



2015 Rates & Data

TO PLACE AN AD, CONTACT:

Chris Cano | Chris.Cano@faithlife.com
Kevin Bratcher | Kevin.Bratcher@faithlife.com

OR CALL:

(360) 685-2319
(360) 685-4412

PUBLISHER:

Lexham Press

Advertise now in Bible Study Magazine!

Six times a year, *Bible Study Magazine* delivers tools and methods for Bible study, as well as insights from respected Bible teachers, professors, historians, and archaeologists. Every issue includes sound advice and enriching insights from Christian leaders and scholars who have spent a lifetime applying the Bible to their lives and teaching others how to do the same. Our covers feature Christian teachers like Matt Chandler, Beth Moore, R. C. Sproul, Bill Hybels, Nancy Leigh DeMoss, Ravi Zacharias, John Piper, John MacArthur, and many others.

Bible Study Magazine reaches over **100,000 readers!** In addition to our paid circulation of 12,600, we also reach 83,000 Logos Bible Software users or people interested in products and services created by Faithlife Corporation. In addition, we reach over 4,400 pastors of some of the largest and fastest-growing churches in the U.S.

Bible Study Magazine was named one of the top 10 magazines launched in 2008 by *Library Journal*, and its influence is growing. Bring your message, service, product, or event to an engaged audience of 100,000!

Call Chris Cano at (360) 685-2319 or Kevin Bratcher at (360) 685-4412. We look forward to working with you!



Chris Cano
Advertising Sales Representative
Bible Study Magazine



Kevin Bratcher
Advertising Sales Representative
Bible Study Magazine

Bible Study Magazine FAQ

Who reads *Bible Study Magazine*?

Our readers include laypeople, church leaders, academics, pastors, and those interested in in-depth Bible study. We reach pastors of the largest and fastest-growing churches in the U.S.

Who do we feature?

We interview some of the biggest names in Christian leadership and biblical scholarship. Every issue includes features on leaders like Tim Keller, N. T. Wright, Joni Eareckson Tada, Ed Stetzer, Tony Evans, and many others!

What would I find in *Bible Study Magazine*?

In addition to featuring Christian teachers, we also include Bible study stories from around the globe and off-the-beaten-track feature stories, like “Bible Study within Prison Walls.”

We also feature articles that teach and engage.

Our **D.I.Y. Bible study** and **Greek and Hebrew word studies** show readers how to tackle difficult passages on their own with Bible study steps and tools—without mastering the original languages!

In-depth devotionals like **Moment with God** are personal and real, while **Not Your Average Bible Study** helps readers apply the text individually or in a group setting. **Weird, but Important** and **I Dare You Not to Bore Me with the Bible** explore the strange and fascinating parts of the Bible while showing how these passages are relevant today.

Cutting Edge and **What They Don't Tell You in Church** bring in archaeological research, historical findings, and topics rarely discussed in church.

Bible Study Magazine's high standards for publishing mean you'll find stunning infographics, engaging storytelling, high-caliber Bible study, and tailored advertising opportunities.

So, how can I reach you?

We're convinced that you'll reach a highly engaged audience of people interested in tools and resources for Bible study. Call today to lock in a premium spot and reach our highly engaged audience of Christians interested in tools and resources for Bible Study.

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Circulation and Demographic Estimates

Circulation: 100,000

12,600 paid
 83,000 Logos Bible Software users or people interested in products and services created by Faithlife Corporation
 4,400 pastors of the largest and fastest-growing churches in the U.S

Audience: Paid Subscriber Statistics

Christian Pastors, Church Leaders, Students of the Bible, and Christian Professionals
 54% do not subscribe to any other magazines

Gender		Age	
Male:	78%	18-39:	24%
Female:	22%	40-59:	54%
		60+:	22%

Occupation

Pastors or Ministry Staff:	30%
Professional or Technical:	40%
Education:	5%
Other:	25%

Formal Education Level

Associates/Technical or higher:	13%
Bachelor's Degree:	30%
Postgraduate and Doctorate:	41%

