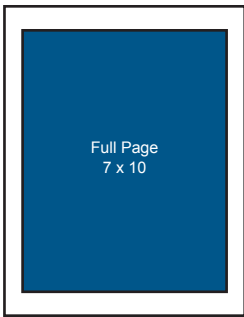
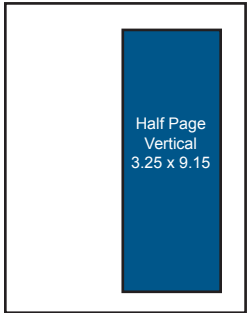




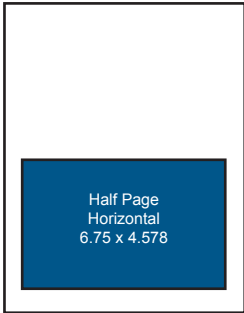
Full Page  
8.25 x 10.875  
add .125" bleed



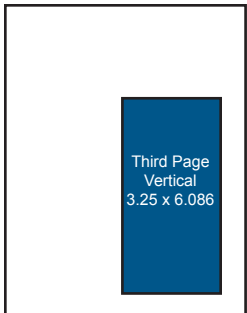
Full Page  
7 x 10



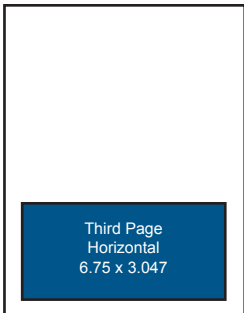
Half Page  
Vertical  
3.25 x 9.15



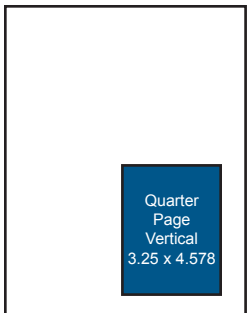
Half Page  
Horizontal  
6.75 x 4.578



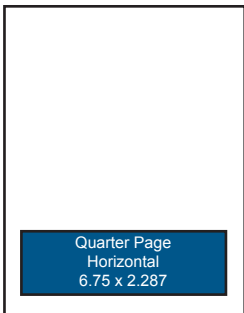
Third Page  
Vertical  
3.25 x 6.086



Third Page  
Horizontal  
6.75 x 3.047



Quarter  
Page  
Vertical  
3.25 x 4.578



Quarter Page  
Horizontal  
6.75 x 2.287

# Touchstone Reader Demographics

- Personal:
  - 21% Female
  - 31% Age 66 or older
  - 90% Age 36 or older
  - 81% Married
  - 24% Pastors
- Wired:
  - 86% use the internet and email
- Well-educated:
  - 55% Master's degree or higher
  - 69% Bachelor's or higher
- Church attenders:
  - 89% attend at least once per week
- Church affiliation:
  - 18% Roman Catholic
  - 9% "Anglican"
  - 59% other Protestant
  - 6% Eastern Orthodox
- Buy 15 books per year on average
- Read 18 books per year on average
- Readers per copy of *Touchstone*: 1.7

# Touchstone

A Journal of Mere Christianity



## Ad Rate Card 2024

## Advertising Deadlines 2024

| Issue         | Ad Space Closes | Art Due | Issue Ships |
|---------------|-----------------|---------|-------------|
| Jan/Feb 2024  | 11/1/23         | 11/8/23 | 12/22/23    |
| Mar/Apr 2024  | 1/3/24          | 1/10/24 | 2/23/24     |
| May/June 2024 | 2/28/24         | 3/6/24  | 4/19/24     |
| July/Aug 2024 | 5/1/24          | 5/8/24  | 6/21/24     |
| Sept/Oct 2024 | 7/3/24          | 7/10/24 | 8/23/24     |
| Nov/Dec 2024  | 8/28/24         | 9/4/24  | 10/18/24    |
| Jan/Feb 2025  | 10/30/24        | 11/6/24 | 12/20/24    |

## Ad Sizes

|                     |                     |
|---------------------|---------------------|
| Full page           | 7" x 10" tall       |
| 1/2 page vertical   | 3.25" x 9.15" tall  |
| 1/2 page horizontal | 6.75" x 4.578" tall |
| 1/3 page vertical   | 3.25" x 6.086" tall |
| 1/3 page horizontal | 6.75" x 3.047" tall |
| 1/4 page vertical   | 3.25" x 4.578" tall |
| 1/4 page horizontal | 6.75" x 2.287" tall |

(Bleed dimensions on back.)

