



## Mission Statement & Magazine Profile

*To provide church leaders with theologically sound, factually accurate, and truly helpful counsel on the business aspect of ministry.*

*Your Church's practical and helpful articles speak to the challenging needs of pastors, leaders, and church administrators on topics related to church business.*

*Extensive demographic information is available upon request.*

## Scheduling

Issue Date	Closing Date & Film Due Date	Features
Jan/Feb	November 6	<i>Music &amp; Sound</i>
March/April	January 10	<i>Maintenance &amp; Construction</i>
May/June	March 9	<i>Video Projectors &amp; Screens</i>
July/August	May 4	<i>Church Furnishings</i>
Sept/Oct	July 3	<i>Annual Buyer's Guide</i>
Nov/Dec	September 7	<i>Finance &amp; Law</i>

*Your Account Executive will provide you with detailed editorial highlights and feature additions.*

## Reader Profile

- Median age: 49.0
- Male: 86%
- Clergy: 77%
- Median household income: \$47,200
- Attended or graduated college: 100%
- Graduate work: 62%
- Makes recommendations for church purchases: 69%
- Makes final decisions on church purchases: 18%

MECHANICAL SPECIFICATIONS: See page 24.  
 DIGITAL SPECIFICATIONS: See pages 25-26.  
 AD DIMENSIONS: See page 27.

## yourchurch Advertising Rates

	Open	3X	6X	9X
<b>Black &amp; White</b>				
Full Page	\$7,231	\$6,868	\$6,182	\$5,239
2/3 Page	5,696	5,412	4,872	4,384
1/2 Page-Vert.	5,280	5,015	4,514	4,061
1/2 Page-Horz.	4,357	4,137	3,724	3,352
1/3 Page	3,094	2,940	2,645	2,382
1/6 Page	1,756	1,668	1,502	1,352
1/12 Page	869	827	744	670
1/2 Page Spread	7,743	7,355	6,620	5,957
2-Page Spread	11,173	10,616	9,555	8,598
<b>Two Color</b> Match Color: Add \$300				
Full Page	7,749	7,361	6,624	5,963
2/3 Page	6,119	5,814	5,231	4,709
1/2 Page-Vert.	5,761	5,473	4,926	4,434
1/2 Page-Horz.	4,753	4,515	4,062	3,656
1/3 Page	3,576	3,397	3,056	2,751
1/6 Page	2,226	2,116	1,904	1,712
1/12 Page	1,185	1,127	1,014	913
1/2 Page Spread	8,703	8,269	7,441	6,696
2-Page Spread	12,397	11,775	10,599	9,539
<b>Four Color</b>				
Full Page	8,281	7,866	7,080	6,370
2/3 Page	6,644	6,311	5,680	5,112
1/2 Page-Vert.	6,184	5,875	5,288	4,759
1/2 Page-Horz.	5,266	5,003	4,503	4,053
1/3 Page	4,073	3,869	3,482	3,133
1/6 Page	2,402	2,282	2,053	1,847
1/2 Page Spread	9,950	9,452	8,507	7,655
2-Page Spread	13,249	12,587	11,328	10,194
<b>Covers</b>				
Inside Front	8,832	8,390	7,550	6,795
Inside Back	8,567	8,137	7,325	6,593
Back Cover	9,071	8,616	7,755	6,999
<b>Pre-Printed Inserts</b>				
Bind-in Card	5,984	5,685	5,117	4,606
2-Page Bind-in	9,134	8,677	7,810	7,028
4-Page Bind-in	14,613	13,885	12,496	11,244

## Additional Charges and Discounts

(See page 28 for more information on any of these items.)

**Bleed** No additional charge.

**Special Positions** 10% additional charge over space and color charges. Check with your Account Executive for availability.

### Contracted Frequency Discount

This is earned by having the designated number of insertions within a contract year in this publication. Frequency discounts do not carry over to other CTI magazines.

### CTI Student Recruitment Packages

CTI has developed a high-impact college and seminary/graduate school student recruitment program. If you represent an educational institution, contact one of our Education Account Executives.

## Marketplace Classified Advertising

(does not count toward frequency or agency discount)

### Good News!

Now included in your Marketplace Classified Advertising package is Christianity Online! Advertise in *Christianity Today*, *Christian Reader*, or *Your Church* Marketplace classified sections and your Marketplace ad will automatically be placed on Christianity Online at no additional charge per issue. You pay only for your "print" classified advertising space.

**Display Ad**—\$319 per column inch

**Classified Ad**—54 cents per character (each space and punctuation counts as a character); average 45 characters per line, \$45.90 minimum (85 characters).

Optional CT box number, add \$7.50 for each insertion.

Optional check-marked box, add \$16 for each insertion.

Optional box around ad, add \$32 for each insertion.

**Marketplace Combination Rate**—available for those who wish to advertise in *Christianity Today*, *Your Church*, and *Christian Reader*.

### Display Ad

Combination of two magazines: \$303 each

Combination of three magazines: \$288 each

### Classified Ad

Combination of two magazines: 50 cents per character

Combination of three magazines: 48 cents per character

### Optional CT/YC/CR box number

Combination of two magazines: add \$15

Combination of three magazines: add \$19

### Optional check-marked box

Combination of two magazines: add \$29

Combination of three magazines: add \$41

*Cancellations must be made on or before ad closing date. Covers are noncancelable after 60 days prior to closing.*