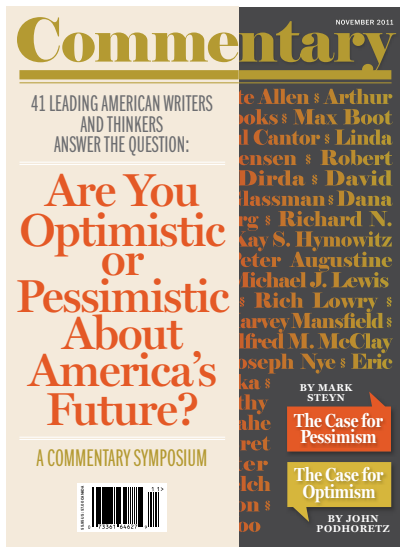


# Commentary

MEDIA KIT  
2012

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AMERICA'S PREMIER MONTHLY  
MAGAZINE OF OPINION



**“It’s more than a magazine.  
It’s an achievement.  
Commentary is, simply,  
the gold standard.”**

—William Kristol

**Commentary.** A major force in American life and letters since 1945.

**Commentary.** Called “America’s most consequential journal of ideas” by the *Washington Post*, with a readership that ranges from presidents of the United States (both Republican and Democrat) to CEOs of Fortune 500 companies, from religious leaders to deans of universities.

**Commentary.** And now with the fastest-growing website in its category. Together, the magazine and the website have engaged several large, interrelated questions: the fate of democracy and of democratic ideas in a world threatened by totalitarian ideologies; the state of American and Western security; the future of the Jews, Judaism, and Jewish culture in Israel, the United States, and around the world; and the preservation of high culture in an age of political correctness and the collapse of critical standards.

This is what columnist and bestselling author David Brooks has to say:

**“Commentary** has long been one of the foundation stones of American political and Jewish thought. It remains that today, but now has added a website that has become essential reading for anyone interested in national affairs. *Commentary* is now double-barreled.”

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**PAID CIRCULATION:**

26,000

**FREQUENCY:**

11 times a year;  
Combined July-August issue

**EDITORIAL &**

**BUSINESS OFFICES**

561 Seventh Avenue  
16th Floor  
New York, NY 10018  
212-891-1400  
Fax: 212-891-6700

**EDITOR:**

John Podhoretz

**PUBLISHER &**

**AD SALES**

Carol Moskot  
cmoskot@commentary  
magazine.com

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**Commentary**  
COMMENTARYMAGAZINE.COM

## SUBSCRIBER PROFILE



# Commentary's Audience Is Networked and Influential.

### PRINT CIRCULATION

26,000

Online: 250,000 unique visitors each month

### AFFLUENT

Average net worth, in-book/online: \$2 million/\$13 million

Average HHI, in-book/online: \$230,200/\$208,000

### ACTIVE

In the past 12 months...

**88 percent** said reading was an interest/activity

**83 percent** purchased products online

**81 percent** took 1 or more domestic trips for pleasure

**44 percent** wrote to an editor or a publisher

**42 percent** contributed to a political candidate or cause

### LOOK TO COMMENTARY FOR INFORMATION

**92 percent** of readers say that *Commentary* is on the cutting edge of the policy debate

**88 percent** say that *Commentary* influences their opinion about issues

**74 percent** say *Commentary* helps them make decisions

**55 percent** find the advertising helpful

Source: 2001 Commentary Subscriber Survey

**Commentary**  
COMMENTARYMAGAZINE.COM

## COMMENTARY: READER INSIGHT



# Commentary Magazine Subscribers Are Affluent.

### AGE

|         |    |
|---------|----|
| Average | 55 |
| Median  | 59 |

### INDIVIDUAL EMPLOYMENT INCOME

|            |           |
|------------|-----------|
| Average    | \$188,600 |
| Median     | \$90,300  |
| 38 percent | \$100,000 |

### NET WORTH

|            |              |
|------------|--------------|
| Average    | \$2,008,000  |
| Median     | \$792,900    |
| 54 percent | \$500,000+   |
| 35 percent | \$1 million+ |
| 10 percent | \$5 million+ |

### HOUSEHOLD INCOME

|            |           |
|------------|-----------|
| Average    | \$230,200 |
| Median     | \$118,300 |
| 49 percent | \$100,000 |

### INVESTMENT PORTFOLIO

|            |              |
|------------|--------------|
| Average    | \$1,152,200  |
| Median     | \$375,000    |
| 25 percent | \$1 million+ |

