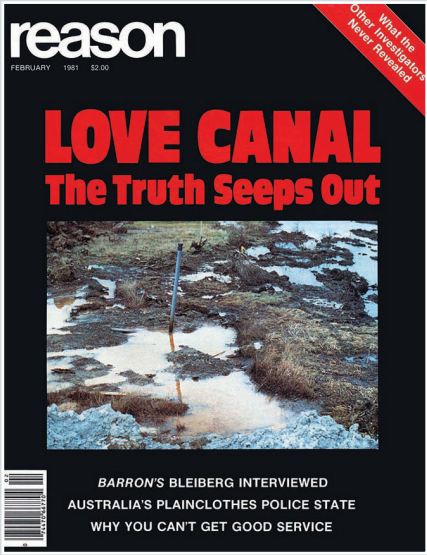
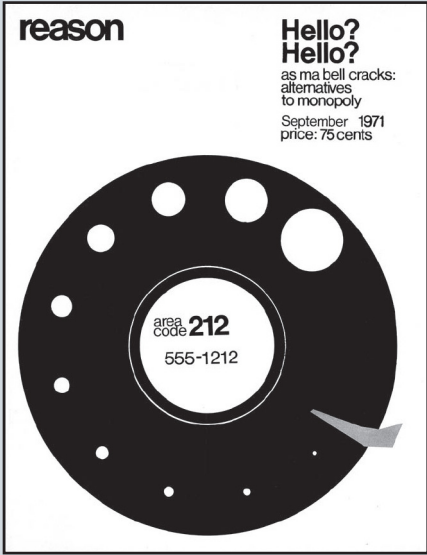
Webby Award honoree

