

The Progressive

100 YEARS

1909-2009

Advertising Media Kit

The Progressive
409 E. Main St.
Madison, WI 53703
608.257.4626
www.progressive.org



The Progressive has been recognized by:

- The George Polk Award for Magazine Reporting
- The Utne Independent Press Award for Political Coverage
- Print magazine, Communication Arts magazine, How magazine, and The Society of Publication Designers

“The Progressive will remind us that the task is not complete—that no American can cease striving until every American, whatever his creed or color, enjoys the rights assigned to all Americans in the Declaration of Independence.”

—President John F. Kennedy, 1962

“In my life nothing is better than *The Progressive*.”

—John Kenneth Galbraith, 2004

“The Progressive has been right about damn near everything over the years. And that’s worth a rattlesnake round-up and a boot-scootin’.”

—Molly Ivins, 2004

“I love *The Progressive* because it’s loaded with info I don’t find elsewhere. It’s smart, it has all sorts of useful and fun tidbits, it has cartoons, and it’s...well, progressive.”

—Jim Hightower, 2008



The Prog

100 YEARS

Since 1909, *The Progressive* has provided a forum for intelligent, independent, and fearless journalism – the kind that has sadly become uncommon in our age of corporate media ownership. *The Progressive* has steadfastly stood against militarism, the concentration of power in corporate hands, and the disenfranchisement of the citizenry. It has continued to champion peace, social and economic justice, civil rights, civil liberties, human rights, a preserved environment, and a reinvigorated democracy. Its bedrock values remain nonviolence and freedom of speech.

Barbara Ehrenreich and Howard Zinn write regularly for *The Progressive*. And some of America’s leading poets—Adrienne Rich, Martín Espada, C.K. Williams, Wendell Berry, and Rita Dove—publish original work with us.

We interview the likes of Seymour Hersh, Maxine Hong Kingston, Alice Walker, Barack Obama, Howard Dean, Helen Thomas, Ani DiFranco, Steve Earle, Margaret Cho, Janeane Garofalo, George Carlin, Studs Terkel, Sam Hamill, Danny Glover, Roger Ebert, Martin Sheen, and Terry Tempest Williams. Past contributors include: Jane Addams, Martin Luther King, Jr., Helen Keller, James Baldwin, Upton Sinclair, Clarence Darrow, Jack London, George Orwell, Carl Sandburg, Edward Said, John F. Kennedy, Hubert Humphrey, Molly Ivins, June Jordan, and Paul Wellstone.





Progressive 1909-2009

“Because the activist readers of *The Progressive* are well versed in the struggle against human rights violations, advertising in the magazine has proven to be an effective and efficient choice for our membership and donor development campaigns.”

—*Helen Garrett, Amnesty International USA*

“As a leading publisher of activist and social justice books, New Society Publishers relies on *The Progressive* for their continuing support of much needed independent views.”

—*EJ Hurst, New Society Publishers*

“We advertise in *The Progressive* to reach the kind of educated, concerned, passionate people that we feel will appreciate what we have to offer.”

—*Anna Kapechuk, Righteous Babe Records*

The Progressive readers are established, educated, affluent, and politically impassioned. As consumers, they make proactive choices based on personal ethics and social responsibility.

Subscriber Profile

Age: 76% of readers age 45+

Sex: Male/Female ratio: 60/40

HHI: 58% - \$50K+
33% - \$75K+
18% - \$100K+

Education: 81% - Bachelor's degree or higher
37% - Master's degree
17% - PhD

Reading Habits

88% spend at least one hour reading each issue

73% of subscribers pass along magazines to at least one other person

48% of subscribers have subscribed for 5+ years

Consumer Behavior

84% regularly buy books; 71% spend over \$15/month on new titles

63% regularly purchase new music

58% shop at organic or natural food stores

35% have money in a socially responsible investment fund

Activism Within the Last Year

62% have written to an elected official

56% volunteered for a cause

35% participated in a rally, march or boycott

32% have written a letter to the editor

29% participated in an environmental cause

Geographic Distribution

