

# COLUMBIA JOURNALISM REVIEW

## MEDIA PROFESSIONALS

**72%** of CJR readers are media professionals.

### ***Breakdown by Media***

Newspaper	57%
Magazine	13%
Broadcast	17%
Television	11%
Radio	6%
New Media	9%
Education	12%

**80%** of CJR's media professionals are involved in determining the types of news stories and topics that are reported.

**50%** are **very** involved.

Source: Mediamark Research Inc. 2001 Subscriber Study.

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