

# LivingLutheran

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**Evangelical Lutheran Church in America**  
God's work. Our hands.

# LivingLutheran

*Living Lutheran* is the monthly magazine of the Evangelical Lutheran Church in America (ELCA), offering news and stories that illuminate Christ's presence in the world.

*Living Lutheran* belongs to the members of the ELCA in all of our diversity. We will continue the tradition of former ELCA publications in sharing the good news of Jesus Christ through feature stories, reflections, news and information, resources, theological insights and more.

*Living Lutheran* plays a vital role in connecting the entire church body to each other and the world. We aspire to offer hope and to bear witness to Christ's work. We are committed to maintaining a high standard of journalism, sharing stories with integrity and fairness.

With a website posting content daily and a more robust social media presence, we are giving our long-time readers more opportunities to connect. *Living Lutheran* is deepening its relationships and expanding its reach to new readers.

## ABOUT OUR READERS

**CIRCULATION:** 160,000 **MEDIAN AGE:** 65 YEARS OLD



**MALE/FEMALE RATIO:** 41% / 59%

**AVERAGE HOUSEHOLD INCOME:** \$64,000

**CLERGY READERSHIP:** 16,000 (APPROX.)



## AD RATES


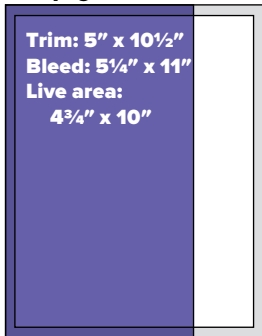
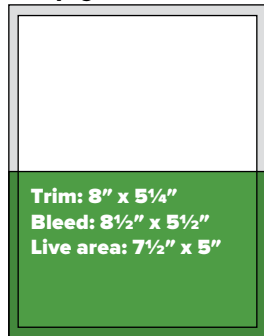
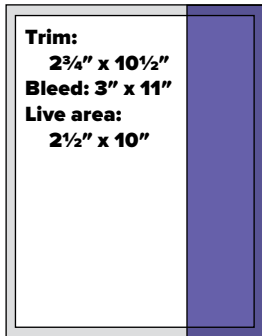
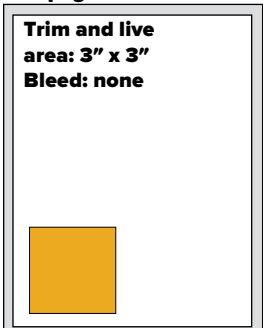
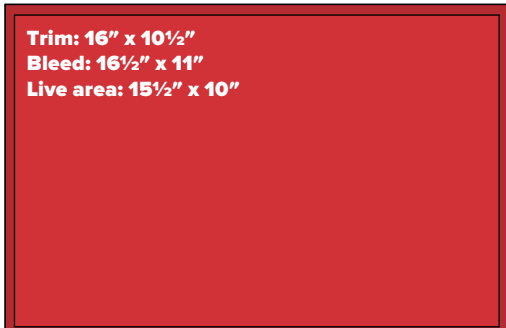
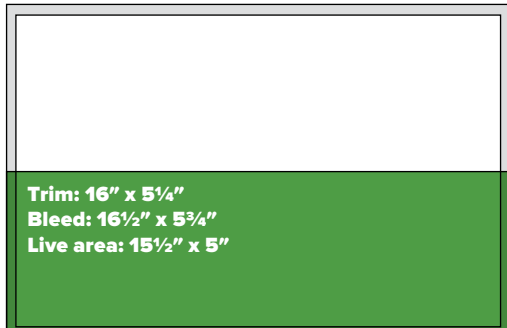
Display	1x	3x	6x	12x
2 page spread	\$9,435	\$8,965	\$8,550	\$8,095
Full page or ½ page spread	\$3,775	\$3,630	\$3,395	\$3,080
⅓ page	\$2,685	\$2,565	\$2,385	\$2,260
½ page	\$2,185	\$2,075	\$1,960	\$1,835
⅓ page	\$1,665	\$1,575	\$1,500	\$1,440
⅙ page	\$1,050	\$995	\$945	\$895
Covers	1x	3x	6x	12x
2 <sup>nd</sup> cover	\$8,360	\$7,930	\$7,565	\$7,200
3 <sup>rd</sup> cover	\$8,360	\$7,930	\$7,565	\$7,200
4 <sup>th</sup> cover	\$8,740	\$8,305	\$7,895	\$7,450
Classified advertising rates	1x	3x	6x	12x
Display (2" wide x 3", 2" or 1" high)				
3 inch	\$1,267	\$1,210	\$1,144	\$993
2 inch	\$841	\$794	\$747	\$643
1 inch	\$425	\$397	\$369	\$322
Word only				
Per character	\$0.40	\$0.35	\$0.30	\$0.25

**Rate:** Contract advertisers will be protected from rate changes through the publication year. Orders beyond the publication year will be accepted at the new rates. All rates are net.

## AD SPECIFICATIONS

Trim size is 8" x 10½". All copy must be ¼" inside the trim. Bleed dimensions extend ¼" out from trim. For non-bleed ads, use the live area specs.

Preferred file format is press-quality PDF (cmyk or grayscale only with crop marks included).

