

labor

economics

environment

civil liberties

media criticism

social justice

international

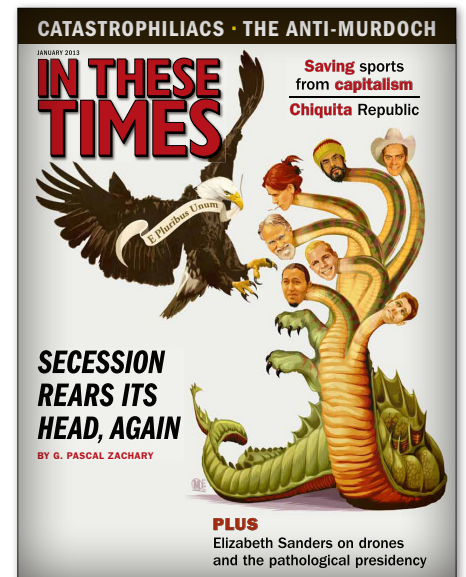
healthcare

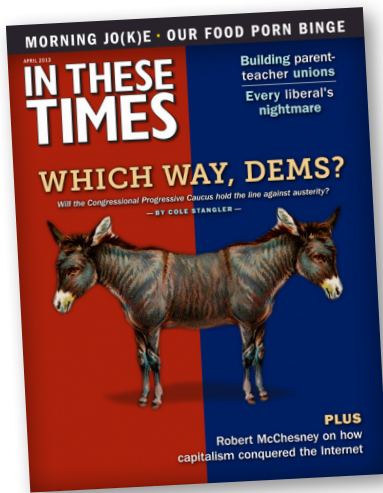
technology

*In These Times* is a national monthly magazine of **news**, **opinion and culture** published in Chicago. Since 1976, *In These Times* has informed and analyzed **movements** for social, environmental and economic **justice**.

Progressive readers turn to *In These Times* for trenchant **reporting**, dynamic **opinions**, political humor and incisive **reviews** of books, music and film.

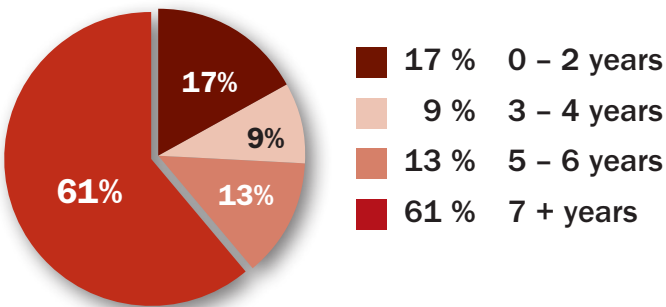
**IN THESE TIMES**  
progressive without apology



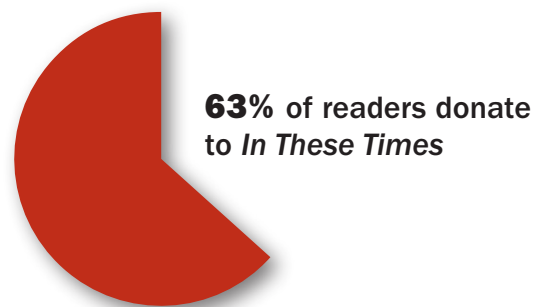


The readers of *In These Times* are loyal to the magazine, civically engaged and willing to stand up for what they believe in. They are well-read, highly educated and active in their communities. One *In These Times* subscriber said, **“If I want to introduce a friend to the progressive movement today, I give them *In These Times*. It’s the best introduction available.”**

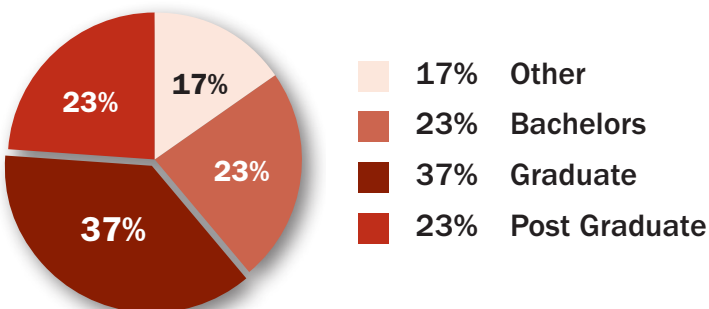
## LOYALTY



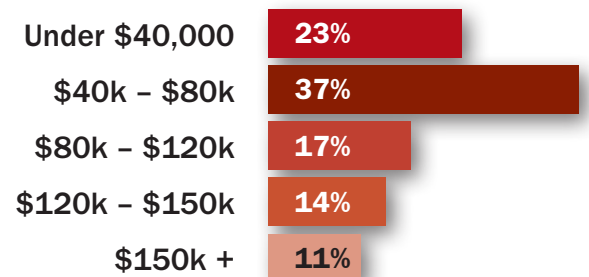
## ACTIVE READERS



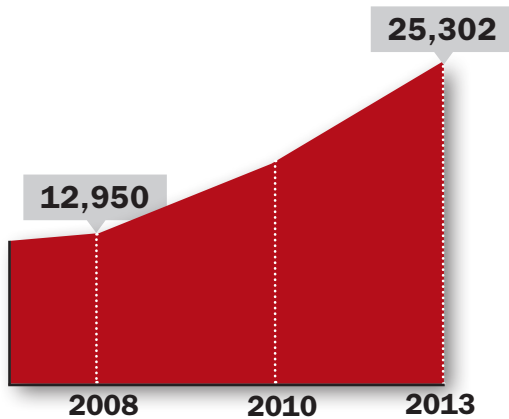
## EDUCATION



## INCOME



## CIRCULATION



## BOOK-BUYING HABITS

Purchased 0 to 11 books

60%

Purchased 12 to 24 books

22%

Purchased 25+ books

17%

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**MORE THAN 1/3** of our readers have purchased a book advertised in *In These Times*.

