

COLUMBIA JOURNALISM REVIEW



DEDICATED

- Avg. time spent with an issue: 1 hr. 13 min.
- Read or looked through all of last 4 issues: 74%
- Readers per copy: 1.8
- Avg. time subscribed: 6.2 years
- Consider CJR one of favorites/very good/good journalism publication: 94%
- 18% of CJR's readers — almost one in five — said they changed their mind about an issue because of something they read in the magazine.
- 78% consider CJR an essential read.
- 83% find information in CJR that they can't find elsewhere.
- 92% would recommend CJR to colleagues.
- 48% clipped or referred an article for others.

Sources: Mediamark Research Inc. 2001 Subscriber Study
Erdos & Morgan Readership Survey, 2000.

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