### HOUSEHOLD OWNS

|                        |            |
|------------------------|------------|
| Common/preferred stock | 69 percent |
| Mutual funds           | 68 percent |
| Money market funds     | 53 percent |

ADVERTISING RATES  
AND INFORMATION

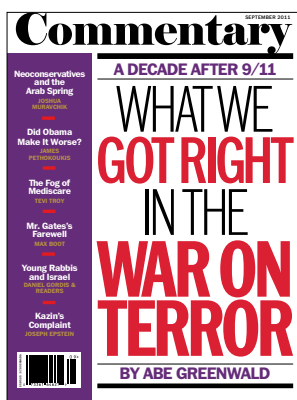
# Advertising Rates



| GENERAL RATES    | BLACK & WHITE | FOUR COLOR |
|------------------|---------------|------------|
| Full Page        | \$3,430       | \$5,100    |
| 2/3 page         | \$2,700       | X          |
| 1/2 page         | \$2,100       | X          |
| 1/3 page         | \$1,590       | X          |
| 2nd or 3rd cover | X             | \$5,490    |
| 4th cover        | X             | \$5,900    |



| PUBLISHER'S RATES | BLACK & WHITE | FOUR COLOR |
|-------------------|---------------|------------|
| Full Page         | \$2,185       | \$4,700    |
| 2/3 page          | \$1,700       | X          |
| 1/2 page          | \$1,375       | X          |
| 1/3 page          | \$1,030       | X          |
| 1/4 page          | \$975         | X          |
| 1/6 page          | \$675         | X          |
| 1/8 page          | \$575         | X          |



**BLEED:** No additional charge.  
**RATE CHANGES:** *Commentary* reserves the right to change its advertising rates at any time.  
**SPACE DISCOUNTS:** 6 times, 10 percent; 12 times, 15 percent  
**TERMS:** Commissions of 15 percent to all recognized agencies. Cash discounts of 2 percent to all recognized agencies. Advertising bills rendered on first of the month of issue.  
**CLOSING DATES:** Insertion orders are due on the 20th of the month, two months before the issue date. Art is due one week later: that is, for the March issue, insertion orders are due on Jan. 20, and art is due on Jan. 27.

**ADVERTISING SALES MANAGER:**  
 Carol Moskot  
[cmoskot@commentarymagazine.com](mailto:cmoskot@commentarymagazine.com)

## 2012 AD SPECS: PRINT EDITION

# Submission Requirements

## DIMENSIONS

### COVER AND FULL PAGE

Full Page

Full Page Bleed

### WIDTH X HEIGHT

7" x 9 - 3/4"

8 - 1/4" x 11"

### FRACTIONAL

2/3 page vertical

1/2 page vertical

1/2 page horizontal

1/3 page vertical

2/3 page square

1/4 page square

1/6 page

1/9 page

4 - 1/8" x 8 - 3/4"

3" x 8 - 3/4"

6 - 1/4" x 4 - 1/4"

1 - 15/16" x 8 - 3/4"

4 - 1/8" x 4 - 1/4"

3" x 4 - 1/4"

1 - 15/16" x 4 - 1/4"

1 - 15/16" x 3 - 1/8"

### PUBLICATION TRIM SIZE

7 - 3/4" x 10 - 1/2"

### DIGITAL FILE PREPARATION

- Layouts should be designed when possible so that ad can be positioned on either right- or left-hand pages.
- Send **press-optimized PDF** file only. All fonts and images must be embedded. Images must be at least 300 dpi.
- All colors within an ad have to be CMYK (no RGB or spot colors).
- Check to be sure grayscale images or logos do not separate as CMYK, RGB, or spot colors.
- We cannot be held responsible for color accuracy if contact color proof is not provided. Please submit a 100 percent color proof, such as an Imation Digital Match Print, Kodak Approval, or a previously printed tear sheet.
- No longer accepted: negatives, film, or files that have not been converted to PDF.

### HALFTONE SCREEN

- 150-line screen recommended.
- Bleed sizes are figured to allow 1/4-inch trim on all sides.

### PRINTING PROCESS

- Web-fed offset, perfect binding.