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Our website is one of the most popular progressive news magazines on the web, averaging 275,000 visits per month. Our unwavering commitment to independent journalism for 37 years has earned *In These Times* a devoted following of readers. Advertisers have the opportunity to reach a motivated, intelligent audience of readers.

### BANNERS

Leaderboard (728 x 90)

Medium rectangle (300 x 250)

**Price:** \$8 CPM (cost per 1,000 impressions)

Minimum order for banners: 10,000 impressions.

Ads are available on all our high-traffic pages.

We accept ads in any common format (such as Flash, JPG, GIF). We are happy to provide free consulting for advertisers looking to stand out or polish their message.

### REPORTING

All advertisers with InTheseTimes.com will have access to real-time metrics on click-through rates, total impressions, and current inventory.

### E-NEWSLETTER

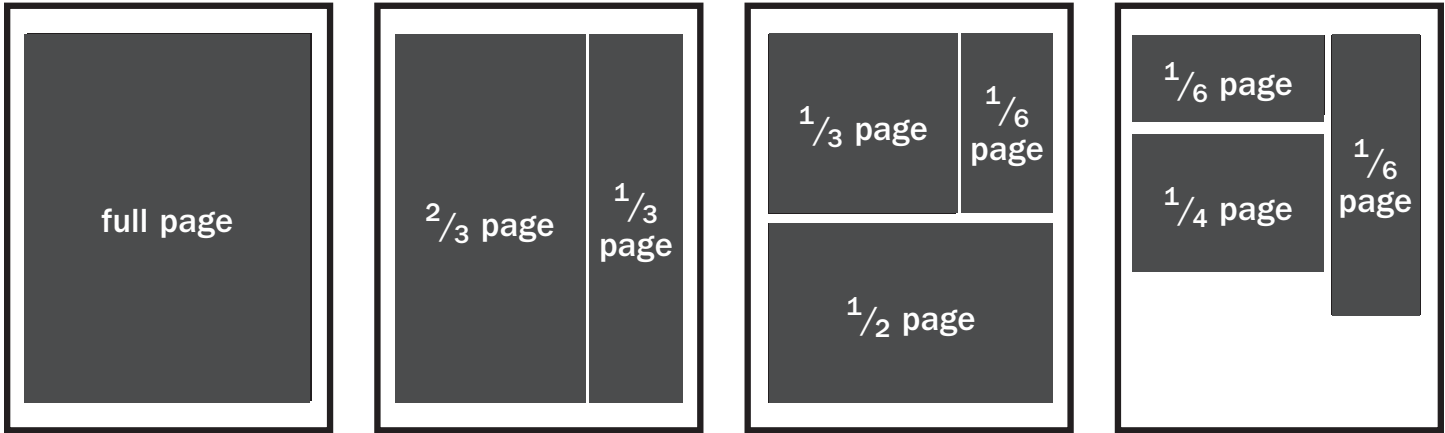
*In These Times* sends e-newsletters to 15,000 subscribers every week. We offer medium rectangle and leaderboard ads for \$100 per e-newsletter.

**Price:** \$100 medium rectangle and leaderboard ads, per e-newsletter. Banners should be e-mailed in JPG, TIFF, PNG or EPS formats.

We also offer dedicated e-mails, in which your organization provides 100% of the content of the e-newsletter. These customizable, single-advertising messages are the perfect way for your organization to speak directly to our audience.

**Price:** \$.06

# RATES + SIZES



FOUR-COLOR	DIMENSIONS	1x	3x	6x
<b>Inside Cover</b>	8.375" x 10.875"	\$1250	\$1060	\$937
<b>Back Cover</b>	8.375" x 10.875"	\$1450	\$1230	\$1085
<b>Full Page</b>	8.375" x 10.875"	\$1000	\$850	\$725
(Live Area For Full Page)	7.125" x 9.2"			
<b>2/3 Page Vertical</b>	4.7" x 9.2"	\$800	\$720	\$648
<b>1/2 Page Horizontal</b>	7.125" x 4.5"	\$600	\$540	\$486
<b>1/3 Page Vertical</b>	2.15" x 9.2"	\$450	\$405	\$365
<b>1/3 Page Horizontal</b>	4.7" x 4.5"	—	—	—
<b>1/4 Page Vertical</b>	2.15" x 7"	\$375	\$338	\$304
<b>1/4 Page Horizontal</b>	4.7" x 3.5"	—	—	—
<b>1/6 Page Vertical</b>	2.15" x 4.5"	\$275	\$225	\$203
<b>1/6 Page Horizontal</b>	4.7" x 2"	—	—	—

## PRODUCTION + DELIVERY

- For bleeds, maintain a 0.375" safety margin.
- Final trim size is 8.125" x 10.625" (48p9 x 63p9).
- All ads are printed 4-color (CMYK) on offset web press.
- Send **PRESS READY** files to: art@inthesetimes.com.
- **FILES MUST BE SUBMITTED** with 300 dpi (or higher) images and embedded fonts (not subsets) in **PRESS READY** Adobe PDF, Tif or Jpg files. No crop marks, please.
- Advertisers submitting materials that do not meet our mechanical requirements will be required to resubmit their ad, or will be subject to additional charges.

**CONTACT** Dan Dineen at (773) 772-0100 x225, or dan@inthesetimes.com.

## COPY + CONTRACT REGULATIONS

- 1 All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof.
- 2 In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements.
- 4 The publisher is not responsible for errors in copy submitted by advertiser or its agency.