<p><b>Full page</b></p>  <p><b>Trim: 8" x 10½"</b> <b>Bleed: 8½" x 11"</b> <b>Live area: 7½" x 10"</b></p>	<p><b>⅓ page vertical</b></p>  <p><b>Trim: 5" x 10½"</b> <b>Bleed: 5¼" x 11"</b> <b>Live area: 4¾" x 10"</b></p>	<p><b>½ page horizontal</b></p>  <p><b>Trim: 8" x 5¼"</b> <b>Bleed: 8½" x 5½"</b> <b>Live area: 7½" x 5"</b></p>	<p><b>⅓ page vertical</b></p>  <p><b>Trim: 2¾" x 10½"</b> <b>Bleed: 3" x 11"</b> <b>Live area: 2½" x 10"</b></p>
<p><b>⅓ page</b></p>  <p><b>Trim and live area: 3" x 3"</b> <b>Bleed: none</b></p>	<p><b>2 page spread</b></p>  <p><b>Trim: 16" x 10½"</b> <b>Bleed: 16½" x 11"</b> <b>Live area: 15½" x 10"</b></p>	<p><b>½ page horizontal spread</b></p>  <p><b>Trim: 16" x 5¼"</b> <b>Bleed: 16½" x 5¾"</b> <b>Live area: 15½" x 5"</b></p>	

**Inserts (geographically sorted inserts available):**

For information on purchasing inserts, please contact Mark Brewer at 708-925-5596.

Inserts must be provided by the advertiser, folded and untrimmed. Sample of inserts must be submitted for approval two weeks prior to the closing date. Any special production costs involved will be paid for by the advertiser.

**Editorial-type ads:**

Publisher reserves the right to print the word "Sponsored" on accepted advertising if it appears to cause confusion with or closely resembles editorial content. The advertiser will be notified prior to print.

**Classified ads:**

150 characters minimum, including punctuation and spaces. Copy is edited according to the magazine's standard abbreviations and AP style.

Display classifieds should be submitted as press-quality PDF (cmyk or grayscale only with crop marks included).

**Where to send artwork:**

All reservation requests and artwork for ad inserts should be sent to the advertising director, Mark Brewer.

**E-mail:** [mark.brewer@elca.org](mailto:mark.brewer@elca.org) or *Living Lutheran*  
Advertising  
8765 W. Higgins Rd.  
Chicago, IL 60631-4101

**Questions:** Mark Brewer **708-925-5596**

**PRODUCTION SCHEDULE: 2016**

Issue:	Space close	Material due
January	11/4/15	11/18/15
February	12/10/15	12/23/15
March	1/6/16	1/20/16
April	2/3/16	2/17/16
May	3/9/16	3/23/16
June	4/6/16	4/20/16
July	5/4/16	5/18/16
August	6/8/16	6/22/16
September	7/6/16	7/20/16
October	8/10/16	8/24/16
November	9/7/16	9/21/16
December	10/5/16	10/19/16
January 2017	11/9/16	11/23/16
February 2017	12/7/16	12/21/16

Please note: to authorize **Living Lutheran** to receive and place advertisements from congregations during their time of pastoral vacancy you must:

- 1) Receive permission from the synodical bishop to place the ad.
- 2) We will contact the synod office prior to the ad's placement to share the advertisement and to receive the bishop's permission.
- 3) Every advertisement will include at the bottom, "Contact \_\_\_\_\_ Synod office for further information."

# LivingLutheran.org

The online companion for subscribers and non-subscribers alike of *Living Lutheran* offers fresh content each day including blogs, news, videos and photos, as well as study guides, letters to the editor answered by the editors, the magazine features and departments and more.

## LivingLutheran.org statistics (per month)

Average pageviews	95,000
Average users	38,000
Average pages/session	2.16
Average session duration	2:01

## LivingLutheran.org advertising

Advertising on the website is per month and all three placements are between 33–100 percent SOV, depending on what is sold. Competing advertisers will not rotate in the same space.

Size	1x	3x	6x	12x
Skyscraper	\$650	\$600	\$550	\$500
Top leaderboard	\$600	\$550	\$500	\$450
Bottom leaderboard	\$500	\$450	\$400	\$350

Analytics are provided to advertisers who request them and will be delivered no later than two weeks after the ad run has ended.



## E-digest

*Living Lutheran's* new e-digest offers subscribers the choice of a weekly, bi-weekly or monthly distribution. Over the years, this editorial-rich email has consistently exceeded all industry averages for opens and click-throughs.

## E-newsletter statistics

Subscribers	5,000
Open rate	35.5%
Click-through rate	11.0%

## E-digest advertising

The *Living Lutheran* e-digest subscribers choose the frequency of receipt – weekly, bi-weekly or monthly. The cost of the placements are for one month. There are three ad placements in each email blast – two of which can be more editorial in look. Both promotion ad placements can also be leaderboards.

### 1 month (delivered weekly)

Leaderboard	\$400
Promotion	\$325

## Specifications & deadlines

All digital ads are due two weeks prior to launch.

Web advertisements must be delivered in **.gif**, **.jpg** or **.swf** format.

E-newsletter advertisements must be delivered in **.gif** or **.jpg** format. If it's a sponsored ad, provide a high resolution image, no more than 60 words of copy and one link. Copy may be edited for grammar and spelling. If any changes are made to the provided copy by the Living Lutheran staff, the advertiser will be notified prior to send.