

FIRST THINGS

2017 Advertising Rate Card
Effective March 2017 Issue

Advertising Deadlines

| Issue Date | Space Closes | Materials Due | Release Date |
|--------------|--------------|---------------|--------------|
| March 2017 | 1/13 | 1/16 | 2/2 |
| April | 2/10 | 2/13 | 3/2 |
| May | 3/17 | 3/20 | 4/6 |
| June/July | 4/14 | 4/17 | 5/4 |
| Aug/Sept | 6/16 | 6/19 | 7/6 |
| October | 8/18 | 8/21 | 9/7 |
| November | 9/15 | 9/18 | 10/5 |
| December | 10/13 | 10/16 | 11/2 |
| January 2018 | 11/15 | 11/17 | 12/7 |
| February | 12/11 | 12/13 | 1/4/2018 |

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 or 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

2017 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.

RPL Published by The Institute
on Religion and Public Life

FIRST THINGS
35 East 21st Street, Sixth Floor
New York, NY 10010

Phone 212.627.1985
Fax 212.627.2184
www.firstthings.com

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

Advertising Representatives

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