Family Status

Married:	81%
Have children:	77%
Home or private school children:	28%

Economic Status

Own their own home:	67%
Earn more than \$50,000/year:	61%

Spending Habits

\$100+ on books last year:	32%
\$500+ on books last year:	47%
\$300+ on internet purchases last year:	87%
Make purchases online 2+ times/month:	62%

Church Involvement/Influence

Attends church almost every week:	95%
Part of a Bible study group:	88%
Lead/co-leads a Bible study/small group:	55%
Elder/Deacon or on church board:	44%
Leads a Sunday school class:	36%

Financial Involvement/Influence

Made a charitable contribution in the past 12 months:	97%
Financially or personally involved in missions in the past 12 months:	75%
Attended a Christian conference, seminar or retreat last year:	55%
Attended a Christian concert last year:	31%

Educational Involvement/Influence

Counseled others on choosing a college, seminary or graduate school:	69%
Interested in enrolling in a Bible college or seminary:	36%

Statistics based on the *Bible Study Magazine* 2012/2013 readership survey. Not necessarily representative of entire readership.

Other Readers in Our Audience

- Pastors on Outreach's "100 Fastest Growing Churches in America"
- Pastors and associate pastors from the 1,600 largest churches in America
- Pastors and Academics
- Christians nationwide who invest their time and money into the best Christian books and resources
- Logos Bible Software users
- Those interested in tools and resources for Bible study

Advertising Rates

Open Rate

Ad Size	Cost
Full-page	\$3,630
1/2 page	\$2,200
1/4 page	\$1,000

Premium Positions

Page One	\$3,900
Back Cover	\$4,400
Inside Front Cover	\$4,100
Inside Back Cover	\$4,100
Center Page Ad	\$3,800
Inside Front Cover Wrap*	\$4,500
Inside Back Cover Wrap*	\$4,500

Discounts

Please call Chris at (360) 685-2319
or Kevin at (360) 685-4412

Additional Details

EDITOR-IN-CHIEF: Rebecca Van Noord

ACADEMIC EDITOR: Michael S. Heiser

ADVERTISING SALES: Chris Cano, Kevin Bratcher

MARKETING: Dan Pritchett, Phil Gons, Scott Lindsey, Katie Monsma

PUBLISHER: Lexham Press

*Cover wrap ads will target 83,000 readers.

Publishing Schedule and Ad Specifications

Issue	Ad Close/Submission	Publish Date
2015		
January / February	10.28.2014	01.01.2015
March / April	12.15.2014	03.01.2015
May / June	02.24.2015	05.01.2015
July / August	04.23.2015	07.01.2015
September / October	06.24.2015	09.01.2015
November / December	08.25.2015	11.01.2015

Publication Trim Size	Live Area
8.5" x 10.8125"	1/4" inside from Trim Size

Ad Specifications

Ad Size	Dimensions
Full-page (bleed + crop marks)	8.5" x 10.8125" + 3/16" bleed outside (0.1875")
1/2 page	7.25" x 4.825" (no bleed required)
1/4 page	3.525" x 4.825" (no bleed required)

Ad Checklist

Full-page ads require bleeds.

Please DO NOT include crop marks. See ad template on the following page.

Please send your file in ZIP format to your advertising rep.

File must be CMYK. Please do not submit files with RGB or spot colors.

File format must be PDF, EPS or TIFF/TIF (without LZW compression).

File resolution should be 300 dpi at actual size.

Ads submitted in any other format will not be accepted and will require correction and resubmission.

All ads submitted should be

suitable for print as is. Lexham Press is not responsible for any errors in content or color shift at press.

If the file is prepared improperly and mechanical requirements are not met, Lexham Press will not guarantee the reproduction of the ad.

All copy should be contained within the live zone.

The bleed area should extend an additional .1875" around the entire ad for cropping.

LIVE ZONE

7.25 x 9.8125"

Keep all text, images and logos inside this zone.

FULL AD

8.5 x 10.8125"

Final cut line. Image or background should not end at the blue trim line.

+ BLEED 0.1875"

Extend all background color and images to the red bleed line.

DO NOT include crop marks.

PLEASE DELETE THIS TEMPLATE FROM YOUR ARTWORK BEFORE UPLOADING YOUR FILE.