

CHRISTIAN HISTORY

magazine



Christian History magazine is back in print and reaching the homes of dedicated, educated Christians on a regular basis with thought-provoking editorial and engaging images. Published by the non-profit Christian History Institute, the magazine's goal is to bring the story of the church to the people of the church. We publish with a unique donation-based system, meaning our readers support the ministry of the magazine through giving, rather than through subscriber fees.

About *Christian History* magazine:

- **Printed Circulation:** Our circulation is around 13,000 homes, schools, churches, and libraries. We print approximately 5,000 more copies which are kept as back issue stock and are sold indefinitely after publication. Often back issues are used in classroom and conference settings. The magazines are full size and are printed on quality paper with a professional look and feel.
- **Web Publishing:** Besides our printed version, we also publish a feature-rich online “flip book” of every issue. These are available free of charge worldwide through our dedicated website www.christianhistorymagazine.org. Our intent is to keep these available indefinitely as part of our mission to reach young people and a global audience. These online flip books are accessed approximately 10,000 times within the first six months of publication.
- **Frequency:** As a donation-supported ministry, we work hard to publish every three months. On occasion we have extended this schedule to four months.
- **Reader Profile:** *Christian History* magazine appeals to a broad spectrum of readers, from college students and young adults to middle aged and retired believers. Our surveys reveal an average reader who is educated at or above a bachelor's degree, is male, and is approaching retirement age. Our readers come from every denomination, but would lean towards a theologically conservative and evangelical stand. As expected, evidence shows that our online readers represent a younger demographic. Over 40% of our Facebook community are in the 25-45 age bracket.
- **Content Focus:** Every issue is focused on a specific aspect of Christian history across a wide spectrum of topics. We solicit well-known scholars and work hard to bring the material to life for our readers. Because we are telling history, we try to present a non-biased, neutral viewpoint. However, when necessary, we would lean towards a theologically conservative viewpoint. Potential advertisers should bear this in mind with products presented.

Advertising Details

- **Prime Placement:** Every issue of *Christian History* is content focused, with only 4-6 advertisement pages. As such, no ad gets buried in an "ad section." Every ad receives a great location and will get noticed by readers.
- **Ad Features:** All ads are full page, full color.
- **Online Bonus:** All ads are included in their entirety in our online flipbook. In addition, we include hotlinks in the flipbook as appropriate, leading online readers directly to your home page.
- **Content Focus:** Many advertisers work to align their ad focus with the specific topic of a given issue.
- **Costs:** The cost to advertise in CHM is \$1400 for the full page, full color ad. Back page ads are sometimes available for the same fee, but the space is slightly smaller.
- **Specs:** Ads must be submitted with the following specifications, per an agreed upon schedule:

AD SIZE: Trim: 8.25" w x 10.75" h
Bleed: 8.75" w x 11.25" h
Live: 7.75" w x 10.25" h

Please include **1/4" bleed** on all four sides, and keep all live copy 1/4" away from the final trim.

FORMAT: PDF. Please be sure all fonts are embedded or turned to outlines. **Do not include** crop or registration marks.

RESOLUTION: Image resolution should be 300 dpi at the actual image size.

COLOR: CMYK. When possible, please stay away from using four-color type, as it is difficult to register.

To discuss reserving ad space, please contact

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