

Dear *Reason* Reader,

The cause of freedom in an increasingly statist America needs your help.

Reason magazine — which is known as “the largest and most influential libertarian publication in the world today” — needs to raise an additional \$300,000 per issue to pay its bills. I’m writing to you to ask for your help as we fight against a rising deficit, enormous challenges to our civil liberties, and the biggest and most intrusive expansions of government since FDR.

Thanks to the support of thousands of readers like you, *Reason*’s readership and influence are bigger than ever. Senator Rand Paul recently tweeted, “the prospects for a libertarian future have never been brighter, and @reason can take some of the credit.”

With the financial support of people like you, *Reason* is drawing more than 3 million readers every month (that’s more than ever before) of *Reason Online*’s award-winning coverage of this dangerous new era of interventionist government. Our writers are featured in the *Washington Post*, *Wall Street Journal*, *New York Times*, *The Daily Beast* and elsewhere, making the principled case for individual choice over centralized control. And some of the biggest names in media — including Drew Carey, John Stossel, George Will, and Rush Limbaugh — quote from our work.

Now we need to raise that \$300,000 per issue — \$3.3 million per year — to put the magazine in your mailbox, on newsstands, on the Web, in libraries, on editors’ desks, and in Congressional offices. That’s on top of the money we earn from subscriptions, advertising, and other commercial activities. And though that’s considerably less than other political magazines, it’s still a lot of money. *Reason* competes with magazines that have multi-millionaire publishers willing to operate at a loss — but we rely on thousands of freedom-loving individuals like you, who choose to support *Reason* beyond the price of a subscription.

Reason flourishes because people who love liberty provide voluntary, tax-deductible contributions to help spread the message of “Free Minds and Free Markets.” In an era of bailouts and government takeovers of industry, our message has never been more vital. *Mediaite*, a popular news aggregator, wrote:

You can’t truly have a conversation about today’s libertarian movement without mentioning Reason magazine. Led by Gillespie and Matt Welch, the largest libertarian publication regularly churns out devastating critiques of police abuse, exposes the horrific injustices from the War on Drugs, and repeatedly criticizes the foreign policy blunders of both Republicans and Democrats.

One of our most influential readers is John Stossel, whose eponymous show at FOX is drawing extensively from *Reason*’s content as well as showcasing our journalism team. John has been a *Reason* reader for many years — in fact, John told Glenn Beck how *Reason* changed his view of the world:

BECK: *What was the turning point?*

STOSSEL: *Just being on the beat for 40 years now, watching government make it worse for consumers....I watch closely and tried to figure out what was going on. Then I discovered Reason magazine. And -wow, this makes sense.*

BECK: *Yes, that's a good magazine.*

STOSSEL: *Limited government. Let free people make us be prosperous.*

Reason's intellectual honesty is untethered to any political party, making us the ideal home for people who are deeply principled, intellectually honest, and fiercely independent. Young people in particular are responsive to the ideas of free minds and free markets, as polls show that they are increasingly disgusted with government meddling in their civil liberties and angry that today's debt burden will leave them on the hook for trillions in future fiscal liabilities. As they defect in droves from the two major political parties, your investment today will help us reach a new generation of open-minded readers who are openly challenging long-held assumptions about the role of government in their lives.

You fuel our efforts with your passion for free minds and free markets.

Today, there are thousands of dedicated readers who consider *Reason* their magazine and send in their tax-deductible contributions to help us pay the bills. Even a small contribution helps chip away at that \$3,000,000 we need to raise per issue, and your investment in our work today will help us reach more and more people with the message of free minds and free markets.

Our message of liberty has never been more urgent or more critical. With your financial support, we can share this message with as many people as possible. I'm delighted to share with you that beginning in December, I'll be joining *Reason.tv* contributor Kennedy on her new Fox Business show *The Independents*, giving us a highly visible new platform from which we can engage an enormous new audience with our shared message of liberty.

Please give generously. I'm asking for your best contribution to the cause of freedom—so that together, you and *Reason* can fight against the onslaught of statism that threatens all of our liberties. You can send in your tax-deductible contribution in the enclosed envelope today (or click on the "Support Reason" link at *Reason.com*), and let's work together to show that free minds and free markets are the best path to a prosperous and peaceful world.

Thanks again,



Matt Welch
Editor in Chief, *Reason*

P.S. Support free minds and free markets by sending in a year-end gift of \$100 or more and I'll extend your *Reason* subscription by a year—or if you'd rather, I can turn it into a gift subscription for a liberty lover in your life. And please remember to tune in to *The Independents* on Fox Business beginning in December!



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YES! I want to help the cause of freedom, and I support *Reason* magazine's efforts to get the message of "Free Minds and Free Markets" out into the world. My tax-deductible contribution is enclosed.

- ☐ **Basic** (\$50): receives *Reason Report* newsletter and updates on Reason's impact
- ☐ **Associate** (\$100): receives above, a complimentary one-year subscription to *Reason* and a pair of Reason socks
- ☐ **Torchbearer Society** (\$1,000 or more): receives above, plus:
- Invitation to Reason Weekend, our annual retreat for Torchbearer Society members
 - Special acknowledgment in *Reason*

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