

Washington MONTHLY



2009
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Journalism for democracy.

About the Washington Monthly

The *Washington Monthly* is the most insightful independent political magazine in America. Since 1969, we've been providing the inside scoop from the nation's capital, cutting through the chatter of the press pack to influence the national debate.

We ferret out the important stories you won't find elsewhere — on politics, government, and culture — by some of the biggest names and brightest new stars in journalism.

We don't waste your time on tired partisan debates or overhyped ideas. We take on the big issues and look for both the big answers and the next big leaders to move America forward.

Although we're proud of our liberal heritage, we never allow ideology to stand in the way of good journalism. We're always ready to take on sacred cows in pursuit of common sense.

Unlike many DC-oriented magazines, we write and edit in a lively style so that the outside-the-Beltway crowd is just as entertained as the insiders are.

Above all else, we know we can't bring about change unless we also know how to entertain.

Who Reads the Washington Monthly?

Washington Monthly readers are decision makers. They're TV producers, editors, Hill staffers, political operatives and news junkies. They're politically attuned folks who need to be "in the know" about what is really happening in the nation's capital.

In addition to our paid and newsstand circulation, each issue of the magazine is hand delivered to every member of the Senate and the House, key White House officials, and Washington-based members of national and international news media. Our articles are often the focus of discussion in the halls of Congress, on the airwaves, across the Web, and in the pages of print media throughout the country.

Washington MONTHLY

Our readers — including Bill Clinton, James Carville, Rachel Maddow, Molly Ivins, Paul Krugman, John McCain, Bill Moyers, and Judy Woodruff — look to us for our cutting-edge analysis, and respect us because we're not afraid to take on controversial issues.

Time says the *Washington Monthly* is "must reading at the White House and on Capitol Hill."

Our formula is simple: Take on the issues that matter, produce great journalism, and always keep the ideals of democracy in mind.

That's how, for nearly 40 years, we've attracted the political elite. And that's also why our little magazine will continue to pack a big punch.

Testimonials

- "A passion for ideas and policies that transcend party and ideology to find what works."
— **Bill Clinton**
- "A must read."
— **New York Times**
- "Setting off the Beltway Buzzmeter."
— **Washington Post**
- "The progressive must-read magazine."
— **JAMES CARVILLE**
- "Anyone who gives a damn about this country must subscribe."
— **New York Observer**
- "Must-read at the White House and on Capitol Hill."
— **Time magazine**
- The *Washington Monthly* was the only liberal political magazine to make the *Chicago Tribune's* recent list of the 50 Best Magazines!



Feb 1969



Jan 1971



Oct 1975



Mar 1978

Reader Profile Data

Subscriber Study Demographic Highlights

Influential in Politics and Media

Wrote an article for publication: 45%
Selected materials for educational course or library: 44%
Work or have worked in government: 34%
Work in education: 22%
Work in governmental or political organizations: 15%

Interested in the Issues

Education: 82%
Environment: 74%
Health care: 74%
Poverty: 65%
Taxation fairness: 56%
Crime: 51%

Involved in Civic Life

Voted in federal, state, or local election: 90%
Contributed to nonprofit or charity group: 87%
Recycled products: 79%
Took an active part in local civic issue: 34%
Worked for a political party or candidate: 26%
Have run for public office: 2.5%

Outspoken in Their Concerns

Wrote to an elected official: 52%
Wrote to an editor of a newspaper or magazine: 40%
Addressed a public meeting: 34%
Wrote to or telephoned a radio or television station: 29%
Visited an elected official to express a point of view: 22%

Readers Per Copy — 1.8

Male: 66%
Female: 34%

Household Income

\$60,000 or more: 59%
\$120,000 or more: 21%
Average household income: \$95,200
Median household income: \$72,500

Age

18–34: 27%
35–54: 48%
55 & up: 23%

Education

Bachelor's degree or higher: 80%
Graduate degree: 47%
Doctorate degree: 21%

Employment

Education: 22%
Business and industry: 21%
Government or political organizations: 15%
Media: 9%

