

TODAY'S Christian LIVING



2017

Media Guide

CrossLife LLC

P.O. Box 282

N7528 Aanstad Rd., Suite A

Iola, WI 54945-0282

800-397-8161 Ext. 5

PRINT AD RATES

Ad Unit 4C	1x	3x	6x
Full page	\$1,268	\$1,141	\$1,014
2/3 page	\$1,120	\$1,064	\$896
1/2 page	\$699	\$664	\$559
1/3 page	\$579	\$550	\$463
1/4 page	\$399	\$379	\$319
1/6 page	\$299	\$284	\$239
1/12 page	\$199	\$189	\$159

Special positions not noted above add 10%.

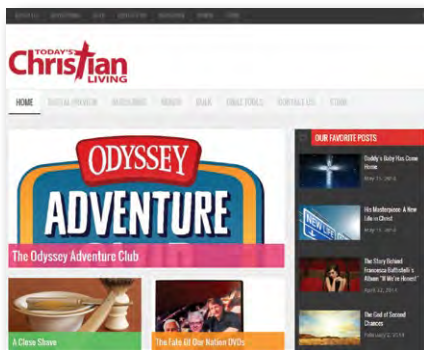
DIGITAL RATES

Digital Issue Sponsorship** (for each monthly digital issue)

1x	3x	6x
\$300	\$290	\$280

WEBSITE ADVERTISING

AD SIZES/TYPES	1 Issue	3 Issues	6 Issues
Box (300x100)	\$90	\$80	\$70
Box (300x250)	\$180	\$160	\$140
Bottom Leaderboard (728 x90)	\$180	\$160	\$140



*Same format and specifications as print magazine.
 ** Includes: • Banner (728px x 90px) in an eMail delivery notification letter. • Digital edition welcome page ad (1050px x 1425px or 3.5" x 4.75" @ 300 dpi) opposite the issue's page #1 cover (format: jpg or gif).

TODAY'S Christian LIVING

Print and eMedia Ad Rates

www.todayschristianliving.org

Today's Christian Living magazine encourages, equips and engages readers with personal stories and lessons based on the Word of God.

We reach Christian readers of all ages. Through our print and increasing digital presence, advertising with *Today's Christian Living* will reach any adult Christian who is an avid reader, tithes regularly, supports other Christian ministries and organizations, and enjoys buying gifts and products that help them, their family and their friends grow closer to the Lord.



Issue and Closing Deadlines

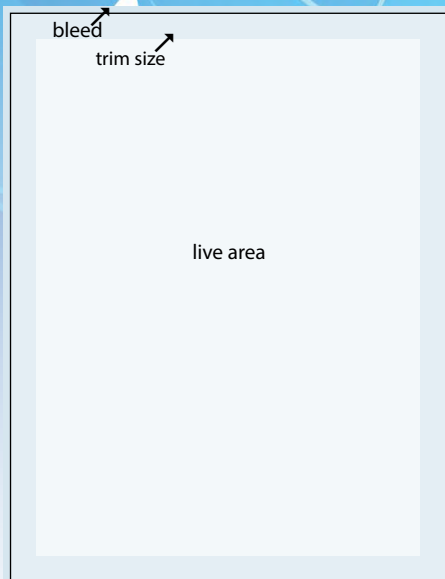
Publisher reserves the right to run a previous advertisement if copy is not received by the materials-due date. We will mail, fax or e-mail deadline dates per request.

Contact Information

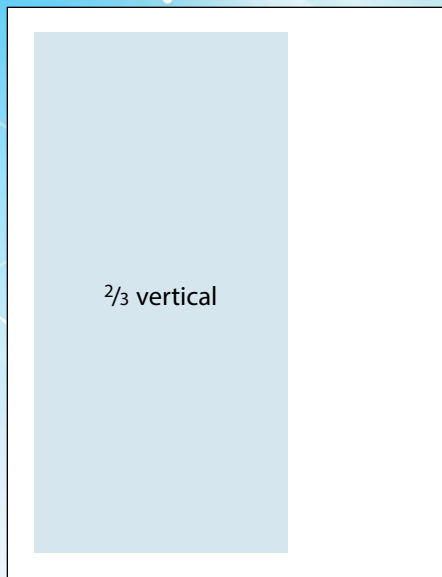
Jill Maggio, *Today's Christian Living* magazine
 (715) 445-5000, Ext. 115
 Fax: (715) 445-4053
 email: jillm@jonespublishing.com

Send Advertising Materials to:

