



## Touchstone Reader Demographics

- Personal:
  - 21% Female
  - 31% Age 66 or older
  - 90% Age 36 or older
  - 81% Married
  - 24% Pastors
- Wired:
  - 86% use the internet and email
- Well-educated:
  - 55% Master's degree or higher
  - 69% Bachelor's or higher
- Church attenders:
  - 89% attend at least once per week
- Church affiliation:
  - 18% Roman Catholic
  - 9% "Anglican"
  - 59% other Protestant
  - 6% Eastern Orthodox
- Buy 15 books per year on average
- Read 18 books per year on average
- Readers per copy of *Touchstone*: 1.7

### Advertise on our websites:

[www.touchstonemag.com](http://www.touchstonemag.com)  
[www.merecomments.typepad.com](http://www.merecomments.typepad.com)

- Impact: More than 35,000 visits per month.
- The most popular page of what the Associated Church Press called the "Best Publication Website."
- 10% discount if placed with *Touchstone* magazine space ad.

Top banner ad: \$500 for one month  
(800 x 100 pixels either website)

Side vertical ad: \$300 for one month  
(145 x 245 pixels on Mere Comments)  
(210 x 135 pixels on touchstonemag.com)

# TOUCHSTONE MAGAZINE



## Ad Rate Card 2011-2012

## Advertising Deadlines 2011-12

Issue	Space Closes	Mechanicals Due	Issue Ships
Nov/Dec 2011	9/13/11	9/20/11	10/24/11
Jan/Feb 2012	11/15/11	11/22/11	12/28/11
Mar/Apr 2012	01/10/12	01/17/12	02/21/12
May/June 2012	03/13/12	03/20/12	04/30/12
July/Aug 2012	05/15/12	05/22/12	06/25/12
Sept/Oct 2012	07/10/12	07/17/12	08/20/12
Nov/Dec 2012	09/11/12	09/18/12	10/22/12

## Ad Sizes

Full page	7" x 10" tall
1/2 page vertical	3.25" x 9.15" tall
1/2 page horizontal	6.75" x 4.578" tall
1/3 page vertical	3.25" x 6.086" tall
1/3 page horizontal	6.75" x 3.047" tall
1/4 page vertical	3.25" x 4.578" tall
1/4 page horizontal	6.75" x 2.287" tall

(Bleed dimensions on back.)

## Ad Rates

Black & White	1x	3x	6x
Full page	\$800	\$760	\$680
1/2 page	\$520	\$495	\$440
1/3 page	\$375	\$355	\$320
1/4 page	\$240	\$230	\$205

  

Two Color	1x	3x	6x
Full page	\$920	\$875	\$780
1/2 page	\$600	\$570	\$510
1/3 page	\$430	\$410	\$365
1/4 page	\$275	\$260	\$235

  

Four Color	1x	3x	6x
Full Page (limited)	\$1600	\$1520	\$1360
Covers 2-3	\$1955	\$1855	\$1660
Back cover	\$2310	\$2195	\$1965

## Design Specifications

- Preferred delivery: digital files submitted via e-mail, ftp, or disk.
- Preferred file formats: *Touchstone* is designed on Apple computers using Adobe InDesign CS5. Accepted formats include: Mac InDesign file w/all fonts and graphics; EPS file created in Adobe Illustrator or Quark, w/fonts either embedded or converted to outlines; high resolution TIF or JPG file (this option works only for grayscale or black & white ads).
- Image resolution: 300 pixels per inch.
- Two-color ads must be black and Pantone 647 C (solid color, coated paper).
- Four-color ads must be sent as cmyk TIF or JPG image files.
- Full-page ads may be submitted as PDF files. The document size must be 8.25 x 10.875, and printer's marks must be included. Before creating a PDF using Adobe Acrobat Distiller, please install our printer's Distiller job options file, available at: [www.ipc-world.com/ipc-ourcustomers.asp?txt=techsupport](http://www.ipc-world.com/ipc-ourcustomers.asp?txt=techsupport).

## Terms and Conditions

- All advertising requests must be confirmed by a signed purchase order or a letter of request.
- The publisher reserves the right to reject or cancel any advertising, including for unacceptable appearance.
- The publisher is not responsible for errors due to improper file preparation.
- The publisher is not responsible for errors in key numbers.
- Cancellations (and changes in insertion orders) will not be accepted by the publisher after the closing date.
- No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.

## Payment

- Fifteen percent discount to recognized agencies, provided account is paid within 30 days of invoice date.
- Two percent per month interest charge on past-due accounts.
- First-time advertisers must pre-pay with insertion order.
- Materials are due to the publisher by the date specified and in the format specified. Late arrivals are subject to a 1% per day fee, and materials more than 5 days late will not be accepted, though payment for the reserved space is due. Any alterations to materials or resubmissions are subject to a \$25/hour charge (min. 1 hour).

## Publishing Information

- Readers per issue: 14,000.
- Subscription Price: \$29.95; Single-Issue Price: \$5.95.
- Frequency: 6 times a year.

## Mission

**Touchstone** is a Christian journal, conservative in doctrine and eclectic in content, with editors and readers from each of the three great divisions of Christendom—Protestant, Roman Catholic, and Orthodox. The mission of the journal and of its publisher, The Fellowship of St. James, is to provide a place where Christians of various backgrounds can speak with one another on the basis of shared belief in the fundamental doctrines of the faith as revealed in Holy Scripture and summarized in the ancient creeds of the Church.

## Editorial Personnel

- **Executive Editor:** James M. Kushiner
- **Managing Editor:** Anita Kuhn
- **Senior Editors:** Allan Carlson, Anthony Esolen, Robert P. George, James Hitchcock, S. M. Hutchens, Russell D. Moore, Leon J. Podles, Patrick Henry Reardon
- **Contributing Editors:** Allan Carlson, J. Daryl Charles, Rod Dreher, Robert Hart, Graeme Hunter, Phillip E. Johnson, Peter J. Leithart, Frederica Mathewes-Green, Kevin Offner, Folke T. Olofsson, Roberto Rivera, William Saunders, William J. Tighe, Mark Tooley, R. V. Young

“Bracingly conscientious  
and determined to follow  
where the spirit leads”

—†Richard John Neuhaus on *Touchstone*

## Advertising Representative

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