

# Commentary

MEDIA KIT  
2021

---

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.”

---

**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@commentary  
magazine.com

**ONLINE AD SALES**  
David Kelsey  
david@kelseymedia.com

---

**Commentary**  
COMMENTARYMAGAZINE.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



## 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

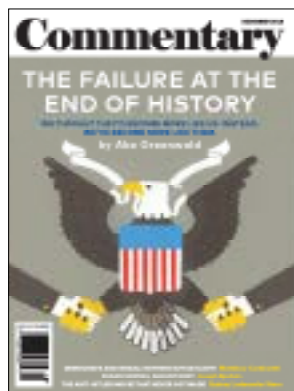
# Advertising Rates



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



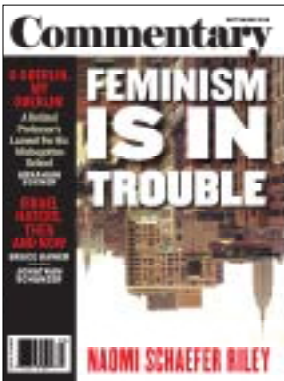
PUBLISHER'S RATES	BLACK & WHITE	FOUR COLOR
Full Page	\$2,185	\$4,700
2/3 page	\$1,700	\$3,400
1/2 page	\$1,375	\$2,750
1/3 page	\$1,030	\$2,060
1/4 page	\$975	\$1,950
1/6 page	\$675	\$1,350
1/8 page	\$575	\$1,150



**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

## 2021 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 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"

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)

# Advertising Calendar

<b>ISSUE DATE</b>	<b>ORDER DUE</b>	<b>MATERIAL DUE</b>	<b>ISSUE ON SALE</b>
January	11/30	12/7	1/6
February	12/31	1/8	2/9
March	1/29	2/5	3/10
April	2/26	3/5	4/6
May	3/31	4/7	5/7
June	4/29	5/7	6/8
July/August	5/31	6/7	7/7
September	7/30	8/6	9/7
October	8/31	9/7	10/7
November	9/29	10/6	11/5
December	11/1	11/8	12/13