

reason

Free Minds and Free Markets

Advertising Guide 2003



“**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

“**reason** magazine has been like a breath of intellectual fresh air in a polluted atmosphere.”

—MILTON FRIEDMAN, NOBEL LAUREATE IN ECONOMICS

Why Advertise in reason?

Reputation

Founded in 1968, **reason** has staked out a special position among “think” 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.

Growth

While circulation is stagnant or declining for most magazines in its category, **reason**'s readership has continued growing steadily—now to over 60,000, a 62% increase during the past ten years. Traffic to **reason**'s Web site, reason.com, tripled from 2000 to 2001 and is now approximately 1,000,000 page views per month.

Desirable Readership

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

\$1,063,280 average net worth

\$342 average spent on books last year

50.5% donated to a political organization in the past 12 months

\$582 average spent on phone/mail order annually

40.8% wrote an elected official last year

91.2% 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 2.44 and nearly half 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

55,000

AUDITED CIRCULATION

2.44

READERS PER COPY

134,200

TOTAL READERSHIP

Our Readers

A politically active, influential, and independent audience

Contributed to a political activist/research organization

50.5%

Contributed to a political campaign

42.7%

Wrote to an elected official about some matter

40.8%

Wrote to the editor of a magazine or newspaper

32.3%

Addressed a public meeting

23.3%

Took an active part in some local civic issue

20.4%

Wrote to or telephoned a radio or television station

18.9%

Actively worked for a political party/candidate

16.8%

Personally visited an elected official to express a point of view

16.3%

45% are neither
Democrats nor Republicans

Reach among “Influentials”

reason currently reaches over 8,500 subscribers and newsstand buyers in the greater Washington area. This highly influential audience includes all 535 members of Congress, over 500

federal government officials, all major media personalities, and more than 1,500 representatives of trade associations, interest groups, and company Washington offices.

Over 6,000 copies of **reason** circulate among executives each month on Delta, Continental, and US Airways shuttle flights between Washington and New York City.

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

86.5%

READ REGULARLY

1.1 hrs.

