



DEMOGRAPHIC INFORMATION

D E M O G R A P H I C I N F O R M A T I O N

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



ADVERTISING RATES FOR 2018

A D V E R T I S I N G R A T E S F O R 2 0 1 8

All prices noted are for color ads and per placement. Prices in effect until December 31, 2019.

Covers

	1 Time	6 Times	11 Times
Cover 2 (Full Page)	\$9,000	\$8,100	\$7,200
Cover 3 (Full Page)	\$9,000	\$8,100	\$7,200
Cover 4 (Horizontal 2/3 Page)	\$8,000	\$7,200	\$6,400

Interior Ads

	1 Time	6 Times	11 Times
Full Page	\$6,000	\$5,400	\$4,800
2/3 Page	\$5,200	\$4,680	\$4,160
1/2 Horizontal Page	\$3,600	\$3,240	\$2,880
1/3 Page	\$2,400	\$2,160	\$1,920
1/4 Page	\$2,000	\$1,800	\$1,600
1/6 Page	\$1,600	\$1,440	\$1,280

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

Graham Currie
 Account Representative
 314.268.1241
graham.currie@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
December 2017	10/13/2017	10/27/2017
January 2018	11/9/2017	11/27/2017
February 2018	12/12/2017	12/28/2017
March 2018	01/12/2018	01/29/2018
April 2018	02/13/2018	02/27/2018
May 2018	03/14/2018	03/28/2018
June - July 2018	04/16/2018	04/30/2018
August 2018	06/14/2018	06/28/2018
September 2018	07/18/2018	08/01/2018
October 2018	08/14/2018	08/28/2018
November 2018	09/17/2018	10/01/2018
December 2018	10/15/2018	10/29/2018



THE LUTHERAN WITNESS AD SPECS

AD SIZES

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.

SAFE AREA

FULL PAGE WITH BLEED:
Trim size: 8.125" x 10.5625"
Add .125" bleed (8.375" x 10.8125")

(10.5625")

(8.125")

SAFE AREA

SAFE AREA

SAFE AREA

FULL PAGE WITHOUT BLEED:

7.375" x 9.8125"

(9.8125")

(7.375")

HALF PAGE WITHOUT BLEED:

7.375" x 4.7162"

(7.375")

(4.7162")

BLEED

SAFE AREA

HALF PAGE WITH BLEED:

8.125" x 5.2213"

Add .125" bleed (8.375" x 5.4713")

(8.125")

(5.2213")

SAFE AREA

SAFE AREA

SAFE AREA

SAFE AREA

VERTICAL 1/2 PAGE WITH BLEED:

4" x 10.5625"

Add .125" bleed (4.25" x 10.8125")

SAFE AREA

(10.5625")

SAFE AREA

BLEED

(4")

SAFE AREA

VERTICAL 1/2 PAGE WITHOUT BLEED:

3.625" x 9.6875"

(9.6875")

(3.625")

1/4 PAGE WITHOUT BLEED:

3.625" x 4.7162"

(4.7162")

(3.625")

BLEED

SAFE AREA

1/4 PAGE WITH BLEED:

4" x 5.2213"

Add .125" bleed (4.25" x 5.4713")

(5.2213")

(4")

