

COLUMBIA JOURNALISM REVIEW

A MAGAZINE AND WEBSITE OF INFLUENCE

“*Columbia Journalism Review* is the only magazine I know of that should put ‘buzz’ in its rate base, since buzz creators and sustainers are its readership.”

Tom Messner, Ad Age

“I’m a big fan of CJR—jump on each new issue when it arrives.

Scott McLemee, senior writer, The Chronicle of Higher Education

“Your piece on objectivity was the best thing on the practice of journalism I’ve read in the past ten years. Thorough, complex, nuanced. No handwringing or pat answers. I plan to copy and circulate it widely.”

Ken Otterbourg, managing editor, Winston-Salem Journal

“Thank you for a whole first semester’s lesson plans for my high school journalism class in one issue. And to think I ordered a textbook!”

Patti Williams, high school journalism teacher

“KMBC news director Michael Sipes said he will review his station’s policies in light of the CJR report...”

Aaron Barnhart’s TVBarn.com (a blog on the Kansas City Star Web site)

“This month’s cover story in the *Columbia Journalism Review* is a truly superb account...of the plight of Sami al Haj, a Sudanese cameraman for Al Jazeera who has been held in Guantanamo for the last five years.”

Salon.com

“...your editorial in CJR was widely distributed — and widely appreciated — throughout the ranks in the Foreign Service. Well done!”

Steve Kashkett, Vice President, American Foreign Service Association, U.S. Department of State

“What a stunning issue. A beautifully written editor’s note and page after page of reality from reports on the scene in Iraq... It is the sort of magazine journalism once performed by the better publications guided by brilliant editors with powerful ideas.”

*Pat Sloyan, Former Senior Washington correspondent, Newsday;
Board member of the Fund for Investigative Journalism*

“‘Into the Abyss’ should be required reading in every journalism class from high school to graduate school... for every self-described critic, blogger, pundit and commentator...”

James W. Crowley, President, Military Reporters and Editors

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

For nonprofit advertising:
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For book advertising:
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COLUMBIA JOURNALISM REVIEW

"To assess the performance of journalism . . . to help stimulate continuing improvement in the profession, and to speak out for what is right, fair, and decent."

— From the founding editorial, 1961

IMPACT STATEMENT

Columbia Journalism Review is in direct conversation with the people who do the work of journalism – reporters, editors, and producers; book writers and documentary makers, journalism teachers and scholars, media executives and media owners – and also with ordinary citizens who care about the quality of their news. This community wants a regular supply of original thinking about how to define and execute the journalistic mission in an increasingly difficult environment.

CJR aims to support and improve American journalism. It does this with its bimonthly magazine, founded in 1961, and with its Web site, www.cjr.org. This print-Web combination gives CJR a one-two punch that is taking journalism criticism to a new level, with the print magazine devoted to deep and original long-form analysis and the Web site in the mix with sharp critiques and reports.

When CJR acts as a watchdog, newsrooms take notice and take action. But the watchdog function is only a fraction of our role. We help journalists to see their work in new ways and to do the job better.

Editors and reporters from all over the news business often tell us a particular article had a powerful impact, and that they have distributed it widely. Articles from the magazine are often reprinted in collections and textbooks and are quite often hot topics on the Web. Both the print and online versions of CJR have been recently hailed in the industry with prizes and honors. Our writers and editors appear on panels, give speeches, and are interviewed widely in both broadcast and print.

CJR has helped foster a heightened public awareness of the challenges facing American journalism, and also to its centrality to American democracy and life. And it continues to influence American journalism for the better.

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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.

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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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COLUMBIA JOURNALISM REVIEW

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

Source: Mediamark Research Inc. 2001 Subscriber Study.