“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%**

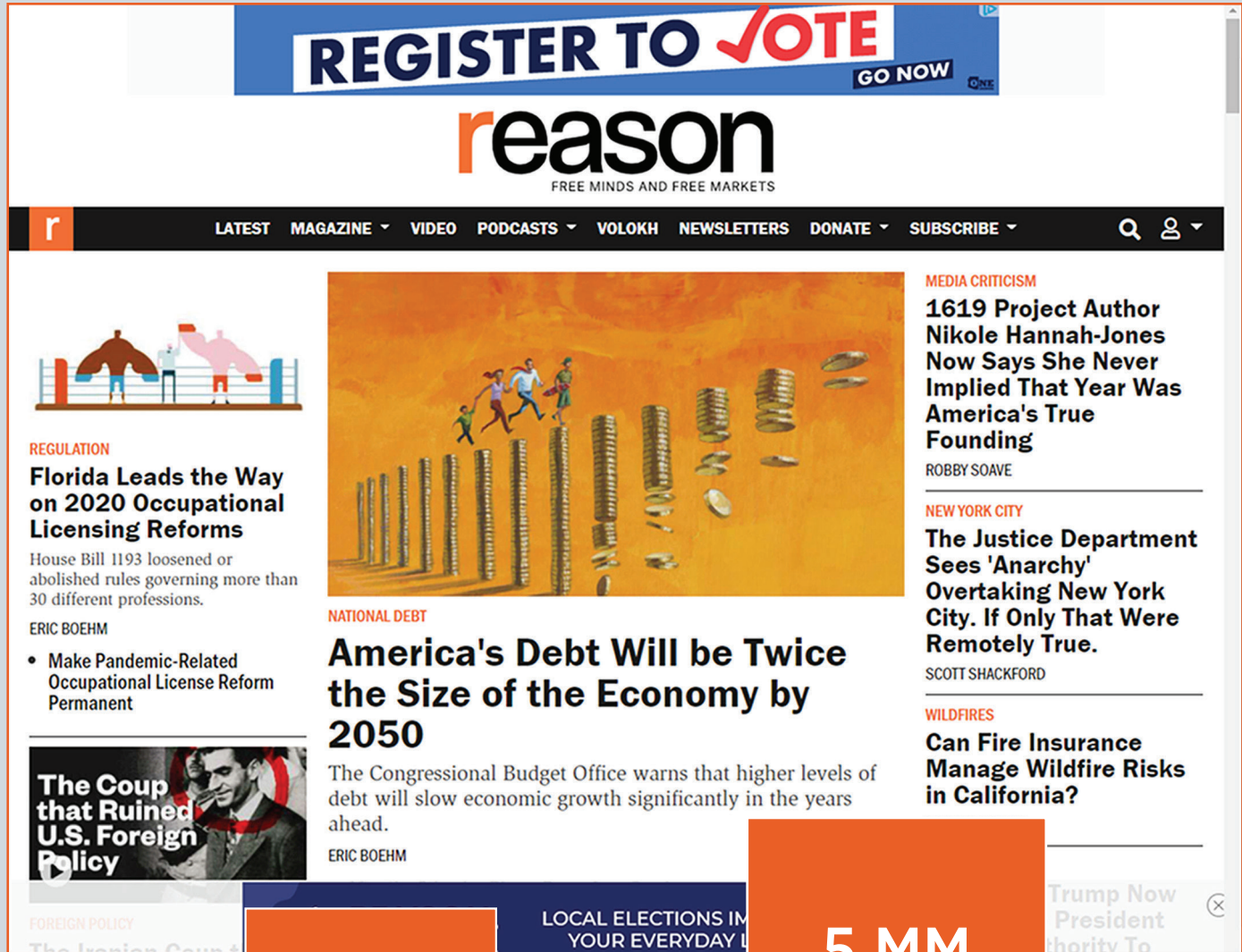
own rare coins or  
stamps

## 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 MM**  
monthly visits

**5 MM**  
pageviews



**1.8 MM**  
social followers

**70%**  
mobile

**5 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)

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
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 Close	Ad Material Due	Mail 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

**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.

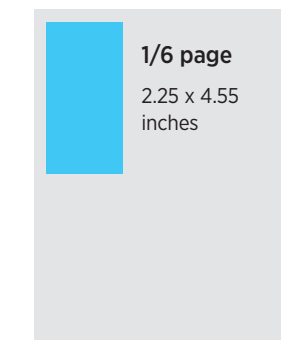
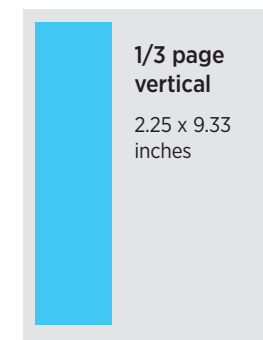
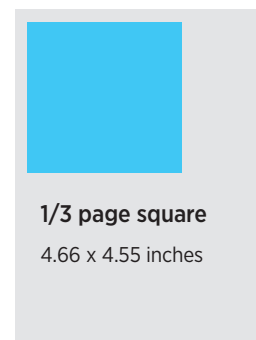
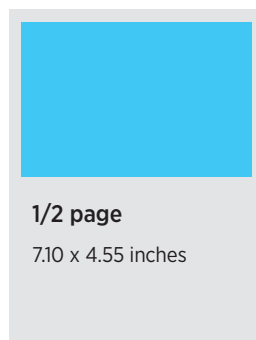
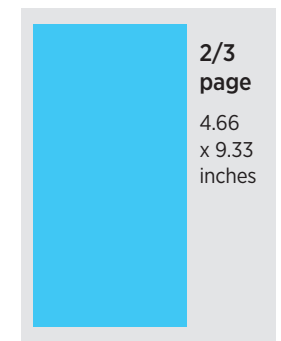
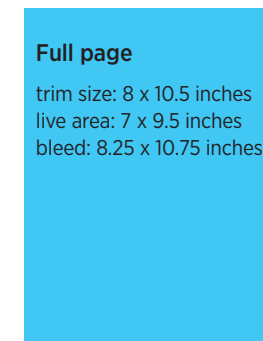
**Discount Advertisements:** Advertisers who do not complete a committed schedule will be rebilled at the appropriate higher rate. Credits earned through increased frequency

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.

