“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.”
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
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

### General Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Black &amp; White</th>
<th>Four Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,430</td>
<td>$5,100</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,700</td>
<td>X</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,100</td>
<td>X</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,590</td>
<td>X</td>
</tr>
<tr>
<td>2nd or 3rd cover</td>
<td>X</td>
<td>$5,490</td>
</tr>
<tr>
<td>4th cover</td>
<td>X</td>
<td>$5,900</td>
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### Publisher's Rates

<table>
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<tr>
<th>Format</th>
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<th>Four Color</th>
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<td>$2,185</td>
<td>$4,700</td>
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<tr>
<td>2/3 page</td>
<td>$1,700</td>
<td>$3,400</td>
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<tr>
<td>1/2 page</td>
<td>$1,375</td>
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<td>1/3 page</td>
<td>$1,030</td>
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<td>1/4 page</td>
<td>$975</td>
<td>$1,950</td>
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<tr>
<td>1/6 page</td>
<td>$675</td>
<td>$1,350</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$575</td>
<td>$1,150</td>
</tr>
</tbody>
</table>

**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. 21, and art is due on Jan. 28.

**Advertising Sales Manager:**
Carol Moskot
cmoskot@commentarymagazine.com
Submission Requirements

DIMENSIONS

COVER AND FULL PAGE  WIDTH X HEIGHT
Full Page 7” x 9 - 3/4”
Full Page Bleed 8 - 1/4” x 11”

FRACTIONAL
2/3 page vertical 4 - 1/8” x 8 - 3/4”
1/2 page horizontal 6 - 1/4” x 4 - 1/4”
1/3 page vertical 1 - 15/16” x 8 - 3/4”
2/3 page square 4 - 1/8” x 4 - 1/4”
1/4 page square 3” x 4 - 1/4”
1/6 page 1 - 15/16” x 4 - 1/4”
1/9 page 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
When you advertise on the COMMENTARY website, you can be sure your business or product will get the attention it deserves. Our audience is not only intelligent and affluent—it is also large:

- average of 800,000 monthly visits
- average of 400,000 absolute unique monthly visits
- average of 1,200,000 monthly page views
- newsletter is emailed daily to over 20,000 readers

**Online Specs and Rates**

**WEBSITE**

**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.

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

**Banner (center)**
468x60 GIF, JPEG, or Flash. 20k (maximum) file size. Displayed throughout the site. **Rate:** USD $600/month.

**E-NEWSLETTER**

**Leaderboard**
560X120, JPEG 45k (maximum) file size. Displayed in top position above the masthead. **Rate:** USD $1,000/month.

**Skyscraper**
160x600, JPEG 40k (maximum) file size. Displayed directly to the right of content. **Rate:** USD $900/month.

**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.

**FOR MORE INFORMATION OR PRODUCTION DETAILS, CONTACT:**

Carol Moskot, Publisher. Phone: 212-891-1398, cmoskot@commentarymagazine.com or ads@commentarymagazine.com

*Data based on Google analytics averages for 2013*
## Advertising Calendar

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>ORDER DUE</th>
<th>MATERIAL DUE</th>
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<tr>
<td>February</td>
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<td>July/August</td>
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<tr>
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<td>December</td>
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