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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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2008 ADVERTISING RATES

BLACK & WHITE	\$ ONE TIME	\$ THREE TIME	\$ SIX TIME	\$ TWELVE TIME
Full Page	6,570	6,240	5,900	5,590
2/3 Page	5,300	5,040	4,780	4,510
1/2 Page	3,690	3,500	3,330	3,140
1/3 Page	2,810	2,670	2,530	2,390
1/6 Page	1,540	1,460	1,380	1,310
TWO COLOR				
Full Page	7,110	6,760	6,400	6,050
2/3 Page	5,730	5,440	5,160	4,870
1/2 Page	4,000	3,800	3,600	3,400
1/3 Page	3,050	2,900	2,750	2,600
FOUR COLOR				
Full Page	7,760	7,370	6,980	6,600
2/3 Page	6,260	5,950	5,630	5,320
1/2 Page	4,360	4,140	3,920	3,710
1/3 Page	3,330	3,160	3,000	2,830
Back Cover	9,310	8,850	8,380	7,910

AD SIZES (ALL DIMENSIONS IN INCHES)

Full Page (bleed)	8.125 x 10.875
Full Page No Bleed	6.875 x 9.625
Trim	7.875 x 10.625
2/3 Page	4.5 x 9.625
1/2 Page (horizontal)	6.875 x 4.75
1/3 Page (square)	4.5 x 4.75
1/3 Page (vertical)	2.25 x 9.625
1/6 Page	2.25 x 4.75

COLUMBIA JOURNALISM REVIEW

2008 BOOK AND NONPROFIT ADVERTISING RATES*

BLACK & WHITE:

Full Page	\$3,810
2/3 Page	3,070
1/2 Page	2,140
1/3 Page	1,630
1/6 Page	900
Two Color:	Add \$300 per insertion (\$600 for spread)
Four Color:	Add \$700 per insertion (\$1,400 for spread)

**Rates are approximately 40% off general advertising rates*

AD SIZES

(all dimensions in inches)

Full Page (bleed)	8.125 x 10.875
Full Page No Bleed	6.875 x 9.625
Trim	7.875 x 10.625
2/3 Page	4.5 x 9.625
1/2 Page (horizontal)	6.875 x 4.75
1/3 Page (square)	4.5 x 4.75
1/3 Page (vertical)	2.25 x 9.625
1/6 Page	2.25 x 4.75

Only the following advertisers qualify for CJR's discounted rate: Book publishers, mail order advertising, colleges and universities and foundations. Nonprofit organizations described in section 501C3 of the Internal Revenue Code that engage primarily in philanthropic, charitable (and/or journalistic) activities also qualify. Industry and business associations whose individual members would not qualify based on the above, do not qualify. Acceptance or rejection of advertising contracts and orders at CJR's discounted rate is at the sole discretion of the Publisher.

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COLUMBIA JOURNALISM REVIEW

SPECIAL BOOK ADVERTISING RATES FOR ANNUAL BOOKS ISSUE

A special issue devoted to journalism in books — how the book industry functions as a journalistic medium, and how good nonfiction writers operate within that industry, trying to find their way to an interested public. A perfect venue to highlight nonfiction journalistic books, as well as those about the business and craft, and issues of journalism.

SEPTEMBER/OCTOBER 2008 SPECIAL PROMOTIONAL RATES

COLOR TREATMENT	SIZE	USUAL	SPECIAL	
			1X	3X*
Black and White	Full Page	\$3,810	\$3,050	\$2,450
	2/3 Page	\$3,070	\$2,460	\$1,970
	1/2 Page	\$2,140	\$1,720	\$1,380
	1/3 Page	\$1,630	\$1,310	\$1,050
	1/6 Page	\$900	\$720	\$580
Two Color	Add \$300 per insertion (\$600 for spread)			
Four Color	Add \$700 per insertion (\$1,400 for spread)			

* An ad in CJR's BOOKS issue, September/October 2008, with a contract to run at least two more ads in any issue or issues in a twelve-month period.

INSERTIONS ORDERS (AND 3X CONTRACTS): JULY 23, 2008.

MATERIALS: AUGUST 6, 2008

PLEASE NOTE: ONLY BOOK PUBLISHERS QUALIFY FOR THESE SPECIAL RATES. ACCEPTANCE OR REJECTION OF ADVERTISING CONTRACTS AND ORDERS AT CJR'S DISCOUNTED RATE IS AT THE SOLE DISCRETION OF THE PUBLISHER.

