

significant living

celebrating life & faith for today's christian

ADVERTISING RATES

4/C	1X	3X	6X
Full Page	\$2,537	\$2280	\$2030
2/3	2,174	1,957	1,739
1/2	1,708	1,537	1,366
1/3	1,278	1,150	1,022
1/4	998	898	798

B/W	1X	3X	6X
Full Page	\$2,233	\$2,009	\$1,786
2/3	1,914	1,725	1,531
1/2	1,503	1,353	1,203
1/3	1,124	1,012	899
1/4	844	760	675

Covers	1X	3X	6X
Back Cover	\$2,994	\$2,695	\$2,395
Inside Front	2,934	2,640	2,347
Inside Back	2,814	2,533	2,251

Inserts	1X	3X	6X
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Single page inserts are charged at the standard B/W rate. Multiple page inserts will be quoted by account representative based on number of pages and specifications.

Rates listed are gross. Commission 15% to recognized agencies.

Marketplace Ads

4/C	1X	3X	6X
1/6 page	\$700	\$630	\$560

Online Banners & Broadcast Advertising available. Please ask your account representative about this.

General Advertising Policies

Materials are to be supplied by due dates given by the Publisher or by extended dates officially granted by Publisher. Prepayment is required on all Marketplace Ads and on all orders not approved for credit. Past-due accounts are subject to a 1.5% monthly service charge. *Significant Living* reserves the right to reject any advertisements that do not comply with the Publisher's editorial policy, mission, or the approval of *Significant Living* and Total Living International.

CLOSING DATES

Issue Jan/Feb 2010
Space Closing November 6, 2010
Material Deadline November 13, 2010

Issue Mar/Apr 2010
Space Closing January 4, 2010
Material Deadline January 11, 2010

Issue May/June 2010
Space Closing March 5, 2010
Material Deadline March 12, 2010

Issue Jul/Aug 2010
Space Closing April 30, 2010
Material Deadline May 7, 2010

Issue Sep/Oct 2010
Space Closing July 2, 2010
Material Deadline July 9, 2010

Issue Nov/Dec 2010
Space Closing September 3, 2010
Material Deadline September 8, 2010



media kit

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Significant Living

Distribution: 50,000

Readership: 106,000

SUBSCRIBER PROFILE

Significant Living's audience is made up of women (83%) and men (17%). The average reader is a mature, married woman who enjoys a wide circle of influence, including her spouse, children, grandchildren, friends, relatives, church, and committee members. She purchases and frequently recommends books to others—and also buys children's products and music for enjoyment and worship. She spends almost 2 hours reading each issue of the magazine and then passes it along to others.

SNAPSHOT

Median age: 62.4

Female/Male: 83%/17%

Married: 68%

Attended College: 76%

Average Household Income: \$52,821

Holds a position of responsibility at church, typically as a small group/Bible study leader or Sunday school teacher: 69%

Represents a family that gives an average of \$6,000 at year to church and missions

Reads for over 13 hours each week.

Made purchases at a Christian bookstore: 67%

Spent an average of \$47 of Bibles in the past 12 months.

Uses Bible study or devotional materials: 87%

Spends an average of \$112 a year on music.

Statistics from 2007 survey

PRODUCTION GUIDELINES

Publication Specifications

Trim Size: 8 1/8" x 10 7/8"

Bleed: Must be .125 from outside trim

Printing: Sheet-Fed Offset, Cover; Web-ROB

Binding: Saddle-stitch

Electronic Ad Submission Guidelines

Ads submitted in digital format must meet *Significant Living* production guidelines. Our preferred method to receive ad materials is to have advertisers supply a high-resolution, Acrobat print-ready PDF. We accept files via e-mail, FTP, or CD. All disks are to come with a color contact proof or Matchprint. All images must be 300 dpi and in CMYK mode. Include the screen and post-script versions of any fonts used. We accept all versions of the following program file formats: QuarkXpress, Adobe InDesign, Adobe PhotoShop.

Files (under 3 MB) may be sent as an E-mail attachment to: peg@pegshort.com. Files over 3 MB should be sent uploaded to SL/TC FTP site. Please contact ad rep. for the details.

AD SIZES

full page with bleed
8 1/4" x 11"

full page no bleed
7 3/8" x 10"

2/3 page
4 15/16"
x 10"

half page horizontal
7 5/8" x 5"

half page
vertical
3 15/16"
x 10"

1/3 page
vertical
2 1/4"
x 10"

quarter
page
3 15/16"
x 4 7/8"

MARKETPLACE AD SIZES

1/6 page
2 1/4" x 4 3/16"

MARKETPLACE ADS

Ads may be submitted in final form. However, **Significant Living** will also design marketplace ads at an additional cost.

media kit