TIME SPENT READING EACH ISSUE

70%

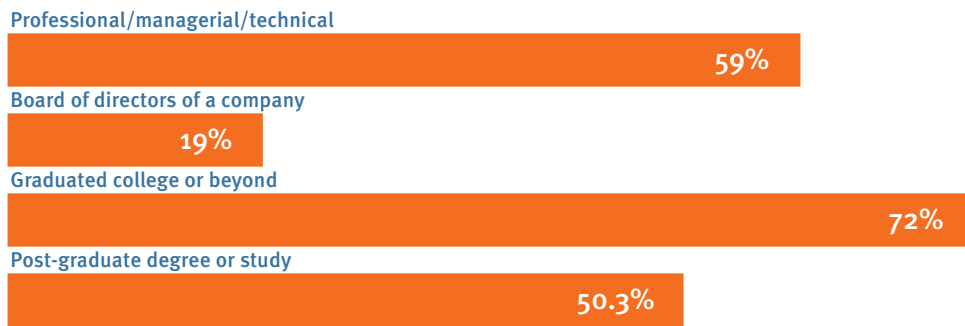
RENEWAL RATE

An affluent and educated audience

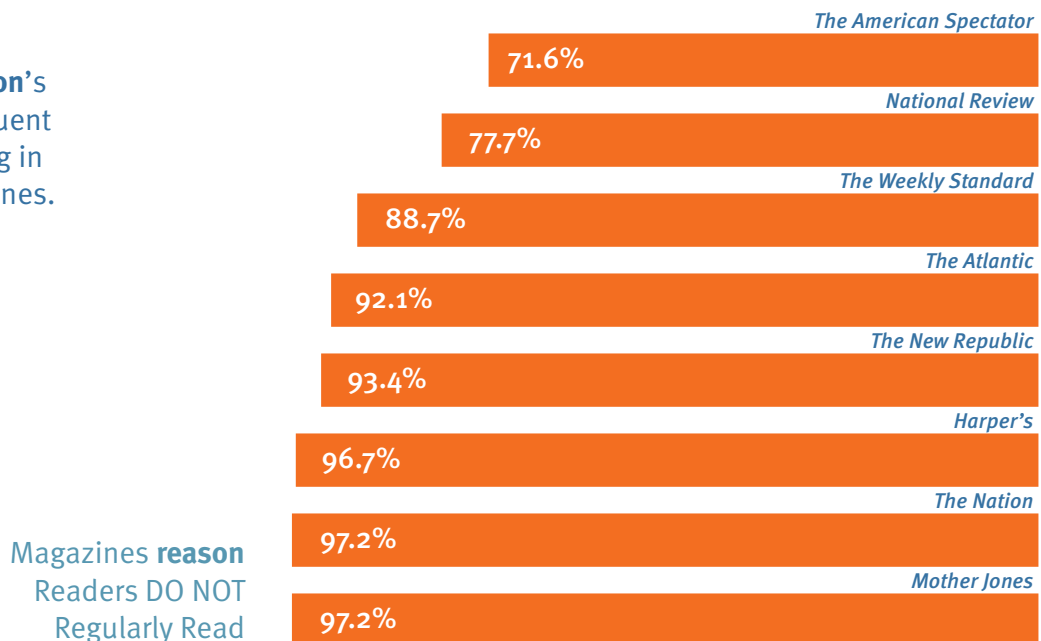
Household income (average): \$107,930

Net worth (average): \$1,063,280

Market value of portfolio: \$329,330



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

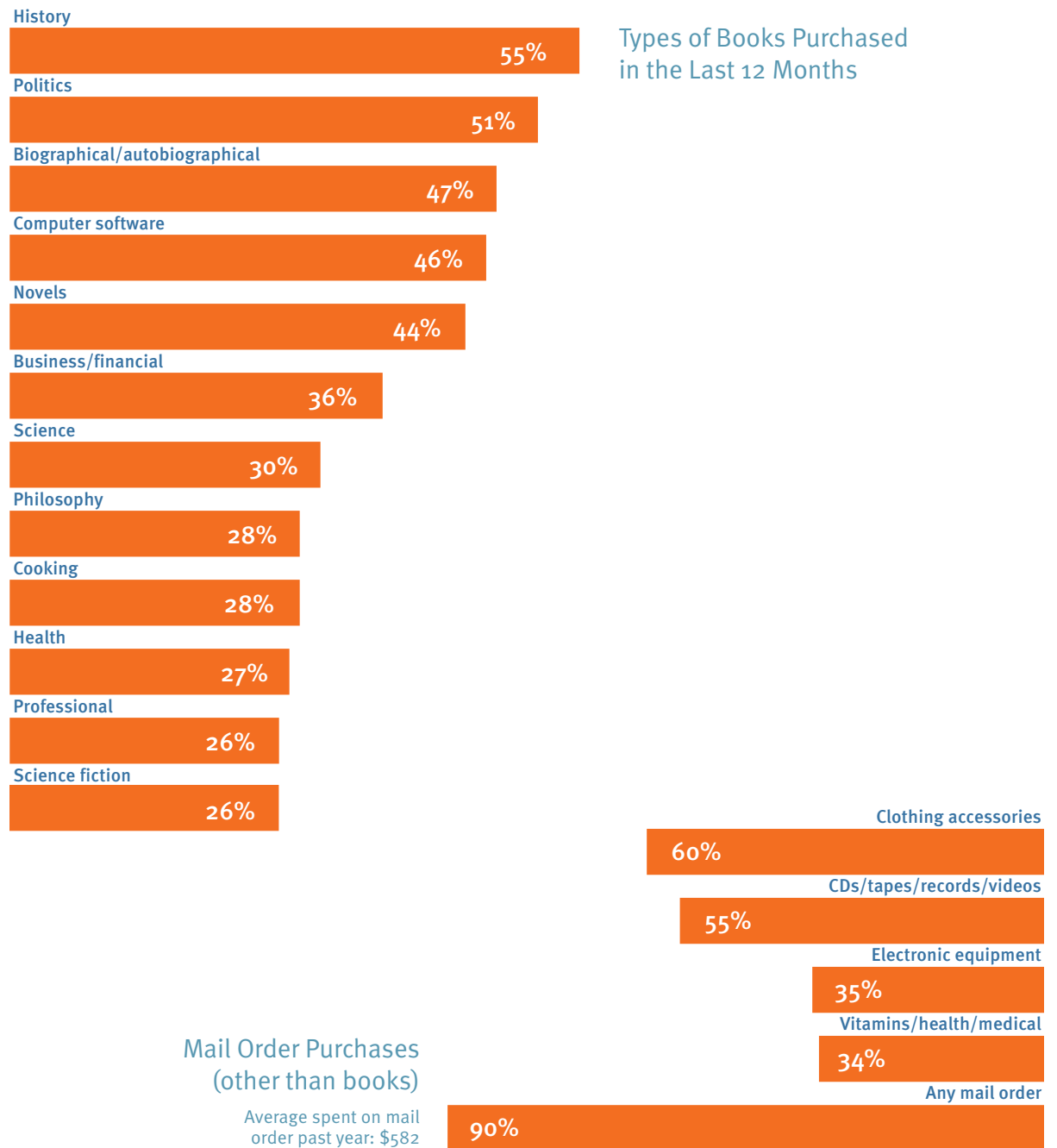
A literary audience

Average number of books purchased in past year: 14.8

Average amount spent purchasing books: \$342

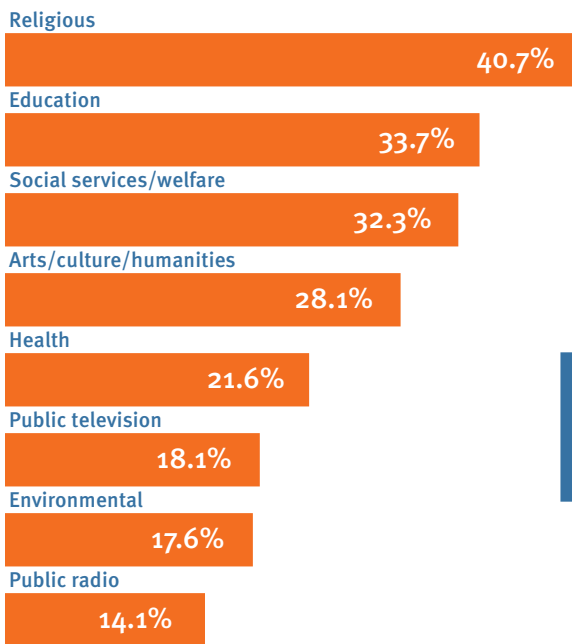
Currently belong to book club: 75.4%

Purchased books by mail or phone: 66.6%



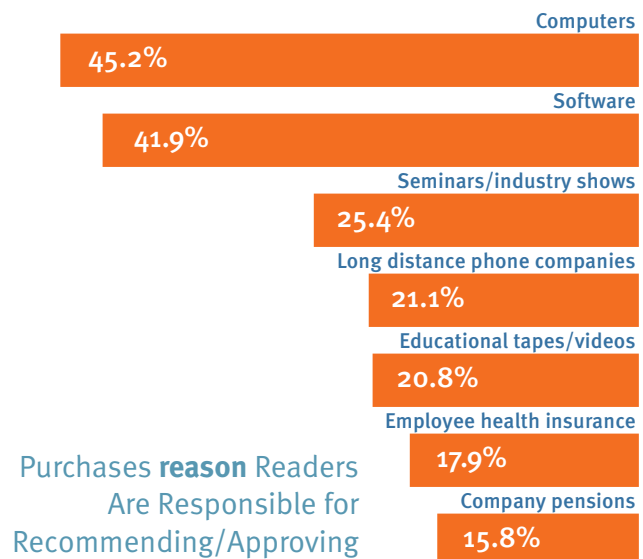


