

# FIRST THINGS

2021 **PRINT**  
ADVERTISING  
RATE CARD

Effective March 2021 Issue

## Print Advertising Deadlines

Issue Date	Space Closes	Materials Due	Release Date
March 2021	1/15	1/18	2/4
April	2/12	2/15	3/4
May	3/12	3/15	4/1
June/July	4/16	4/19	5/6
Aug/Sept	6/11	6/14	7/1
October	8/13	8/16	9/2
November	9/10	9/13	10/7
December	10/8	10/11	11/4
January 2022	11/12	11/15	12/2
February	12/10	12/13	1/6/2022

## 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

**Format:** Print ready PDF with flattened transparency, output from InDesign or Quark (not Microsoft Word). \*Export file as PDF/X-1a

**Image Resolution:** Must be minimum of 300dpi

**Text and grayscale Resolution:** Must be minimum of 600dpi

**Black & White files:** Must be output as black only and not 4-color process (CMYK)

**Color files:** Must be in CMYK and not RGB

**Preferred Delivery:** Files can be submitted via email to [firstthingsadsales@pma-inc.net](mailto:firstthingsadsales@pma-inc.net) or [suem@pma-inc.net](mailto:suem@pma-inc.net).

Files can also be placed on our FTP site, contact us for details.

**Hyperlink in iPad edition:** Provide landing page URL to have your ad hyperlinked in our iPad edition

## 2021 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	\$2,095
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.

**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.

- The publisher reserves the right to reject or cancel any advertising.
- Cancellations (and changes in insertion orders) will not be accepted by the publisher after the closing date.
- The publisher is not responsible for errors in key numbers.
- 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: \$45
- ✧ Single-Issue Price: \$5.95
- ✧ 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 / Senior Editor
- ✧ Lauren Wilson / Managing Editor

### Advertising Representatives

Publishing Management Associates, Inc.  
129 Phelps Avenue, Suite 312  
Rockford, IL 61108  
Phone 815.398.8569  
Fax 815.398.8579  
firstthingsadsales@pma-inc.net  
www.pma-inc.net

### Publisher

The Institute on Religion and Public Life  
9 East 40th Street, Tenth Floor, New York, NY 10016

# FIRST THINGS

2021 **ONLINE**  
ADVERTISING  
RATE CARD

Effective January 1, 2021

## Online Advertising Pricing

Ad Type	Dimensions	CPM*
Top Banner	728 x 90 pixels	\$6.00
Wide Skyscraper	160 x 600 pixels	\$4.00
Medium Rectangle	300 x 250 pixels	\$2.00

\*CPM = cost per thousand impressions

### FirstThings.com Traffic

Averaging over 600,000 visits per month

Averaging 1,000,000 page views per month

**Top Banner**  
**728 x 90 pixels**

**Wide  
Skyscraper**  
**160  
x  
600  
pixels**

**Medium Rectangle**  
**300 x 250  
pixels**

### Art Specifications

- File formats: gif, jpg, png, swf\*
- 72 ppi (pixels per inch)
- Size at designated pixels for ad type
- Submit via email to:  
firstthingsadsales@pma-inc.net
- Provide target URL
- Persistent rapid or strobing animation  
not acceptable

### Composition

Ad composition is available upon request for a fee.

Additional charges may be incurred for ads with special production requirements.

### About FirstThings.com

FirstThings.com ranks as the second most popular site among similar journals, including Christianity Today, Sojourners, America, Commonweal, and Christian Century.

### Advertising at FirstThings.com

Your ad will be scheduled by the number of impressions ordered and with a beginning and end date. You will be billed for the actual number of times your ad is viewed (impressions) by visitors to [www.firstthings.com](http://www.firstthings.com).

### \*About Flash (.swf) Files

In order for our ad-serving software to track adclicks, URLs should not be hard-coded, but replaced with the ActionScript at right. Then provide us with your target URL.

```
on(release) {  
  getURL (clickTAG, "_blank");  
}
```

### Contact

**Richard Vaughan or Sue Milnes** • Publishing Management Associates, Inc.

129 Phelps Avenue • Suite 312 • Rockford, IL 61108

Phone 815-398-8569 • Fax 815-398-8579 • Email [firstthingsadsales@pma-inc.net](mailto:firstthingsadsales@pma-inc.net) • [www.pma-inc.net](http://www.pma-inc.net)

**RPL**

Published by The Institute on  
Religion and Public Life

FIRST THINGS  
9 East 40th Street, 10th Floor  
New York, NY 10016

Phone 212.627.1985  
Fax 212.627.2184  
[www.firstthings.com](http://www.firstthings.com)

# FIRST THINGS

2021 **E-NEWSLETTER**  
**ADVERTISING**  
**RATE CARD**

Effective January 1, 2021

## E-Newsletter Advertising Pricing

### Ad Rates for FT E-newsletter

Size (pixels)	1x Rate	Monthly Rate
200 x 200	\$ 50	\$200
200 x 500	\$100	\$400
460 x 60	\$ 50	\$200

### Art Specifications

- ❖ File formats: gif, jpg, png, swf\*
- ❖ 72 ppi (pixels per inch)
- ❖ Size at designated pixels for ad type
- ❖ Submit via email to: [firstthingsadsales@pma-inc.net](mailto:firstthingsadsales@pma-inc.net)
- ❖ Provide target URL
- ❖ Persistent rapid or strobing animation not acceptable

### Contact Advertising Representatives

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