

Advertising Deadlines

Issue Date	Space Closes	Materials Due	Release Date
March 2015	1/16	1/19	2/5
April	2/13	2/16	3/5
May	3/13	3/16	4/2
June/July	4/17	4/20	5/7
Aug/Sept	6/12	6/15	7/2
October	8/14	8/17	9/3
November	9/18	9/21	10/8
December	10/16	10/19	11/5
January 2016	11/13	11/16	12/3
February	12/11	12/14	1/7/2016

Ad Sizes

Full page (non-bleed)	7" x 10"
2/3 page (3 columns)	6.9374" x 6.5"
2/3 page (2 columns)	4.5625" x 8.9375"
1/2 page (3 columns)	6.9375" x 4.875"
1/2 page (2 columns)	4.5625" x 7.3125"
1/3 page (3 columns)	6.9375" x 3.375"
1/3 page (2 columns)	4.5625" x 4.5"
1/3 page (1 column)	2.1875" x 8.9375"
1/4 page (2 columns)	4.5625" x 3.625"
1/4 page (1 column)	2.1875" x 7.3125"
1/6 page (2 columns)	4.5625" x 2.5"
1/6 page (1 column)	2.1875" x 4.875"
1/12 page (1 column)	2.1875" x 2.5"

Bleed background: 8.5 x 11.25"
Magazine trim size: 8.125" x 10.875"

Printing Specifications

- ❖ Printed web offset, 60# Matte body, 7 pt. Sterling Matte cover
- ❖ Perfect binding
- ❖ Recommended screen: 150-line

Preferred Materials

Common electronic formats, e.g., PDF (*flattened transparency, output from InDesign or Quark only, not Microsoft Word*), packaged InDesign. FTP available for file upload. Image resolution must be a minimum of 300dpi. Text and grayscale minimum of 600dpi. Verify that files intended to be black & white or spot color(s) are output as such, and not four-color process (CMYK). Provide landing page URL if you would like your ad hyperlinked in electronic versions.

2015 Rates

Black & White	1x	3x	5x	10x
Full Page	\$2,100	\$1,995	\$1,890	\$1,785
2/3 Page	\$1,680	\$1,595	\$1,510	\$1,430
1/2 Page	\$1,380	\$1,305	\$1,240	\$1,170
1/3 Page	\$ 960	\$ 910	\$ 860	\$ 815
1/4 Page	\$ 700	\$ 665	\$ 630	\$ 600
1/6 Page	\$ 560	\$ 530	\$ 500	\$ 475
1/12 Page	\$ 330	\$ 315	\$ 300	\$ 280
Cover 2-3	\$2,570	\$2,440	\$2,310	\$2,180
Page 4	\$3,035	\$2,880	\$2,730	\$2,580

Two Color

Full Page	\$2,460	\$2,340	\$2,220	\$3,095
2/3 Page	\$1,970	\$1,870	\$1,775	\$1,675
1/2 Page	\$1,610	\$1,530	\$1,450	\$1,370
1/3 Page	\$1,125	\$1,070	\$1,010	\$ 955
1/4 Page	\$ 820	\$ 780	\$ 740	\$ 700
1/6 Page	\$ 655	\$ 620	\$ 590	\$ 560
1/12 Page	\$ 390	\$ 370	\$ 350	\$ 330
Cover 2-3	\$3,010	\$2,860	\$2,710	\$2,560
Cover 4	\$3,560	\$3,380	\$3,205	\$3,030

Four Color

Full Page	\$2,985	\$2,835	\$2,685	\$2,535
2/3 Page	\$2,385	\$2,265	\$2,150	\$2,030
1/2 Page	\$1,955	\$1,855	\$1,760	\$1,660
1/3 Page	\$1,360	\$1,290	\$1,225	\$1,155
1/4 Page	\$ 995	\$ 945	\$ 895	\$ 845
1/6 Page	\$ 795	\$ 755	\$ 715	\$ 675
Cover 2-3	\$3,950	\$3,465	\$3,285	\$3,100
Cover 4	\$4,310	\$4,095	\$3,880	\$3,665

Composition: Available upon request for a fee. Additional charges may be incurred for ads with special production requirements.

Advertising in The Public Square: 10% premium, full page only.

Pre-printed inserts: Rates available upon request.

Terms and Regulations

Agency commission: 15% of gross billing to recognized agencies, provided account is paid within 30 days of invoice date. 1.5% per month interest charge on past due accounts. First-time advertisers must pre-pay with order.

1. The publisher reserves the right to reject or cancel any advertising.
2. Cancellations (and changes in insertion orders) will not be accepted by the publisher after the closing date.
3. The publisher is not responsible for errors in key numbers.
4. No conditions, printed or otherwise, appearing in the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.

Readership

Well educated, well read, well off, and religiously engaged, FIRST THINGS readers share a singular interest in the issues at the crossroads of religion, ethics, and public life.

- ✧ *College-educated readers*
94% have attended college
74% have completed post-graduate work
31% have Ph.D.s
- ✧ *Professionals with influence*
68% belong to professions that bear directly on the education of others: clergy, teachers, professors, editors, and writers
- ✧ *Reading is favorite leisure activity*
Reading is top leisure activity among subscribers:
 - read an average of 2.5 books per month
 - 71% of subscribers buy 10 or more books per year
 - spend an average of 3.5 hours with each issue
 - 48% of subscribers own 3-readers
 - 64% of subscribers read all 10 issues last year
- ✧ *High-income households*
40% have average income of \$100,000 or more
75% have average income of \$50,000 or more
- ✧ *Leaders who have impact*
49% have leadership roles in their churches or religious communities
- ✧ *Active consumers*
Bought an average of 37 items by catalog or internet in 2013

FIRST THINGS readership survey was conducted in 2013.

Comments

“Our most vibrant journal...”
—*New Criterion*

“The most important vehicle for exploring the tangled web of religion and society.”
—*Newsweek*

Publishing Information

- ✧ Subscription Price: \$39
- ✧ Single-Issue Price: \$4.95
- ✧ Frequency: 10 times per year
Double issues for June/July and August/September

Editorial

FIRST THINGS is America's premier journal of religion and public life. It begins with the premise that to understand American society—and where it is headed—it is necessary to understand its religious life and values. FIRST THINGS' broad coverage of religious and cultural issues encompasses politics, economics, ethics, education, science, and literature and the arts. Though concerned with issues of great seriousness, FIRST THINGS is lively, readable, and entertaining.

FIRST THINGS is for Catholics, Protestants, Jews, Muslims, and more. We make a point of being ecumenical and interreligious, engaging all the questions pertinent to “religion, culture, and public life.”

History

The founding editor in chief of FIRST THINGS was Richard John Neuhaus, theologian, celebrated public intellectual, and author of many books, including the groundbreaking *The Naked Public Square*. Father Neuhaus died in January 2009 leaving a legacy of reinvigorated religious debate in our public life.

Features

- ✧ A readership of the most influential opinion leaders in America.
- ✧ The largest subscriber base of any ecumenical journal of ideas in the country.
- ✧ An unprecedented journal that puts its readers in the center of the critical debates about the role of religion in America.
- ✧ The most authoritative editors, editorial board, and contributors of any magazine concerned with religion and its public impact.
- ✧ Serious, involved readership interested in a broad spectrum of books, magazines, and journals.
- ✧ Puts your products before a unique audience of widely educated and active readers.

Editorial Personnel

- ✧ R. R. Reno / Editor
- ✧ Mark Bauerlein / Senior Editor
- ✧ Matthew Schmitz / Deputy Editor
- ✧ Lauren Wilson / Managing Editor

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