

COLUMBIA JOURNALISM REVIEW

MEDIA PROFESSIONALS

72% of CJR readers are media professionals.

Breakdown by Media

Newspaper	57%
Magazine	13%
Broadcast	17%
Television	11%
Radio	6%
New Media	9%
Education	12%

80% of CJR's media professionals are involved in determining the types of news stories and topics that are reported.

50% are **very** involved.

Source: Mediamark Research Inc. 2001 Subscriber Study.

Louisa Daniels Kearney, Advertising Director
Phone: 516-883-2828 Fax: 516-883-2819 ldkpub@aol.com

For nonprofit advertising:
Dennis F. Giza, Deputy Publisher
Phone: 212-854-2718 Fax: 212-854-8368 dfg2@columbia.edu

For book advertising:
Allston-Cherry, Ltd.
Perry Janoski, Book Publishing Representative
Phone: 212-665-9885 Fax: 212-665-9973 allstoncherry@aol.com

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DEDICATED

- Avg. time spent with an issue: 1 hr. 13 min.
- Read or looked through all of last 4 issues: 74%
- Readers per copy: 1.8
- Avg. time subscribed: 6.2 years
- Consider CJR one of favorites/very good/good journalism publication: 94%
- 18% of CJR's readers — almost one in five — said they changed their mind about an issue because of something they read in the magazine.
- 78% consider CJR an essential read.
- 83% find information in CJR that they can't find elsewhere.
- 92% would recommend CJR to colleagues.
- 48% clipped or referred an article for others.

Sources: Mediamark Research Inc. 2001 Subscriber Study
Erdos & Morgan Readership Survey, 2000.

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INVOLVED

PUBLIC ACTIVITIES

	PCT.	INDEX
Voted in Federal, State, or Local election	94%	213
Written something that has been published	60%	1,990
Actively worked as a volunteer (non-political)	42%	245
Addressed a public meeting	39%	765
Written to the editor of a magazine or newspaper	33%	760
Written to an elected official about some matter of public business	29%	445
Taken an active part in some local civic issue	31%	580
Written to or telephoned a radio or television station	21%	296
Engaged in fund raising	15%	149
Actively worked for a political party/candidate	10%	505
Participated in environmental groups/causes	17%	573

The indices represent the relationship between CJR readers and the MRI U.S. Adults; an index of 100 means there is no difference between them. Thus, an index of 213 means the incidence of "Voting in Federal, State or Local election" among CJR readers is greater than two times that of all U.S. adults.

Source: Mediamark Research Inc. 2001 Subscriber Study.

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DEMOGRAPHICS

MEDIAN AGE		52 years
SEX	Male	72%
	Female	28%
EDUCATION	Attended College	98%
	College Graduates	90%
	Post-Graduate Studies	41%
OCCUPATION	Employed in the Media	72%
	Professional/Managerial	92%
	On Board of Directors	21%
INCOME	Mean HHI	\$128,500
	Median HHI	\$83,800
	Net Worth, Mean	\$2,525,900
	Net Worth, Median	\$381,500

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BOOK BUYERS

		MRI Index
BOOK BUYING HABITS		
Purchased books in the last 12 months	97.3%	185
Average number of books purchased		
Mean	25.5	311
Media	17.1	251
Bought 25+ books	36.2%	398
TYPES OF BOOKS PURCHASED IN THE LAST 12 MONTHS		
Fiction	60.5%	
History	52.8%	383
Politics/Current Events	48.6%	
Biography	42.9%	313
Reference	32.5%	
Children's	31.6%	
Reportage	30.2%	
Travel	25.7%	
Classics	24.6%	
Business	22.9%	
Memoir	22.6%	
Religion	21.8%	
Short Stories	18.9%	
Art	17.5%	
Crime	17.5%	
Poetry	15.8%	
WHERE CJR SUBSCRIBERS BUY BOOKS		
Book Store (Net)	90.9%	142
Chain	79.0%	
Independent	60.8%	
Internet	58.5%	696
Mail Order	21.6%	200
Book Club	17.6%	120
Other	9.1%	

Source: Mediamark Research Inc., 2001 Subscriber Study

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