Geographical Distribution

Northeast: 23.4%
North-central: 19.9%
South: 28.8%
West: 27.9%

Avid Book Lovers and Critical Readers

24% have written book reviews
30% have participated in book choices for educational courses
19% have participated in book choices for libraries
24% have purchases 25 or more paperbacks in the last year
Over a 12-month period, subscribers spent an average of \$380.00 on books, purchasing an average of 12 hardcover books and 18 paperback books



Nov 1981



Nov 1984



Nov 1986



May 1989

2009 Rates — Publisher, Non-profit & Educational Programs

Published Six Times Annually
Effective November 1, 2008

Four Color

	1x	3x	6x
Full	\$1915	\$1765	\$1625
2/3	\$1725	\$1590	\$1465
1/2	\$1340	\$1235	\$1135
1/3	\$ 920	\$ 850	\$ 780
1/4	\$ 665	\$ 610	\$ 560
1/6	\$ 485	\$ 450	\$ 415

Black & White

	1x	3x	6x
Full	\$1425	\$1310	\$1205
2/3	\$1275	\$1175	\$1080
1/2	\$ 850	\$ 740	\$ 680
1/3	\$ 665	\$ 605	\$ 555
1/4	\$ 470	\$ 435	\$ 400
1/6	\$ 325	\$ 300	\$ 275

Premium Positioning

	1x	3x	6x
Cover II	\$2580	\$2380	\$2190
Cover III	\$2475	\$2280	\$2095
Cover IV	\$2815	\$2590	\$2385

Bleed: No additional charge on full-page ads.
15% charge on fractional ads.

A 15% commission is available to recognized agencies.

2009 Production Schedule

	close materials due sale date		
Jan/Feb	12/16	12/30	01/16
Mar/Apr	02/03	02/17	03/10
May/June	03/31	04/14	05/05
Jul/Aug	05/26	06/09	06/30
Sep/Oct	07/21	08/04	08/25
Nov/Dec	09/15	09/29	10/20

Production Requirements

General Guidelines

PDF files or TIFFs are the preferred file formats. Reverse type should be bold and no smaller than 10 point. Please note that all supporting images and fonts have to be included, unless you are sending a PDF or flattened TIFF. Files must be named according to advertiser (not, for instance, "Washington Monthly ad").

Fonts

All fonts must be supplied, including both screen and printer fonts. Do not supply fonts that are not used in the ad. Do not force italics and bold through the measurement palette or menu; these forced versions may not print properly. Only use the bold and italic version from within the font family. Do not use Multiple Master Fonts.

Graphics

Resolution of images (grayscale and color) should be **300 dpi (minimum 220 dpi) at the size they are used**. Bit-mapped, line art images should be at 1200 dpi. All graphic files necessary to print the ad must be supplied in TIFF, EPS or uncompressed JPEG format. Color files must be in CMYK mode, not RGB. **Pantone colors used should be converted to CMYK**. Please make sure all black-and-white ads contain grayscale or bitmapped images only. Images with clipping paths must be saved as EPS. When saving EPS images encode them as binary without any halftone screening, transfer function, or Postscript color management. Alpha channels and clipping paths in TIFF images are not supported. Remove any extra channels or unused paths. Any file created in Illustrator should be saved as an EPS, with all linked and embedded images included. Fonts should preferably be converted to outlines.

Contact Information

Diane Straus Tucker, Publisher
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or
Ashleigh Kenny, Business Manager
202.955.9010 ext.200
AKenny@WashingtonMonthly.com



Apr 1991



Oct 1993



Apr 1997



Apr 1999

Print Magazine Ad Sizes

All sizes are in inches. Bleed sizes include 1/8" (0.125") bleed on all sides. Live area: allow 1/4" (0.25") safety within trim on all sides.

