

# Touchstone

*A Journal of Mere Christianity*

**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, Catholic, and Orthodox. The mission of the journal 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 the Holy Scriptures and summarized in the ancient creeds of the Church.

Touchstone is published 6 times a year by The Fellowship of St. James, a not-for-profit association of Christians belonging to various churches dedicated to a renewed appreciation of the faith and ministry of Jesus Christ today.

Quantity Available for Rental

Active Subscribers 3,800  
Expires, 12 month 2,000

Rate

Active Subscribers \$375/Flat Fee  
Expires \$250/Flat Fee

Minimum Order

All

Email or FTP

\$50/Flat Fee

Selects

Zip/State/SCF \$6/M  
Cannot Select Clergy

Rush Fee (1-3 Days)

\$65

Run Charge

\$6/M

Media Source

81% Direct Mail

Unit of Sale

\$41.55 average

Maintenance

Updated 3<sup>rd</sup> week of each month.

Terms

Payment due within 30 days of mail date. Advance payment required on first-time orders. Allow one week for delivery.

Restrictions

Sample mail piece required for approval. Rentals are for one-time use only. Cancellations are subject to cancellation fees. Cancellations after the mail date are subject to full rental costs.

For reservations, contact:

Publishing Management Associates, Inc.  
129 Phelps Avenue, Suite 312  
Rockford, IL 61108  
Phone: 815-398-8569 Fax: 815-398-8579  
E-mail: brandon@pma-inc.net

For editorial information:

Touchstone Magazine  
Website: www.touchstonemag.com  
Publisher: The Fellowship of St. James  
P.O. Box 410788, Chicago, IL 60641  
Phone: 773-481-1090 Fax: 773-481-1095

Reader Profile:

**Well-educated, involved readers**

- 79% Male
- 69% have college degrees
- 55% have completed graduate studies
- 89% attend church at least once a week

Touchstone Usage and Order Tests:

Christianity Today	InterVarsity Press	Sisters of St. Joseph
Daily Devotional Guide	National Association of Scholars	Teaching Company
Eighth Day Institute	Prison Fellowships Ministries	The Christians
First Things	Rockford Institute	The Living Church
Heifer International	Salvo	The New Criterion
Independent Institute		The Pekoe Group