

# Columbia Journalism Review.

## Mission

To be the intellectual leader in the rapidly changing world of journalism. It is the most respected voice in press criticism, and it shapes the ideas that make media leaders and journalists smarter about their work. Through its fast-turn analysis and deep reporting, CJR is an essential venue not just for journalists, but also for thousands of professionals in communications, technology, academia, and other fields reliant on solid media industry knowledge.

## Audience

Working journalists, academics, students, media executives, business and public policy staffers, and those obsessed with “insider” viewpoints on journalism and the media.

Male/Female	59%/41%
Median Household Income (HHI)	\$92,500
<i>Source: CJR Audience Study, August 2016</i>	

## Metrics

Print Edition	20,000 copies per issue. CJR paid members supplemented with top U.S. journalists, editors, and media executives. Newsstand sales at Barnes & Noble stores and other retail outlets.
Digital Edition	1,095,000 page views and 708,000 unique visitors <i>Source: Average 3 month audience, Google Analytics, January 2017</i>

## Advertising Opportunities

Print	Full page or 1/2 page (horizontal)
Digital	728x90 or 300x250 ad banners on cjr.org. Daily newsletters: one advertiser/sponsorship (300x250) per newsletter. 25,000 subscribers.



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