Living Lutheran

2018 Media Kit

Living Lutheran informs and inspires the Evangelical Lutheran Church in America's (ELCA) most influential leaders and members and is a trusted source of new ideas and fresh perspectives in Spirit-centered living. ***Living Lutheran*** plays a vital role in connecting church members to each other and the world. ***Living Lutheran*** focuses on stories of real people who are making a difference in their communities and in the world. Our readers are engaged, educated, have disposable income and are passionate about their church and Lutheran heritage.

Living Lutheran readers are part of the 3.5 million-member ELCA, one of the largest church denominations in the United States.

Your ad in ***Living Lutheran*** magazine will reach more than 215,000 well-educated and engaged subscribers who are passionate about their connection to the church and the magazine.

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

Readership

***Living Lutheran* (print)**

Circulation: **143,963**

Reach: more than **215,000**

LivingLutheran.org

42,866 average users per month

65,181 average page views per month

1.52 average pages/session

1:23 average session duration

***LLStories* (e-digest)**

Subscribers: **7,500**

Open rate: **31%**

Demographics

Living Lutheran readers are well-educated, economically independent individuals who are interested in religiously oriented content that tells the stories of the ELCA through best practices, faith sharing, devotion, being a Lutheran, worship and religious trends.

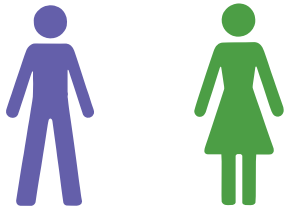
About our readers

72% are between the ages 45-74

85% have a college degree

71.5% are married/partnered

More than **55%** of households earn more than $60,000 per year



41% male 57% female

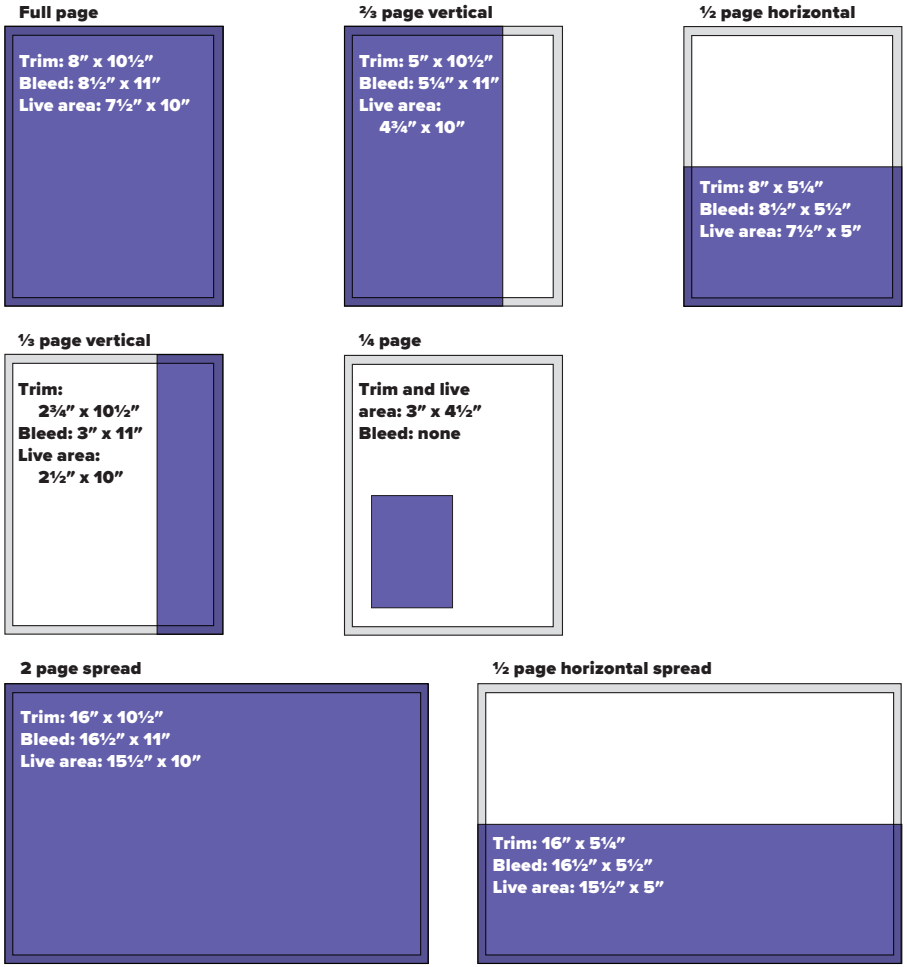
2% prefer not to respond

(Statistics taken from summer 2017 survey)

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).



Inserts:
For information on purchasing inserts, please contact editor, Jennifer Younker.

Inserts must be provided by the advertiser, folded and untrimmed. A sample of the 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. Geographically sorted inserts available.

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

