



THE NEW REPUBLIC

A Journal of Politics and the Arts

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—American Society of Magazine Editors

*The first issue of
THE NEW REPUBLIC
was published in 1914.*



SINCE ITS FOUNDING nearly a century ago, *The New Republic* has played a touchstone role in three walks of American life: journalism, politics, and culture.

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1331 H STREET, NW,
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WASHINGTON DC
20005

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**BUSINESS
ENERGY AND
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Male/Female: **76/24%**
Median Age: **56**
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Post Grad Degree: **67%**
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Average HHI: **\$153,300**
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Erdos and Morgan Opinion Leaders 2006-2007 MRI New Republic Subscriber Study 2004

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| MONTH | COVER DATE | ORDER/MATERIAL DUE | ON SALE DATE |
|-------|------------|--------------------|--------------|
| 1 | Jan 1-15 | Dec 11 | Dec 26 |
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| | Jan 29 | Jan 8 | Jan 22 |
| 2 | Feb 5 | Jan 15 | Jan 29 |
| | Feb 12 | Jan 22 | Feb 5 |
| | Feb 19-26 | Jan 29 | Feb 12 |
| 3 | Mar 5-12 | Feb 12 | Feb 26 |
| | Mar 19 | Feb 22 | Mar 12 |
| 4 | Apr 2 | Mar 8 | Mar 26 |
| | Apr 23 | Mar 22 | Apr 16 |
| 5 | May 7 | Apr 12 | Apr 30 |
| | May 21 | Apr 26 | May 14 |
| 6 | Jun 4 | May 10 | May 28 |
| | Jun 18 | May 24 | Jun 11 |
| 7 | Jul 2 | Jun 7 | Jun 25 |
| | Jul 23 | Jun 21 | Jul 16 |
| 8 | Aug 6 | Jul 12 | Jul 30 |
| | Aug 27 | Jul 26 | Aug 20 |
| 9 | Sept 10 | Aug 16 | Sept 3 |
| | Sept 24 | Aug 30 | Sept 17 |
| 10 | Oct 8 | Sept 13 | Oct 1 |
| | Oct 22 | Sept 27 | Oct 15 |
| 11 | Nov 5 | Oct 11 | Oct 29 |
| | Nov 19 | Oct 25 | Nov 12 |
| 12 | Dec 10 | Nov 8 | Dec 3 |
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THE NEW REPUBLIC ONLINE

THE NEW REPUBLIC ONLINE contains all the same award-winning editorial content found in the magazine plus much more. Providing real-time analysis and cultural criticism across two content channels—Politics & the World and Books & the Arts—*TNR Online* is smart, urgent, and up-to-the minute. Its popular blogs “The Plank,” “Open University,” and “The Spine” are habit-forming must-reads among policy wonks and opinion leaders in Washington and across the country. *TNR Online* deciphers the disparate events of the day and does so with a unique perspective, scrupulous reporting, and a healthy dose of humor.

- Average 3.5 million page views monthly
- 500-550,000 unique visitors monthly

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TNR Online readers are younger, affluent & highly educated

- Male/Female: 73/27%
- 18-44: 72%
- HHI \$50K+: 68%
- Post Grad Degree: 53%
- Professional/Managerial: 39%
- Politically independent: 75%

Nielsen Net Ratings NetView November 2004

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