### PAPER STOCK

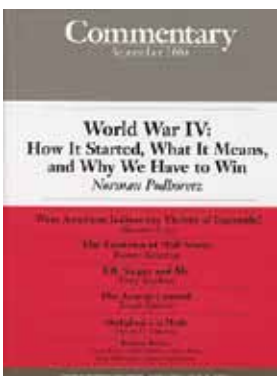
*Inside pages:* 60-pound matte text. *Covers:* 120-pound matte cover

### SHIPPING ADDRESS

561 Seventh Avenue, 16th Fl., New York, NY 10018 Phone: 212-891-1400

### FOR TECHNICAL AND PRODUCTION DETAILS, CONTACT:

Carol Moskot, Publisher. Phone: 212-891-1398, [cmoskot@commentarymagazine.com](mailto:cmoskot@commentarymagazine.com)



# Online Specs and Rates

## Leaderboard

728x90 GIF, JPEG, or Flash.  
45k (maximum) file size.  
Displayed throughout the site in the top position just below the masthead.  
**Rate:** USD \$1,000/month.

## Ad Button

160x200 GIF, JPEG, or Flash.  
25k (maximum) file size.  
Displayed throughout the site.  
**Rate:** USD\$600/month.

## Small Ad Button

160x100 GIF, JPEG, or Flash.  
25k (maximum) file size.  
Displayed throughout the site.  
**Rate:** USD\$400/month.

## Skyscraper

160x600 GIF, JPEG, or Flash.  
40k (maximum) file size.  
Displayed throughout the site.  
**Rate:** USD\$900/month.

## Full Banner (center)

468x60 GIF, JPEG, or Flash.  
20k (maximum) file size.  
Displayed throughout the site.  
**Rate:** USD\$400/month.

## Half Banner (center)

234x60 GIF, JPEG, or Flash.  
20k (maximum) file size.  
Displayed throughout the site.  
**Rate:** USD\$300/month.

## Blog Leaderboard

468x60 GIF, JPEG, or Flash.  
45k (maximum) file size.  
Displayed throughout the site in the top position just below *Commentary's* blog Contentions masthead.  
**Rate:** USD\$600/month.

## E-Newsletter Ad

185 x 60. GIF, JPEG, or Flash.  
20k (maximum) file size.  
Goes out monthly to 3,000 subscribers.  
**Rate:** USD\$500/month.

## Text Links

Maximum 55 characters with spaces included.  
Displayed in the 'Advertisers Links' areas throughout the site.  
**Rate:** USD\$100 per text link/month.  
Text link boxes are available per month and can accommodate up to 15 links.  
Call or e-mail for rates:  
bohanlon@commentarymagazine.com

## ADDITIONAL SPECS

- No expanding, floating, pop-up, or in-stream ads.
- 30-second animation (maximum).
- Ad with white background must have a 1-pixel border (minimum).
- ALT tags may contain up to 50 characters (including spaces).
- Sound must be user-initiated (on-click) with clearly identified play and stop controls.
- Maximum file size/loops: 30k max (Flash), 20k max (standard), 3 loops max, 15 seconds animation max.
- A default GIF must be provided for users without Flash or JavaScript.
- All public policy, advocacy, political, or candidate advertising must be clearly identified on every frame.
- Custom arrangements may be available upon request and are subject to a premium. All ad space is sold on a first-come, first-served basis.

## CONTENT OF ADVERTISEMENTS

- Advertising should not contain material that *Commentarymagazine.com* considers to constitute or promote discrimination. No adult material, gambling, or tobacco advertising will be accepted.
- *Commentarymagazine.com* reserves the right to reject or cancel any advertising at any time. Ad positions may rotate several advertising messages.

## RATE CHANGES

*Commentarymagazine.com* reserves the right to change its advertising rates at any time.

## SPACE RESERVATION

We require a letter from the advertiser or agent, ordering the advertising at least three days before the advertising is scheduled to run.

# Advertising Calendar

| <b>ISSUE<br/>DATE</b> | <b>ORDER<br/>DUE</b> | <b>MATERIAL<br/>DUE</b> | <b>ISSUE<br/>ON SALE</b> |
|-----------------------|----------------------|-------------------------|--------------------------|
| January               | 11/21                | 11/28                   | 1/2                      |
| February              | 12/19                | 12/26                   | 2/6                      |
| March                 | 1/23                 | 1/30                    | 3/5                      |
| April                 | 2/20                 | 2/27                    | 4/2                      |
| May                   | 3/19                 | 3/26                    | 5/7                      |
| June                  | 4/23                 | 4/30                    | 6/4                      |
| July/August           | 5/21                 | 5/28                    | 7/2                      |
| September             | 7/23                 | 7/30                    | 9/3                      |
| October               | 8/17                 | 8/30                    | 10/1                     |
| November              | 9/22                 | 9/29                    | 11/5                     |
| December              | 10/19                | 10/26                   | 12/3                     |