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

Please note: To authorize ***Living Lutheran*** to receive and place advertisements from congregations during their time of pastoral vacancy, you must receive permission from the synod's bishop to place the ad.

Every advertisement will include at the bottom, "Contact _____ Synod office for further information."

Production Schedule 2018

Issue	Ad reservation	Ad art due	In-home start
February	12/6/2017	12/20/2017	2/1/2018
March	1/3/2018	1/18/2018	2/22/2018
April	2/7/2018	2/21/2018	3/29/2018
May	3/7/2018	3/21/2018	4/26/2018
June	4/4/2018	4/18/2018	6/2/2018
July	5/2/2018	5/16/2018	6/28/2018
August	5/30/2018	6/13/2018	7/26/2018
September	7/5/2018	7/18/2018	8/30/2018
October	8/1/2018	8/15/2018	9/27/2018
November	9/5/2018	9/19/2018	10/25/2018
December	10/3/2018	10/17/2018	11/29/2018
2019 January	11/7/2018	11/21/2018	12/29/2018

All reservation requests and artwork for ad inserts should be sent to:

Jennifer Younker, editor
jennifer.younker@elca.org

2018 Ad Rates

Display	1X	3X	6X	12X
2 page spread	$ 8100	$ 7290	$ 6885	$ 6480
Full page/ Half page spread	$ 4050	$ 3645	$ 3443	$ 3240
2/3 page	$ 2700	$ 2430	$ 2295	$ 2160
Half-page	$ 2025	$ 1823	$ 1721	$ 1620
1/3 page (vertical only)	$ 1350	$ 1215	$ 1148	$ 1080
1/4 page (previously was 1/6)	$ 1012	$ 911	$ 860	$ 810
2nd Cover	$ 8360	$ 7524	$ 7106	$ 6688
3rd Cover	$ 8360	$ 7524	$ 7106	$ 6688
4th Cover	$ 8740	$ 7866	$ 7429	$ 6992
Classified				
Display (2″ wide x 3″, 2″ or 1″ high)				
3 inch	$ 1267	$ 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

***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 (160px x 600px)	$ 650	$ 600	$ 550	$ 500
Top leaderboard (728px X 90px)	$ 600	$ 550	$ 500	$ 450
Bottom leaderboard (600px X 90px)	$ 500	$ 450	$ 400	$ 350

***LLStories* (e-digest)**
The *LLStories* e-digest subscribers choose the frequency of receipt – weekly, biweekly or monthly. The cost of the placements are for one month. There are three ad placements in each email blast.

1 month (delivered weekly)	
Leaderboard (600px X 90px)	$ 400

***LivingLutheran.org* and *LLStories* specifications and deadlines**

All digital ads are due two weeks prior to launch.

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

E-digest advertisements must be delivered in .gif or .jpg format.

