

CITY

JOURNAL

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A quarterly magazine of urban affairs,
published by the Manhattan Institute.



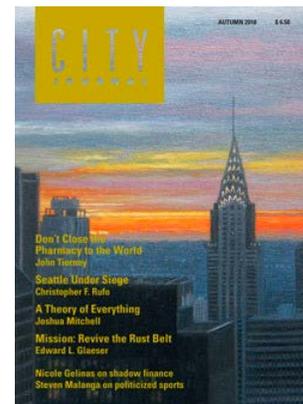
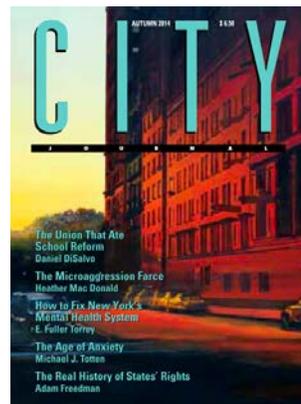
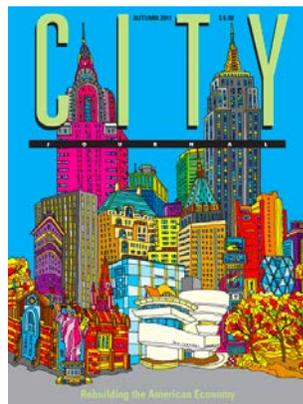
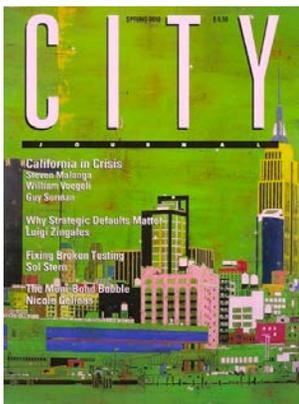
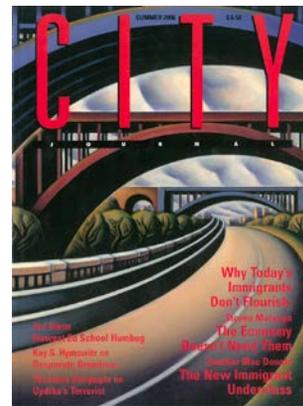
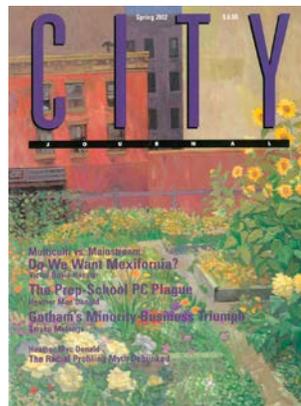
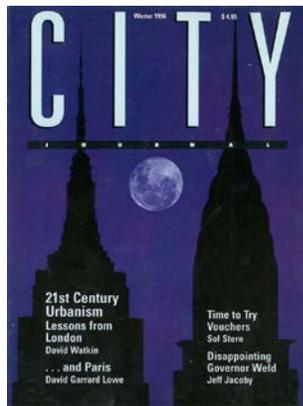
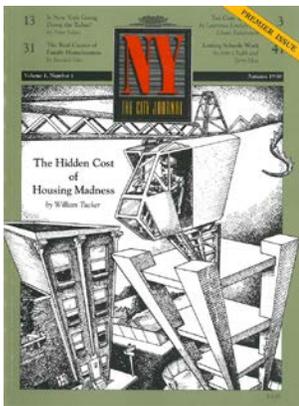
About *City Journal* magazine

City Journal is the nation's premier urban-policy magazine, "the Bible of the new urbanism," as London's *Daily Telegraph* puts it. The country's most thoughtful journalists are among the quarterly magazine's readers—as are top professionals in business, education, public policy, law enforcement, and philanthropy.

City Journal offers a stimulating mix of hard-headed practicality and cutting-edge theory, with articles on everything from school financing, policing strategy,

and welfare policy to urban architecture, family policy, and the latest theorizing emanating from the law schools, the charitable foundations, even the schools of public health. Since urban policy encompasses almost all domestic policy questions, as well as the largest issues of our culture and society, the magazine views its canvas as very broad indeed.

More than one hundred print magazines have been published since *City Journal* was first published by the Manhattan Institute in 1990.



Content

Hard-headed practicality
and cutting-edge theory

City Journal

Cities and urban policy

National issues and politics

Crime and public safety

New York

California

Culture

Economy and finance

Infrastructure

Technology and innovation

And more...

