

DEMOGRAPHIC INFORMATION DEMOGRAPHIC INFORMATION INFORMATION

The Lutheran Witness reaches more than 245,000 households.

Research indicates the following information about our readers:

73% read every article or almost every article in each issue of *The Lutheran Witness*

66% have been reading *The Lutheran Witness* regularly for over 20 years

68% of our readers are female

51% of subscribers are 65 and over

73% are married; 17% widowed

65% attended college; 44% have completed a college degree or higher

86% work somewhere other than a Lutheran church, school, or agency

77% are lifelong Lutherans

81% attend Sunday worship every Sunday

44% attend Bible class every week

47% of readers have traveled internationally



All prices noted are for color ads and per placement. Prices in effect until December 31, 2017.

	1 Time	6 Times	11 Times
Cover 2 Full Page)	\$9,000	\$8,550	\$8,100
Cover 3 (Full Page)	\$9,000	\$8,550	\$8,100
Cover 4 (Horizontal 2/3 Page)	\$8,000	\$7,600	\$7,200
terior Ads			
terior Ads	1 Time	6 Times	11 Times
	1 Time \$7,500	6 Times \$7,125	11 Times \$6,750
Full Page			
Full Page 2/3 Page	\$7,500	\$7,125	\$6,750
Full Page 2/3 Page 1/2 Horizontal Page	\$7,500 \$6,500	\$7,125 \$6,175	\$6,750 \$5,850
Full Page 2/3 Page 1/2 Horizontal Page 1/3 Page 1/4 Page	\$7,500 \$6,500 \$4,500	\$7,125 \$6,175 \$4,275	\$6,750 \$5,850 \$4,050

A 15% discount is available for all LCMS qualified RSO companies.

Holli Rolfes Senior Manager, Marketing 314.268.1149 holli.rolfes@cph.org



Advertising Deadlines A D V E R T I S I N G D E A D L I N E S

Issue	Space Reservation	Materials Due
January 2017	11/10/16	11/28/16
February 2017	12/12/16	12/28/16
March 2017	01/12/17	01/27/17
April 2017	02/15/17	03/01/17
May 2017	03/14/17	03/28/17
June/July 2017	04/13/17	04/28/17
August 2017	06/13/17	06/27/17
September 2017	07/18/17	08/01/17
October 2017	08/15/17	08/29/17
November 2017	09/15/17	09/29/17
December 2017	10/13/17	10/27/17



THE LUTHERAN WITNESS AD SPECS

AD SIZES

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1/6 page – Vertical – 2.85" x 4.6379"
1/6 page – Horizontal – 4.3618" x 3.019"

1/4 page – 3.625" x 4.7162"
1/4 page with Bleed – 4" x 5.2213" (4.25" x 5.4713")

1/3 page – Vertical with Bleed – 2.7083" x 10.5625" (2.8333" x 10.8125")

1/3 page – Horizontal – 7.3819" x 3.5208"

1/3 page – Horizontal with Bleed – 8.125" x 3.5208" (8.375" x 3.7708")

1/2 page – 7.375" x 4.7162"

1/2 page with Bleed – 8.125" x 5.2213" (8.375" x 5.4713")

