“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.”

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 & Print Ad Sales
Carol Moskot
cmoskot@commentarymagazine.com

Online Ad Sales
David Kelsey
david@kelseymedia.com
Subscriber Profile

Commentary’s Audience Is Networked and Influential.

PRINT CIRCULATION
26,000

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 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

GENERAL RATES

<table>
<thead>
<tr>
<th>Type</th>
<th>Black &amp; White</th>
<th>Four Color</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$3,430</td>
<td>$5,100</td>
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<td>2/3 page</td>
<td>$2,700</td>
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<td>1/3 page</td>
<td>$1,590</td>
<td>X</td>
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<tr>
<td>2nd or 3rd cover</td>
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<td>4th cover</td>
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PUBLISHER’S RATES

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<td>$975</td>
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<tr>
<td>1/8 page</td>
<td>$575</td>
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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

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>7” x 9 - 3/4”</td>
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<tr>
<td>Full Page Bleed</td>
<td>8 - 1/4” x 11”</td>
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FRACTIONAL

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<tbody>
<tr>
<td>2/3 page vertical</td>
<td>4 - 1/8” x 8 - 3/4”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>6 - 1/4” x 4 - 1/4”</td>
</tr>
<tr>
<td>1/3 page vertical</td>
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</tr>
<tr>
<td>2/3 page square</td>
<td>4 - 1/8” x 4 - 1/4”</td>
</tr>
<tr>
<td>1/4 page square</td>
<td>3” x 4 - 1/4”</td>
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<tr>
<td>1/6 page</td>
<td>1 - 15/16” x 4 - 1/4”</td>
</tr>
<tr>
<td>1/9 page</td>
<td>1 - 15/16” x 3 - 1/8”</td>
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</tbody>
</table>

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
## Advertising Calendar

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<td>4/7</td>
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