MANHATTAN
INSTITUTE

City Journal's four plus issues per year are dense and collectable—meaning a greater shelf life for your print ad—and cover a range of local and national issues.

Print Edit Schedule

Advertise year-round
and get a 15% discount.

PRINT EDIT CALENDAR

Issue	Space Close	Materials Due	On-Sale
Winter	November 15	December 1	January 20
Spring	February 15	March 1	April 15
Summer	May 15	June 1	July 15
Autumn	August 15	September 1	October 15

INSIDE FRONT, BLACK & WHITE

INSIDE BACK,
BLACK & WHITE



OUTSIDE BACK,
FOUR-COLOR

Rates & Specifications

Print Magazine Ads

Send creative to advertise@city-journal.org

RATES

Placement	Size	Color	Price
Inside Front Cover	Full	Black & White	\$3,000
Inside Front Cover	Half	Black & White	\$1,500
Inside Back Cover	Full	Black & White	\$3,000
Inside Back Cover	Half	Black & White	\$1,500
Back Cover	Full	Color	\$3,750

CREATIVE SPECS

FULL PAGE

Trim Size: 7.5" x 10"

Keep live .25" from trim, .125" from bleed edge
Gutter safety .5"

File: PDF press quality. (x-1a:2001 format)

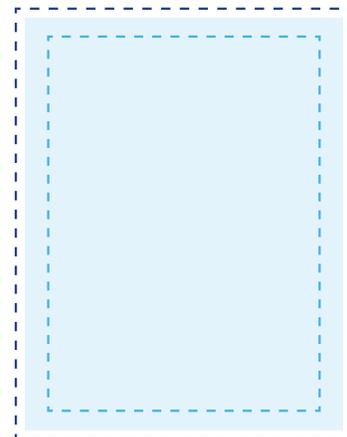
All graphics minimum 300dpi

Full page ads should include crop marks at trim size
Position all crop marks outside bleed area

Color: 4-Color process;

No Spot Color or RGB for print. Please use CMYK.

Full Page: 7.5" x 10"
With bleed: 7.75" x 10.25"
Live area: 6.75" x 9.5"



HALF PAGE

Trim Size: 7.5" x 5"

Keep live .25" from trim, .125" from bleed edge
Gutter safety .5"

Full Page: 7.5" x 5"
With bleed: 7.75" x 5.125"
Live area: 7" x 5"

Our Audience

Intelligent consumers.
Discerning readers.

READERSHIP & DEMOGRAPHICS

Age

22% 55-64
20% 45-54
17% 25-34
16% 35-44
16% 65+
10% 18-24

Gender

62% male
38% female

Web Traffic

350,000+ monthly visitors
925,000+ monthly pageviews

Occupation

75% of subscribers are professionals
\$100,000 average household income

Podcast

20,000 average monthly downloads

Education

54% graduate school
32% college graduates

Social Media

77.5K Facebook likes
32.8K+ Twitter followers
2.4K+ Instagram followers



What They're Saying Endorsements



***City Journal* is the best magazine in America.**

— Peggy Noonan, *Wall Street Journal* columnist

Compellingly and beautifully written, *City Journal* changes policy by appealing to minds — and convincing them.

— Amity Shlaes, chairman of the Calvin Coolidge Presidential Foundation

***City Journal* is unfailingly rigorous and intelligent. I consider it indispensable.**

— Reihan Salam, executive editor of *National Review*

**It's the Bible of
the new urbanism.**

— *London's Daily Telegraph*

***City Journal* offers a fresh, in-depth examination with hard facts, clear logic, and sharp insights.**

— Thomas Sowell, economist

In the age of the Internet, how is it possible for a quarterly magazine to seem the most timely publication in the country?

— Scott Johnson, *Power Line*

**It's more than sharp and penetrating.
It's a joy to read.**

— Tom Wolfe, author and journalist





CITY JOURNAL

Reimagining Times Square
 Jane Henry

The Most Inaccessible Agency
 Steve Marder

Networks of Evil
 Eduardo Salcedo-Alfonso and
 Maria Jara-Gary-Salamencia

The End of Life Jurga Gary-Salamencia

Democracy in America
 Myra Shogren

Black Residents Matter
 Aaron R. Ross

CITY JOURNAL

Chicago's New
 Urban Renaissance
 Richard L. Kohn

Imagining a New
 York
 Thomas H. Davenport

Imagine a New
 York
 Thomas H. Davenport

Imagine a New
 York
 Thomas H. Davenport

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Will Capitalism
 Survive?
 John D. Meyer

Corporatism
 and the
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 Dream
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