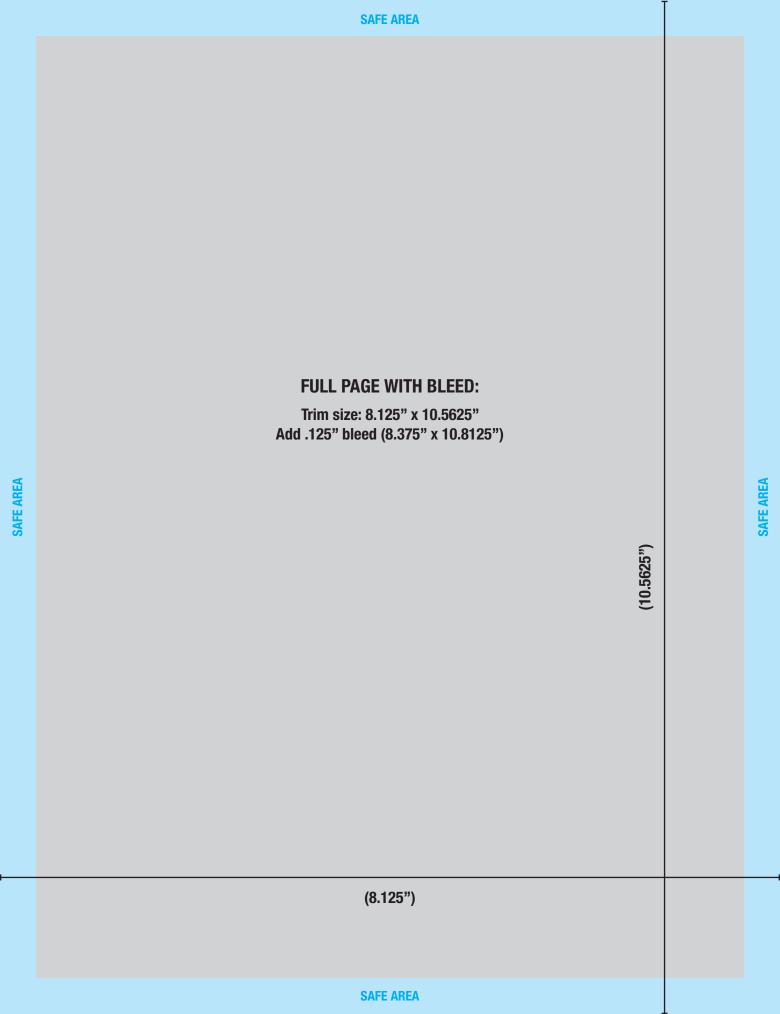
1/2 page – Vertical – 3.625" x 9.6875"

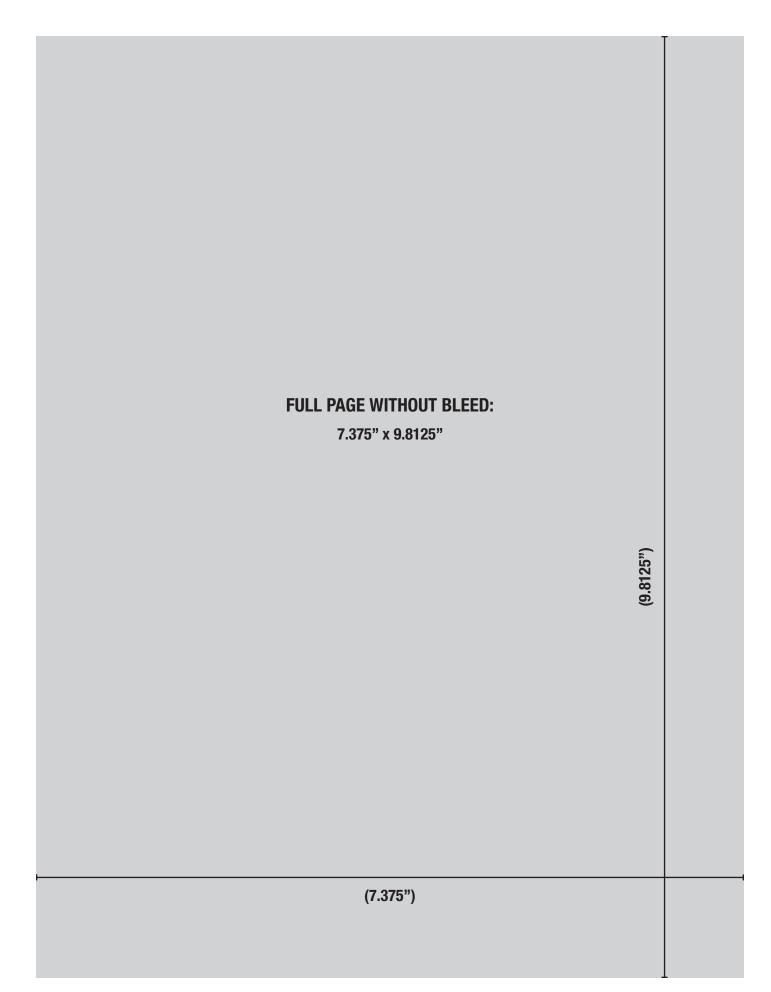
1/2 page – Vertical with Bleed – 4" x 10.5625" (4.25" x 10.8125")

