



# CLAREMONT

## REVIEW OF BOOKS

### Media Kit

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# Editorial Profile

**T**he *Claremont Review of Books* is a journal of statesmanship and political philosophy published quarterly by the Claremont Institute. We offer bold arguments for a reinvigorated conservatism, one that draws upon the timeless principles of the American Founding and applies them to the moral and political problems we face today. By engaging policy at the level of ideas, the CRB aims to reawaken in American politics a statesmanship and citizenship worthy of our noblest political traditions.

It has been said that each issue of the *Claremont Review of Books* constitutes a virtual education in politics. Our essays and reviews range widely, addressing the Progressive revolution in American politics, the war on terror, economic development, and literary theory, as well as Plato, Shakespeare, Tocqueville, Lincoln, Churchill, men's fashion, film and television, and much else in between—in short, all the topics that teach free peoples about the principles behind their liberty.

The CRB began publishing in 2000 under the editorship of Charles R. Kesler. In the years since, the number of subscribers has increased steadily; by 22% alone since this past year.

We distribute over 20,000 copies of each issue to subscribers, bookstores, newsstands, radio and television hosts, politicians, newspaper editors, columnists, scholars, and students.

“Pick up the smartly conservative *Claremont Review of Books*.”

**U.S. News  
& World Report**

## Reader Profile

**Total Circulation:** 20,000+

Male	89.2%
Female	10.8%

Age	25-29	7.5%
Age	30-34	5.7%
Age	35-54	15.5%
Age	45-64	47.9%
65 and over		20.6%

Undergraduate Degree	26.7%
Graduate Degree	66%

HHI \$100,000+	50.8%
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### Employment

Private sector	36.3%
Government	12.4%
Education	17.1%
Self-employed	13.9%
Retired	20.3%

### Purchased in the last year

Books	99.2%
DVDs	65.4%
Tickets to cultural events	64.6%
CDs	59.8%
Travel arrangements	45.8%
Audiobooks	24.4%



### Book purchases

History	93.6%
Politics/current affairs	92.6%
Philosophy	72.0%
Biography	62.3%
Literary fiction/criticism	51.1%
Economics	48.6%
Reference	31.8%
Poetry	14.5%

### Circulation Duplication

Wall Street Journal	70.1%
National Review	68.0%
Weekly Standard	52.3%
Commentary	42.3%
City Journal	41.5%
First Things	38.1%
The Economist	33.2%
American Spectator	33.0%
The Atlantic	25.5%
The New Criterion	25.3%
Washington Post	24.2%
Reason	22.4%

# Advertising Information

The CRB is a quarterly publication printed on tabloid-sized paper. All CRB ads are in color. A variety of ad sizes are available within the journal. For information about advertising on the back of the cover or inside it, please see "Premiums" below.

For more information about advertising, or to request ad space, please contact:

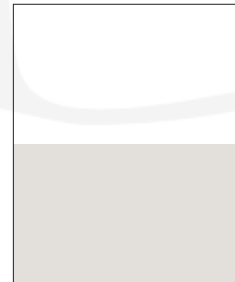
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## General Rates

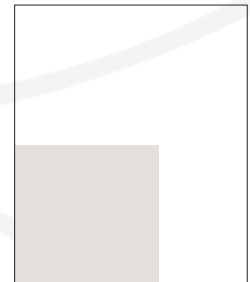
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A (½ page)	9.0000" x 5.6757"	\$1,050
B (⅓ page)	5.9444" x 5.6757"	\$680
C (~½ page)	5.9444" x 7.679"	\$1,050
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F (1/6 page)	2.8889" x 5.6757"	\$420
G (1 page)	9.0000" x 11.5375"	\$2,100

## Premiums

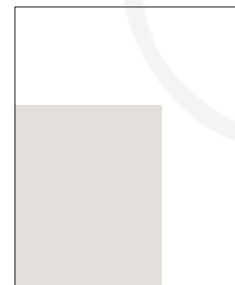
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Inside back cover	15% premium
Back cover	30% premium



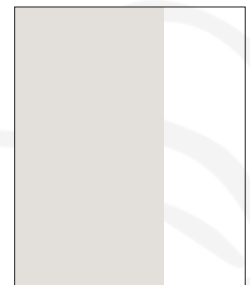
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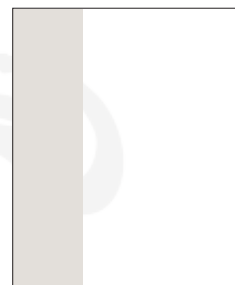
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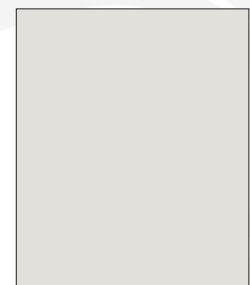
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Size G: Full Page  
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## Specifications

Please note: CRB ads are in 4-color.

**Format:** tabloid, three-column page

**Frequency:** quarterly

**Page size:** 10.5" x 13.85", no bleeds

**Cover:** heat set web on 80# stock

**Text:** open web on 35# stock

**Binding method:** saddle stitch

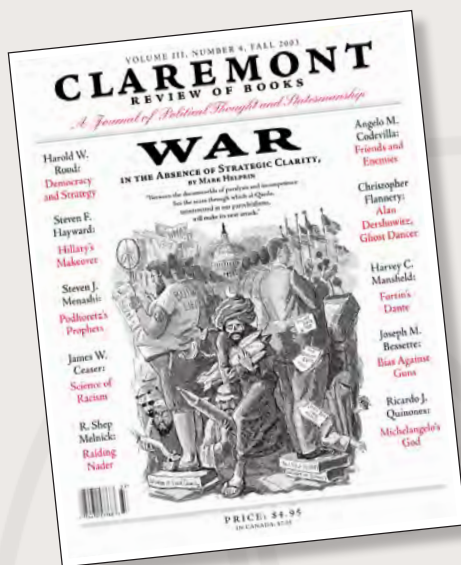
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Review of Books offers  
invaluable reflections  
on the most  
thoughtful books  
about politics."*

**George F. Will**



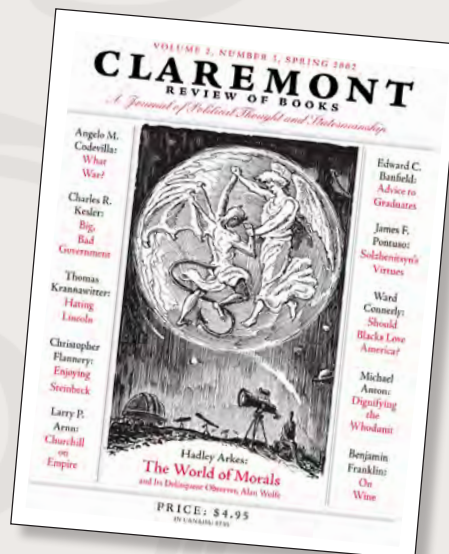


“The CRB fills a crucial gap in the journalism of the right, bringing criticism to the overblown and unsound, and needed attention to the worthy and uplifting.”

**Steven F. Hayward**

“If you want to read serious reviews of important books by lucid experts in their fields, subscribe to the *Claremont Review of Books*.”

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“Full of splendid essays and reviews—well written, based on deep scholarly knowledge, raising issues of lasting importance. I read it cover to cover, which takes some time, because there’s a lot of thought-provoking content.”

**Michael Barone**