## Ad Rates

| Black & White     | 1x     | 3x     | 6x     |
|-------------------|--------|--------|--------|
| Full page         | \$800  | \$760  | \$680  |
| 1/2 page          | \$520  | \$495  | \$440  |
| 1/3 page          | \$375  | \$355  | \$320  |
| 1/4 page          | \$240  | \$230  | \$205  |
| Two Color         | 1x     | 3x     | 6x     |
| Full page         | \$920  | \$875  | \$780  |
| 1/2 page          | \$600  | \$570  | \$510  |
| 1/3 page          | \$430  | \$410  | \$365  |
| 1/4 page          | \$275  | \$260  | \$235  |
| Four Color        | 1x     | 3x     | 6x     |
| Covers 2, 3, or 4 | \$1600 | \$1520 | \$1360 |

## Design Specifications

- Preferred delivery: digital files submitted via e-mail, ftp, or disk. Preferred file formats: *Touchstone* is designed on Apple computers using Adobe InDesign CS5. Accepted formats include: PDF, Mac InDesign file w/all fonts and graphics; EPS file created in Adobe Illustrator or Quark, w/fonts either embedded or converted to outlines; high resolution TIF or JPG file (this option works only for grayscale or black & white ads). Image resolution: 300 pixels per inch.
- **IMPORTANT:** Two-color ads must be “**Pantone 647 C**” and “**black**” and (solid color; coated paper). Four-color ads must be sent as cmyk TIF or JPG image files.
- Full-page ads may be submitted as PDF files. The document size must be 8.25 x 10.875, and printer’s marks must be included. Before creating a PDF using Adobe Acrobat Distiller, please install our printer’s Distiller job options file, available at: [www.ipc-world.com/ipc-ourcustomers.asp?txt=techsupport](http://www.ipc-world.com/ipc-ourcustomers.asp?txt=techsupport).

## Terms and Conditions

- All advertising requests must be confirmed by a signed purchase order or a letter of request.
- The publisher reserves the right to reject or cancel any advertising, including for unacceptable appearance.
- The publisher is not responsible for errors due to improper file preparation.
- The publisher is not responsible for errors in key numbers.
- Cancellations (and changes in insertion orders) will not be accepted by the publisher after the closing date.
- No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher’s policies will be binding on the publisher.

## Payment

- Fifteen percent discount to recognized agencies, provided account is paid within 30 days of invoice date.
- Two percent per month interest charge on past-due accounts.
- First-time advertisers must pre-pay with insertion order.
- Materials are due to the publisher by the date specified and in the format specified. Late arrivals are subject to a 1% per day fee, and materials more than 5 days late will not be accepted, though payment for the reserved space is due. Any alterations to materials or resubmissions are subject to a \$25/hour charge (min. 1 hour).

## Publishing Information

- Readers per issue: 14,000.
- Subscription Price: \$39.95; Single-Issue Price: \$7.95.
- Frequency: 6 times a year.

## Mission

**Touchstone** is a Christian journal, conservative in doctrine and eclectic in content, with editors and readers from each of the three great divisions of Christendom—Protestant, Roman Catholic, and Orthodox. The mission of the journal and of its publisher, The Fellowship of St. James, is to provide a place where Christians of various backgrounds can speak with one another on the basis of shared belief in the fundamental doctrines of the faith as revealed in Holy Scripture and summarized in the ancient creeds of the Church.

## Editorial Personnel

- **Executive Editor:** James M. Kushiner
- **Managing Editor:** Anita Kuhn
- Senior Editors: Thomas S. Buchanan, Allan Carlson, Anthony Esolen, Robert P. George, James Hitchcock, S. M. Hutchens, Russell D. Moore, Leon J. Podles, Patrick Henry Reardon, William J. Tighe
- **Contributing Editors:** Hunter Baker, Hans Boersma, J. Daryl Charles, Rod Dreher, Robert Hart, Graeme Hunter, Peter J. Leithart, Ken Myers, William Saunders, Mark Tooley, R. V. Young

“Bracingly conscientious  
and determined to follow  
where the spirit leads”

—†Richard John Neuhaus on *Touchstone*

## Advertising Representative

Richard Vaughan  
Phone: (815) 398 - 8569  
[adsales@pma-inc.net](mailto:adsales@pma-inc.net)  
Send ad art to: [janquart@touchstonemag.com](mailto:janquart@touchstonemag.com)

## Published by:

The Fellowship of St. James  
P.O. Box 410788  
Chicago, IL 60641  
[touchstone@touchstonemag.com](mailto:touchstone@touchstonemag.com)

[www.touchstonemag.com](http://www.touchstonemag.com)

www.touchstonemag.com

# Touchstone

*A Journal of Mere Christianity*

## Website Advertising Rates

### SIZES:

- Leaderboard  
(728 x 90 pixels): \$200/month
- Wide Skyscraper  
(160 x 600 pixels): \$150/month

### TRAFFIC STATISTICS:

- More than 45,000 page views per month

### ART SPECIFICATIONS

- File formats:  
**gif, jpg, png**
- Resolution:  
**72 ppi (pixels per inch)**
- Submit via email to:  
**fsjadsales@pma-inc.net**
- Provide target URL
- Persistent animation not acceptable

The screenshot shows the Touchstone website homepage. At the top, there is a navigation bar with links for Magazine, About, Subscribe/Support, Podcast, Devotional Guide, and Search. Below the navigation bar is a large black banner with the text "Your Ad Here" in white. Underneath the banner is the Touchstone logo and the subtitle "A Journal of Mere Christianity". The main content area features a large image of a religious painting with the headline "To Spread His Glory" and the sub-headline "Four Theses on Christian Education" by Donald T. Williams. Below the image are sections for "FEATURED TODAY" and "EDITOR'S PICKS". On the right side, there is a "GET TOUCHSTONE" section with information about online archives and subscription rates.

### CONTACT:

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**129 Phelps Avenue, Suite 312**  
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**Phone: 815-398-8569**  
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