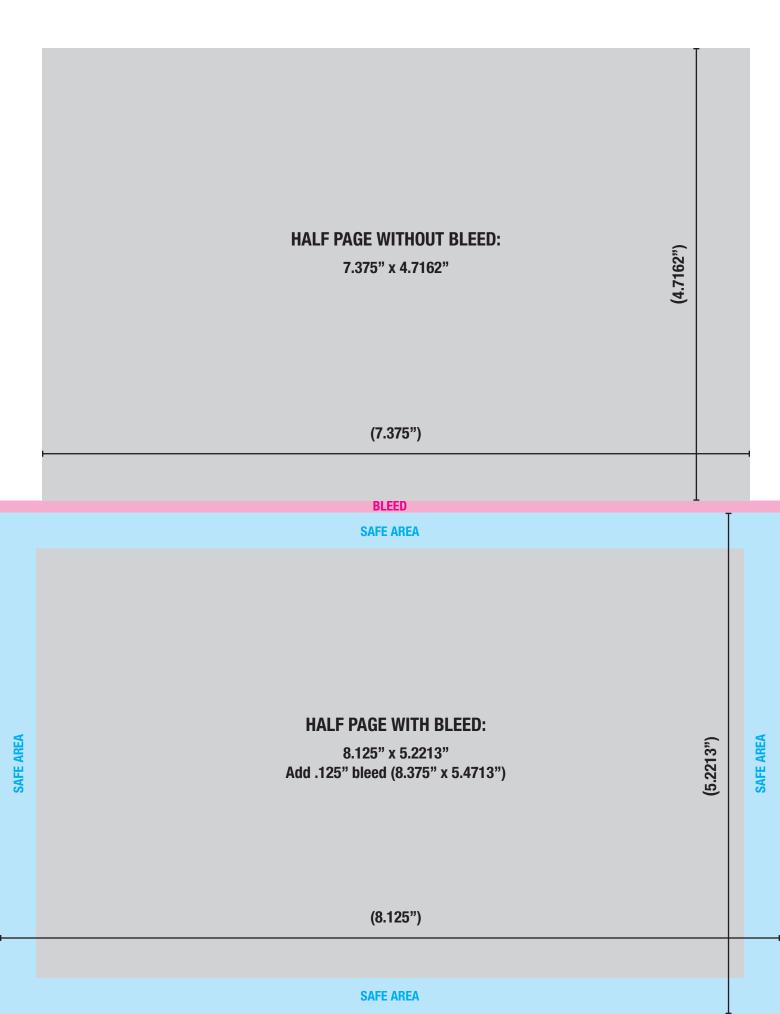
Full page – 7.375" x 9.8125"