reason readers give generously to charitable organizations

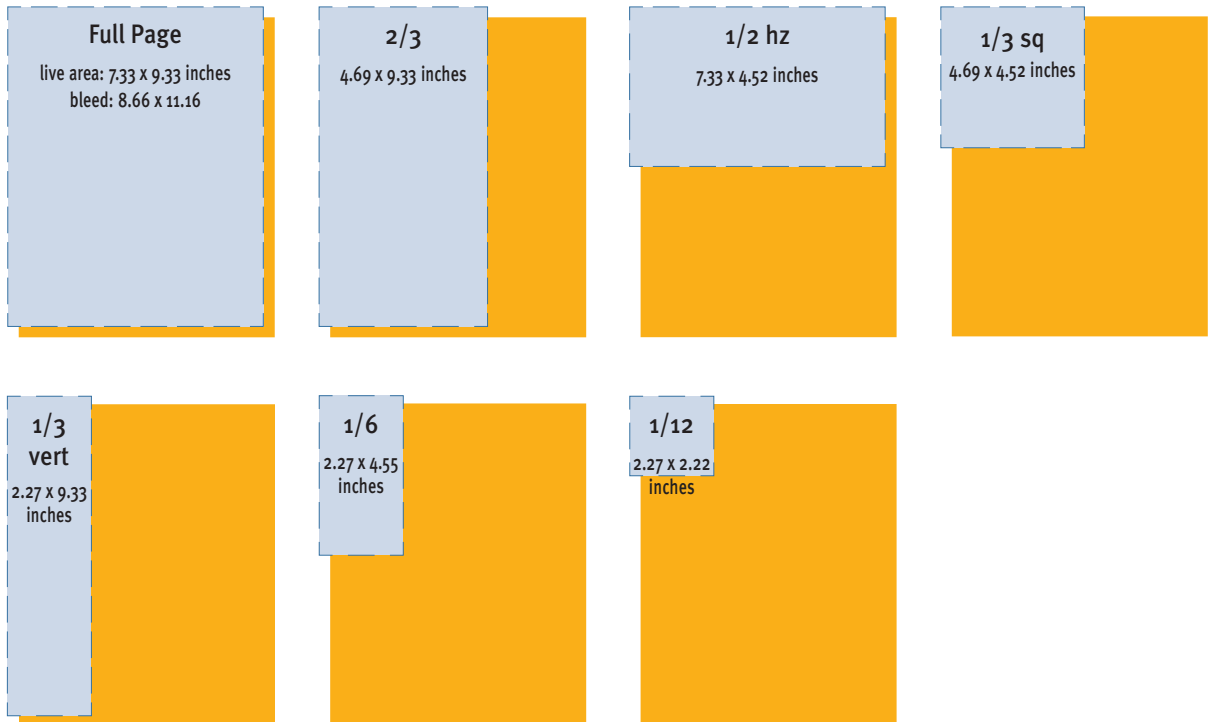


13% are on the boards of directors of cultural organizations

reason readers make buying decisions at work



Advertising Dimensions



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 Agreements: 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-percent 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.

Please send ad materials to:
Mike Alissi, 1540 Paradise Ave, Hamden, CT 06514, 203-407-0114

Mechanical Requirements

General Policy: Follow AAAA-MPA standard specifications for advertising reproduction material for offset web printing.

Acceptable Materials: Digital, with all fonts and graphics included. Acceptable formats: Quark, PageMaker, InDesign, Illustrator, Photoshop, Microsoft Word (Macintosh or PC). Black and white ads must be accompanied by 2 black and white proofs for positioning; 4/C ads must be accompanied by 2 digital color proofs or matchprints. Acceptable media: floppy disk, Zip disk, CD.

Bleeds: Full-page bleeds only. Material must extend 1/4 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 will be altered at the discretion of the publisher. Codes will be stripped in at no charge to advertiser. Except for codes, no typesetting service is available.



Advertising Sales

Burr Media Group

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