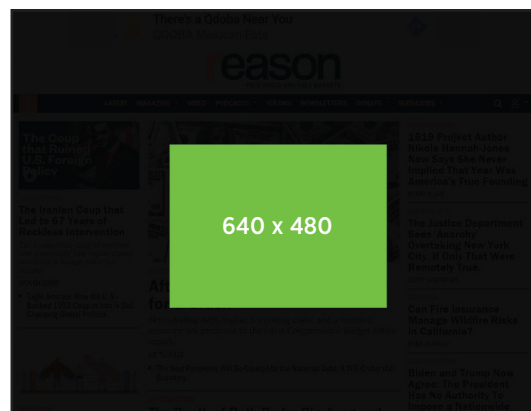
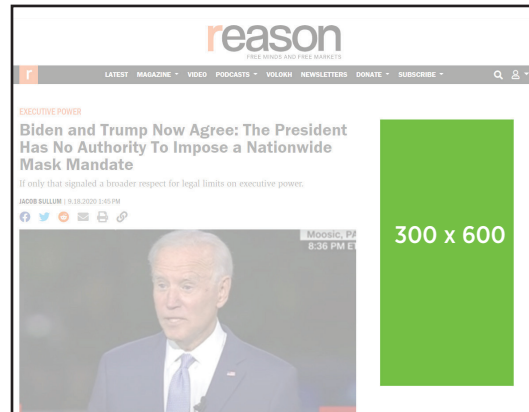
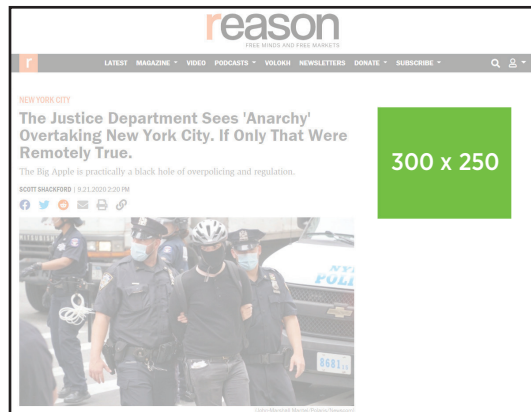
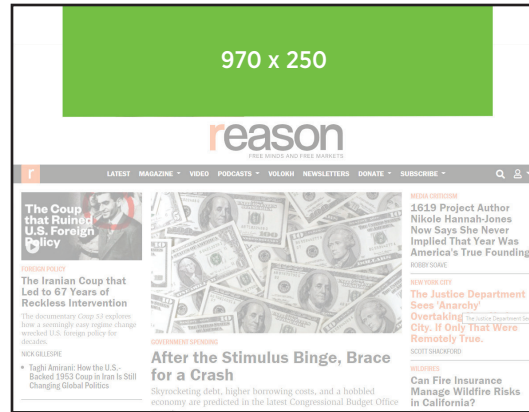
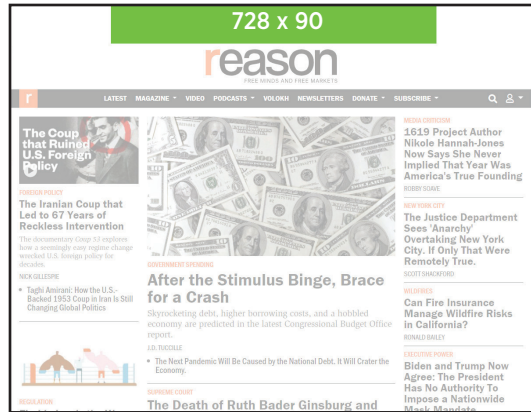
**Payment:** Payments are due within 30 days of the invoice date.

**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

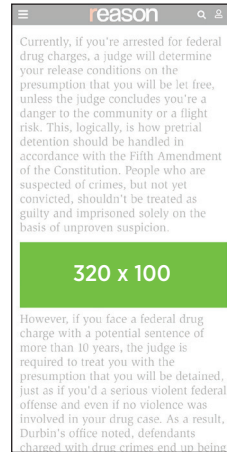
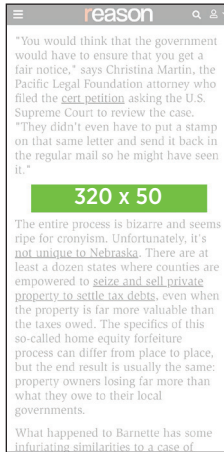
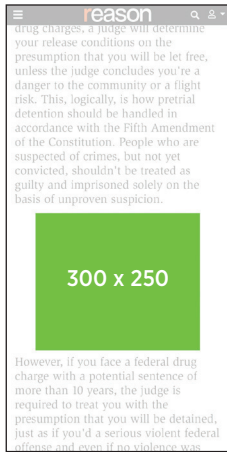
Website Advertising	Size	CPM*	Placement
Top leaderboard	728 x 90	\$10	Home page
Top billboard	970 x 250	\$20	Home page
Top right column medium rectangle	300 x 250	\$10	Article pages
Top right column wide skyscraper	300 x 600	\$15	Article pages
Skyscraper	160 x 600	\$10	Run of site
Interstitial	640 x 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			

**CONTINUED ON NEXT PAGE**

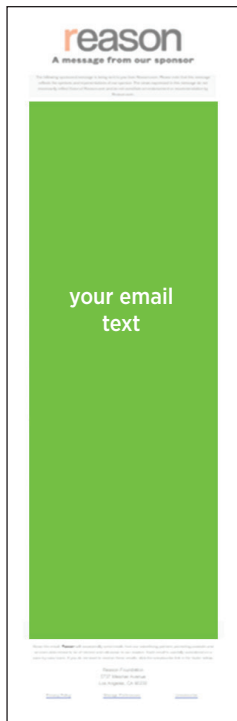


# Digital Advertising with Reason (cont.)

## 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	CPM*	Frequency
Dedicated email	\$35	Weekly
Newsletter sponsorship text ads	\$10	Daily

Podcast Advertising	Options
:30 and :60 available. Call for rates.	

\* Cost per 1,000 advertising impressions

## For more information please contact:

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