BLEED

BLEED

SAFE AREA

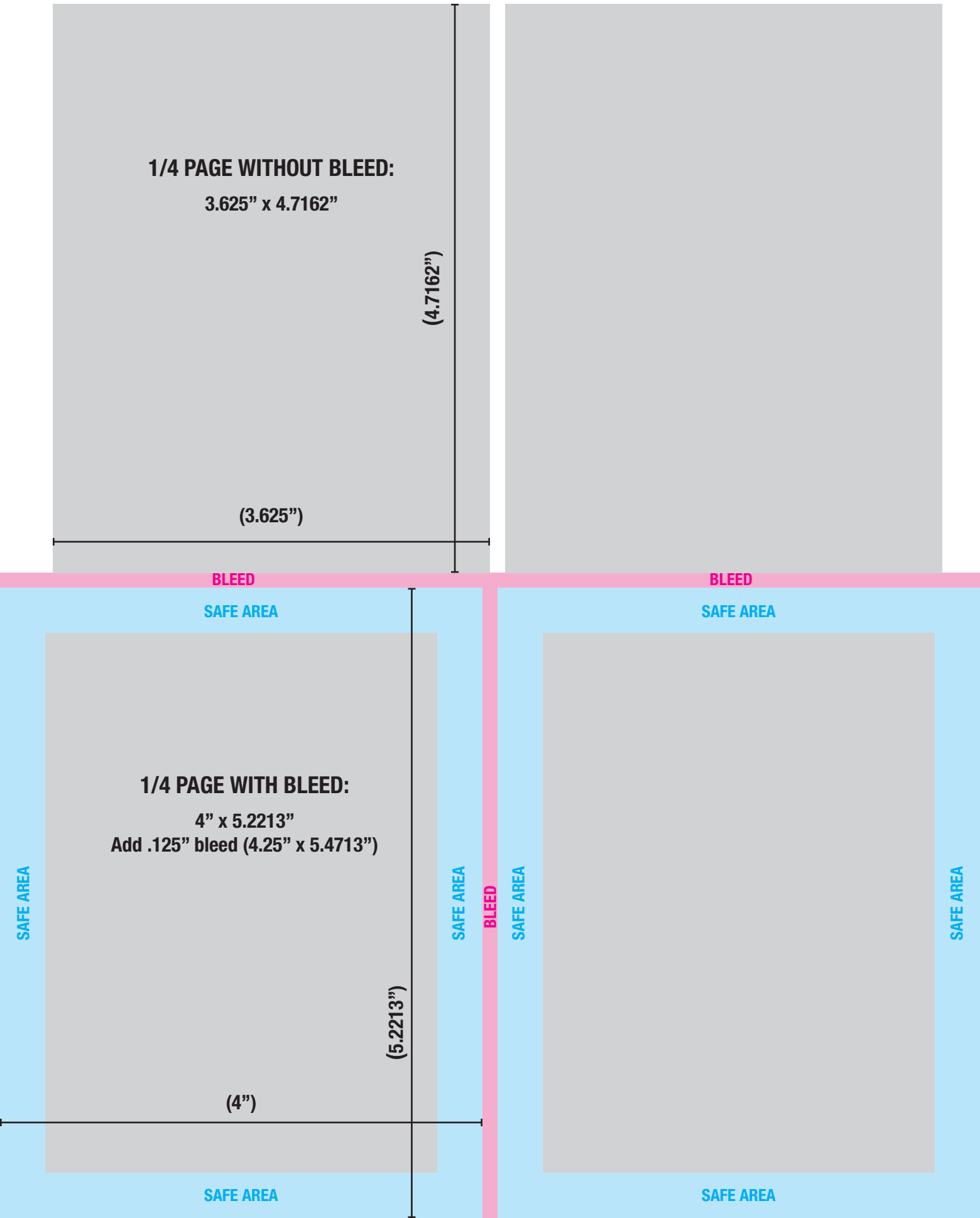
SAFE AREA

SAFE AREA

SAFE AREA

SAFE AREA

SAFE AREA



(10.5625")

**1/3 PAGE VERTICAL
WITH BLEED:**

2.7083" x 10.5625"

**Add .125" bleed
(2.8333" x 10.8125")**

BLEED

(2.7083")

1/3 PAGE HORIZONTAL WITHOUT BLEED:

7.3819" x 3.5208"

(3.5208")

(7.3819")

BLEED

SAFE AREA

1/3 PAGE HORIZONTAL WITH BLEED:

8.125" x 3.5208"

Add .125" bleed (8.375" x 3.7708")

(3.5208")

(8.125")

SAFE AREA

SAFE AREA

SAFE AREA

1/6 PAGE VERTICAL:
2.85" x 4.6379"

(2.85")

(4.6379")

1/6 PAGE HORIZONTAL:
4.3618" x 3.019"

(3.019")

(4.3618")

CONTRACT

C O N T R A C T



Today's Date:

New Ad Contract: Yes

Contract Revision: Yes Original Date:

Advertiser:

Agency:

Phone:

Phone:

Ad Size:

Number of Insertions:

B/W

4-color

Dates of Insertions:

Name of Ad:

Rate per issue: \$

Net to Witness: \$

Position and additional information:

* There will be a \$75 fee to transfer or rebuild ad submissions that do not meet the specifications.

Please send all advertisement correspondence to:

Graham Currie, Advertising Sales for *The Lutheran Witness*

Concordia Publishing House, 3558 South Jefferson Ave., St. Louis, MO 63118-3968

Call: 314.268.1241 or e-mail: graham.currie@cph.org

Signature:

Date:

The Lutheran Witness is published the 1st of every month. All material is required 45 days (see advertising schedule page) before the issue date.