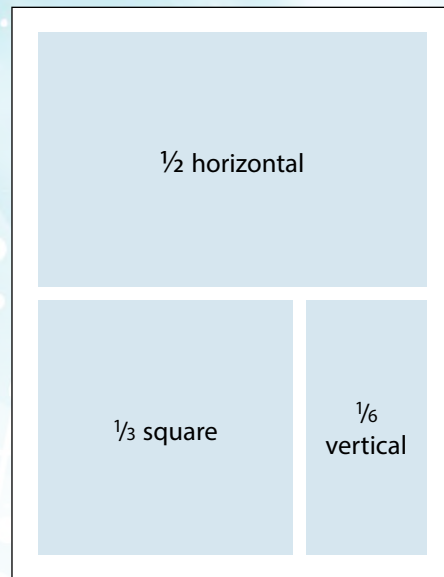
email: jillm@jonespublishing.com



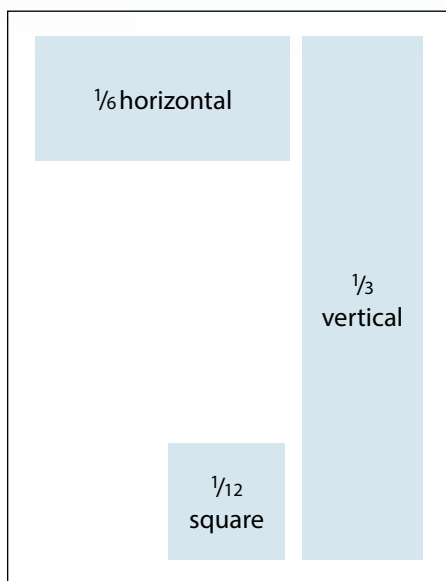
Full page
 With bleed: 8.5" by 11"
 Magazine trim size: 8.25" by 10.75"
 Live area: 7.75" by 10.25"



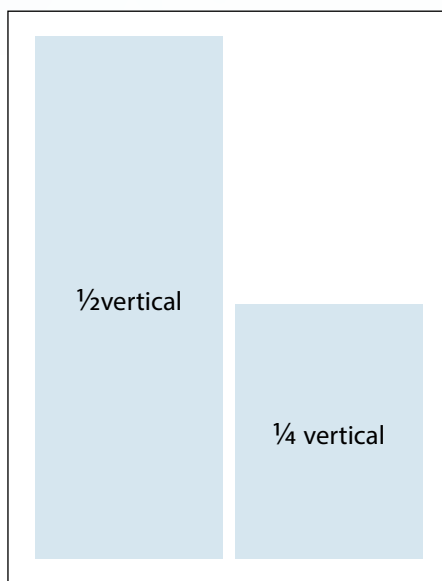
2/3 vertical: 4.75" wide by 9.75" high



1/2 horizontal: 7.25" wide by 4.75" high
 1/3 square: 4.75" wide by 4.75" high
 1/6 vertical: 2.25" wide by 4.75" high



1/3 vertical: 2.25" wide by 9.75" high
 1/6 horizontal: 4.75" wide by 2.25" high
 1/12 square: 2.25" wide by 2.25" high



1/2 vertical: 3.5" wide by 9.75" high
 1/4 vertical: 3.5" wide by 4.75" high

Cancellations

Cancellations of advertisements must be received in writing prior to the ad reservation deadline. No cancellations will be accepted after that date. The contracted space will be provided to the advertiser at the contracted rate. If no ad is received from the advertiser, the publisher reserves the right to run a previous advertisement using the advertiser's name and contact information. Cancellation of frequency contract voids the frequency rate reduction on the previously published advertisements covered by the contract. Previous ads will be re-billed at the standard rate.



FTP Info

- File type: zip files only
- FTP: ftp.jonespub.com
- User ID: advftpuser
- Password: jones

Programs for the PC (Preferred)

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- High resolution PDF
- Tiff Files
- Stuffit Files

Macintosh Software

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- High Resolution PDF

Art Specification

- 150 line screen
- Dot Gain 10%
- 300 DPI - for photos
- Trim Size: 8.25" by 10.75"
- Bleed Size: 8.5" by 11"

Issue Dates	Editorial Focus	Resource Guide	Editorial Deadline	Ad Space Reservation	Ad Copy Deadline	Mailing Date
February/March 2017	Courage	Bible	11/23/16	12/22/16	1/5/17	1/27/17
April/May 2017	Suffering	Prayer	1/27/17	3/2/17	3/9/17	3/31/17
June/July 2017	Fellowship	Healthy Living	3/31/17	5/4/17	5/11/17	6/2/17
August/September 2017	Patience	Strong Family	5/26/17	6/29/17	7/6/17	7/28/17
October/November 2017	Serving Others	Fifth Annual Writing Contest Issue	7/28/17	8/30/17	9/7/17	9/29/17
December/January 2017-2018	Stewardship	Thanksgiving & Christmas issue	9/29/17	10/31/17	11/7/17	11/29/17

Today's Christian Living's profile snapshot:

- Women (83%); men (17%)
- Married (68%)
- Attended college (76%)
- Average income (\$52,800)
- Generally strong charitable giver, usually more than 10% of income
- Circle of influence includes spouse, children, grandchildren, friends, relatives, church and organizations
- Holds positions of responsibility in church, at work and in organizations
- Purchases, recommends and gifts books to others
- Purchases children's products for gifts
- Enjoys music and gifting music. (Spends an average of \$112/year on music)
- Purchase at Christian bookstores: (67%)
- Uses Bible Study or devotional materials: (87%)
- Average reading time per issue is 2 hours and then gifts it to someone else
- Average time spent reading is about 13 hours per week