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UPCOMING ISSUES 2008

JANUARY/FEBRUARY

Closing: November 21, 2007
Material Due: December 5, 2007
On Sale: January 3, 2008

* Alfred I. duPont Broadcast Journalism Awards and Forum

MARCH/APRIL

Closing: January 22, 2008
Material Due: February 6, 2008
On Sale: March 3, 2008

TRADEMARK ISSUE

* American Society of Newspaper Editors Convention
* Radio & Television News Directors Association Convention

MAY/JUNE

Closing: March 20, 2008
Material Due: April 7, 2008
On Sale: May 1, 2008

EXCELLENCE IN JOURNALISM

* Pulitzer Prize Luncheon

JULY/AUGUST

Closing: May 22, 2008
Material Due: June 6, 2008
On Sale: July 1, 2008

* Association for Education in Journalism
and Mass Communication Convention

SEPTEMBER/OCTOBER

Closing: July 23, 2008
Material Due: August 6, 2008
On Sale: September 1, 2008

BOOKS – OF JOURNALISM AND ABOUT JOURNALISM

* American Magazine Conference

NOVEMBER/DECEMBER

Closing: September 22, 2008
Material Due: October 6, 2008
On Sale: November 3, 2008

AWARDS/FELLOWSHIPS

* Knight Bagehot Fellowships in Economics
and Business Journalism Annual Dinner

* Copies of the issue will be available at these conventions and events
Please note that this information is subject to change without prior notice

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AD GUIDELINES FOR PDF FILES

AD CREATION AND PREFLIGHTING

It is important to make sure that everything is correct in the native application file (page layout file) before proceeding to make a pdf file. When using layout programs that do not incorporate pre-flight functions, we recommend using one of the popular preflight programs such as FlightCheck or Preflight Pro. The following are the items to check during the file creation and preflight stages:

- Correct ad size (see ADVERTISING RATES AND SIZES)
- At least 1/8 inch bleed (if the ad contains content that will extend to trim edge)
- For full-page ads, at least 1/4 inch clearance (safe area) from trim to type or rules inside trim area
- All fonts are active when writing native file to ps or pdf
- Fonts must not be menu styled (don't use the 'bold' and 'italic' buttons in the measurements palette)
- All images are linked and updated, and none are scaled to more than 120% in layout app
- Effective resolution of halftone images should be 300 dpi (plus or minus 20%)
- Scans and illustrations are either TIFF, EPS, or JPEG (beware of high-compression jpegs)
- RGB colors and unintended spot colors will be automatically converted to CMYK; use at your own risk.

GENERATING PDF'S

If you are using InDesign or Illustrator to create your files, you can export pdf files directly from the application. We recommend that Quark users create PDF files by writing a postscript file and distilling it using Adobe Acrobat Distiller. Acrobat Distiller comes with the Adobe Acrobat Standard and Adobe Acrobat Professional applications (but not Acrobat Reader).

IF YOUR PDF-CREATION SOFTWARE GIVES YOU CONTROL OVER FORMATTING OPTIONS, FOLLOW THESE GUIDELINES WHEN WRITING PDF FILES

- set registration marks and offsets (and bleed amounts if necessary) for full-page ads
- embed fonts and high-resolution images
- set file resolution to 2400 dpi, and do not downsample images lower than 300 dpi
- embed all fonts, do not subset
- If your software gives you a 'color management' option, select 'off' or 'leave unchanged'
- Use compatibility setting 'Adobe 5.0 (pdf 1.4)' or 'Adobe 4.0 (pdf 1.3)'

DO NOT CROP IN AROBAT

The crop function in Acrobat alters the page formatting, which can create problems if the file is for high-quality printing. Fractional ads should be created using a document size equal to (or a bit larger than) the ad content in the native application.

PDF FILE PREFLIGHT

We recommend checking your pdf files for usability. If you have Acrobat Professional 6 or 7, you can use the built-in Preflight function to check for missing fonts, low resolution images, file corruption, etc. (Use the "pdf x/1A" setting). If you don't own acrobat Pro, you can use a 3rd-party utility such as Apago PDF/X Check-Up, which is available at www.apago.com.

E-MAIL YOUR AD IN PDF FORMAT TO: DFG2@COLUMBIA.EDU

Ideally, SWOP certified proofs with color bars should be provided for all ads. A contract proof should be at least 1200 dpi and continuous tone. Low resolution laser or Inkjet are useful for checking content and color breaks, but are not considered contract proofs.

CONTACT DENNIS F. GIZA WITH ANY QUESTIONS

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