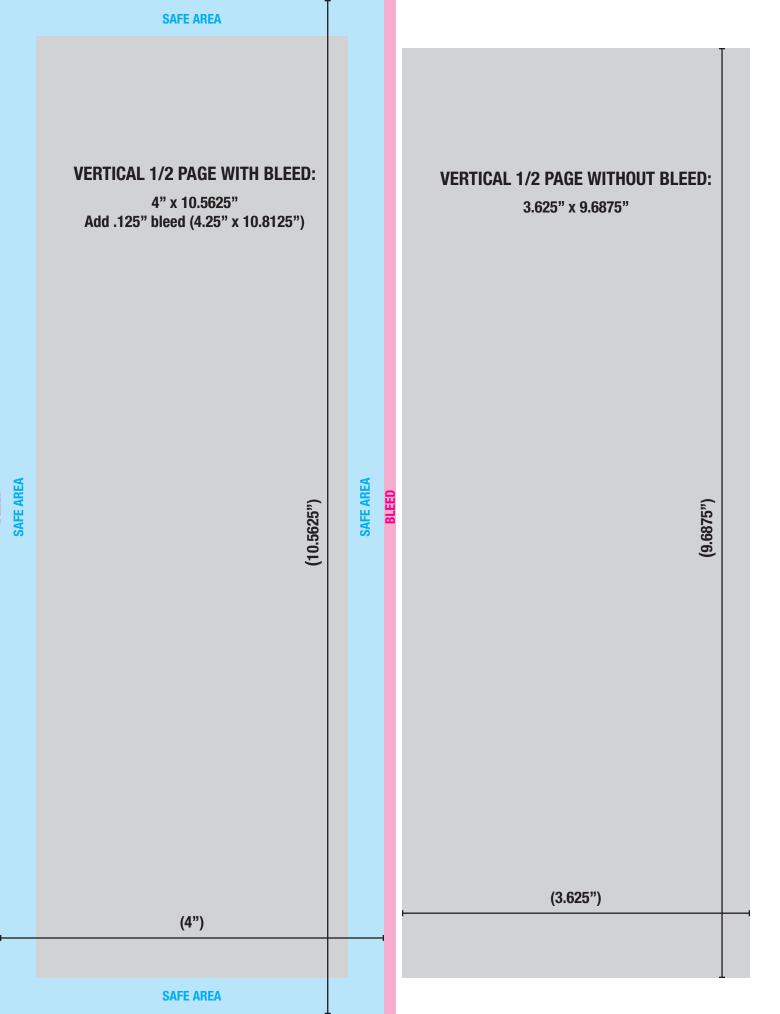
Full page with Bleed – 8.125" x 10.5625" (8.375" x 10.8125")
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- If you have selected an ad with Bleed make sure to add .125" of bleed on all sides.
- When you title the ad (if it is supposed to bleed) they should note "bleed" in the title.
 Do not put crop marks on bleed ads.
- Titles for pdfs should be like this sample: LCEF_May2013LW_bleed.pdf
- No borders on any ad, unless it is decorative border. Line borders can be added when ad is placed.
- All pdfs that are sent should be CMYK and Print quality (highest/press quality) pdf resolution.
 NO low res images should be put into original artwork before the pdf is created.
- Pdfs noting low res art when the magazine layout, in which it is placed, is created, will be rejected
 until high res ad is created and submitted.
- If possible, original inDesign files/fonts/images (no less than 300 dpi at 100% size) should accompany pdf in case ad copy revisions are needed.











		(,	
	1/2	(10.5625")	
	2.70 Ad	PAGE VERTICAL /ITH BLEED: 083" x 10.5625" dd .125" bleed 0333" x 10.8125")	
BLEED			
_		(2.7083")	

SAFE AREA

1/6 PAGE VERTICAL: 2.85" x 4.6379" (1.58 2)	1/6 PAGE HORIZONTAL: 4.3618" x 3.019"	
(4.6379")	(4.3618")	

CONTRACT Today's Date:	R A C	Т			
	Yes				
Advertiser:	Yes Original Date	Agency:			
Phone:		Phone:			
Ad Size:	Number of In	nsertions:	B	/W 4	-color
Dates of Insertions:	Name of Ad:				
Rate per issue: \$	Agency Commis	ssion (15%): \$		Net to Witness:	\$
* There will be a \$75 fee to	transfer or rebuild ad		do not meet i	he specifications	ı.
Please send all advertis Holli Rolfes, Advertising Concordia Publishing Ho	Sales for The Luthera	in Witness	uis, MO 6311	8-3968	
Call: 314.268.1149 or	e-mail: holli.rolfe	es@cph.org		1	
Signature:			Date:		
The Lutheran Witness is p (see advertising schedule p			aterial is rec	uired 45 days	