Living Lutheran magazine and ***LivingLutheran.org***
advertising guidelines
2017-2018

1. Any conditions, printed or otherwise, appearing on the contract order or copy instructions that conflict with ***Living Lutheran***'s magazine or website policies will not be binding.
2. Contracts must be completed within one year from date of first insertion.
3. All advertisements are accepted and published by ***Living Lutheran*** on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living people are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained the written consent of the use in the advertisement of the name, picture and/or testimonial of any living person that is contained therein; ***Living Lutheran*** shall require the documentation of the endorsement.

   It is understood that the advertiser and/or advertising agency will indemnify and save ***Living Lutheran*** harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

   In the event of subsequent cancellation or rejection of previously published advertising by ***Living Lutheran***, the advertising already run shall be billed and paid for at the rate provided in the rate card.
4. Orders and schedules are accepted for the advertising of a specific product or line of products only, and these orders and schedules may not be diverted to other products or to subsidiary companies without the consent of ***Living Lutheran***.
5. ***Living Lutheran*** reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to ***Living Lutheran***.

Acceptability

1. All copy, text and illustrations are subject to ***Living Lutheran***'s approval, and the right is reserved to reject or exclude copy that is false, unethical, misleading, extravagant, libelous, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of applicable local, state and federal laws and regulations, whether or not the same has already been accepted and/or published. Decisions on advertising acceptability are the responsibility of the editor of ***Living Lutheran***.
2. Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it upon its package, labels and accompanying material, and in the advertisement submitted for publication. Documentation may be required of any claims. Statements or representations that disparage the goods, price, service, business methods or advertising of any competitor are not acceptable.
3. Any advertisement must be clearly identifiable as such. Creative that resembles the editorial format of the magazine is subject to rejection or the addition of the word "SPONSORED" clearly marked at the top of the ad.
4. The magazine's logo cannot be used in any advertising or any advertiser's promotion without prior approval of the editor of ***Living Lutheran***.
5. Because of the potential for misleading readers and the likelihood of misinterpretation, stringent standards will be applied to the review of advertisements for investments, real estate ventures, personal development, merchandise orders by mail, or from organizations not related to the Evangelical Lutheran Church in America (ELCA) with the word "Lutheran" in their name.
6. Advertising from non-ELCA agencies requesting donations, financial or "in-kind" support, is subject to stringent review by ***Living Lutheran***. This review will include, but is not restricted to:
   - The percentage of income devoted to the advertiser's administrative overhead, including fundraising activities.
   - The degree to which the advertiser's aims are in harmony with the mission of the ELCA, ascertained in consultation with the staff of appropriate churchwide units.
   - The degree of similarity to projects, activities or programs currently being supported by the ELCA.
7. Advertising that directly conflicts or competes with ministries of the ELCA are not permitted.
8. Advertising from sources other than official ELCA agencies that deals with matters of conscience, morality, ethics, theological doctrine, etc. is subject to particularly stringent scrutiny because of the likelihood that readers will believe that the ELCA substantially endorses the opinions expressed. In general, such advertising will not be accepted for publication.
9. Pharmaceutical and medical advertising is particularly sensitive and may be subject to review and individual ad approval.
10. Advertisements for political campaigns, alcohol, tobacco and weapons are prohibited.
11. Advertisements that require the reader to clip or cut out the ad are prohibited.
12. Advertising announcing vacancies for which clergy may be considered is allowed only when consistent with the call procedures of the ELCA.
13. Mail order advertising is subject to the following conditions:
    - Only merchandise of which delivery within 30 days is assured may be advertised.
    - If delivery is not made within 30 days, customers must be offered an opportunity to cancel their orders with full refund.
    - Full and prompt refunds must be issued to customers who mail back unused merchandise within 10 days from the date of receipt. Personalized merchandise is not covered by this rule.
    - Substitution of items without the customer's prior consent is not allowed.
    - Advertisements that direct replies to a post office or private mail service box must also include the legal name and complete mailing address of the advertiser.