MAGAZINE PAGE SIZES

Size	fractional width x height	decimal width x height
Page, trim	8-3/8 x 10-7/8	8.375 x 10.875
Page, bleed	8-5/8 x 11-1/8	8.625 x 11.125
Spread, trim	16-3/4 x 10-7/8	16.75 x 10.875
Spread, bleed	17 x 11-1/8	17.0 x 11.125

BLEED AD SIZES

Size	fractional width x height	decimal width x height	Fit in these sections
Spread	17 x 11-1/8	17.0 x 11.125	FOB, Well, Books, Special Reports
Full Page	8-5/8 x 11-1/8	8.625 x 11.125	Covers, FOB, Well, Books, Special Reports
1/2 p. horizontal spread	17 x 5-5/16	17.0 x 5.3125	FOB, Well, Books, Special Reports
1/2 p. horizontal	8-5/8 x 5-5/16	8.625 x 5.3125	FOB, Well, Books, Special Reports
1/2 p. vertical	4-1/4 x 11-1/8	4.25 x 11.125	Well
1/3 p. vertical	3-1/16 x 11-1/8	3.0625 x 11.125	FOB, Books, Special Reports

NON-BLEED AD SIZES

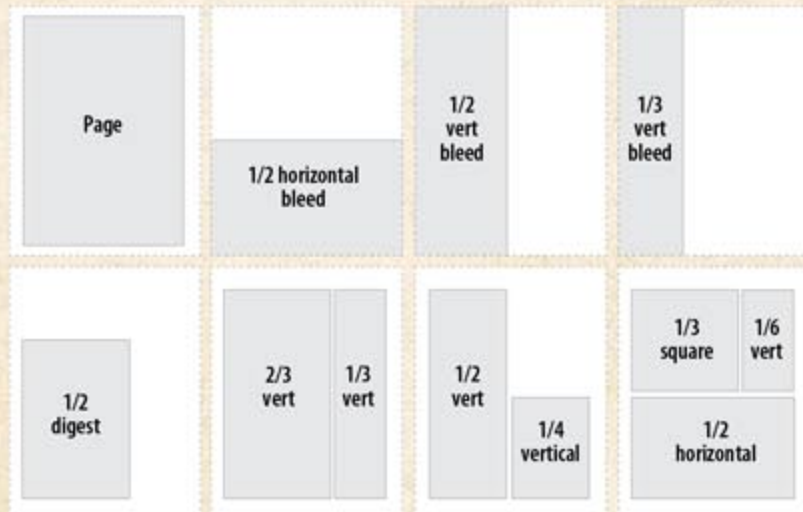
Size	fractional width x height	decimal width x height	Fit in these sections
Spread	15-1/4 x 10	15.25 x 10.0	FOB, Well, Books, Special Reports
Full Page	7 x 10	7.0 x 10.0	Covers, FOB, Well, Books, Special Reports
2/3 p. vertical	4-11/16 x 9-1/8	4.6875 x 9.125	FOB, Books, Special Reports
1/2 p. horizontal	7-1/8 x 4-7/16	7.125 x 4.4375	FOB, Well, Books, Special Reports
1/2 p. digest	4-11/16 x 6-15/16	4.6875 x 6.9375	FOB, Books, Special Reports
1/2 p. vertical	3-3/8 x 9-1/8	3.375 x 9.125	Well
1/3 p. vertical	2-1/4 x 9-1/8	2.25 x 9.125	FOB, Books, Special Reports
1/3 p. square	4-11/16 x 4-7/16	4.6875 x 4.4375	FOB, Books, Special Reports
1/4 p. vertical	3-3/8 x 4-7/16	3.375 x 4.4375	Well
1/6 p. vertical	2-1/4 x 4-7/16	2.25 x 4.4375	FOB, Books, Special Reports

WashingtonMonthly.com

The Washington Monthly online edition has become a premier destination for readers seeking the most insightful and entertaining political site available. Moving beyond the typical magazine website, Washington Monthly's Web presence attracts more than 80,000 visits on an average day. Because of our strong national presence in the political arena, we benefit from the thousands of readers who are referred to our pages each day from other news and political sites. After being introduced the Washington Monthly, many readers join our large cadre of regulars, enjoying the lively commentary of our "Political Animal" blog, reading selected Monthly articles and book reviews, and discovering new web-only features and special sections.

Web Advertising Options

The Internet provides a wealth of flexibility in advertising formats and sizes that best support your campaign. Call or e-mail us to discuss your Web advertising needs. Please contact Ashleigh Kenny: AKenny@WashingtonMonthly.com or by phone at 202.955.9010.



Jan 2001



Nov 2004



Sep 2007



Aug-Oct 2008