



## Reader Profile

- Median age: 46.2
- Male: 73%
- Median household income: \$57,319
- College graduates: 92%
- Post-graduate work: 79%
- Evangelical/Conservative: 74%

## Scheduling

Issue Date	Closing Date & Film Due Date	Issue Date	Closing Date & Film Due Date
Jan/Feb	October 10	July/Aug	April 11
Mar/Apr	December 6	Sept/Oct	June 8
May/June	February 13	Nov/Dec	August 14

Your Account Executive will provide you with detailed editorial highlights.

## Mechanical Specifications

(For BOOKS & CULTURE only)

Books & Culture ad sizes are on page 27 except the tabloid back cover size is shown here. For digital specifications, see pages 25-26.

Ad Size	Non-bleed	Bleed	Trim
*Tabloid Page	10" x 13 7/8"	11" x 14 7/8"	10 3/4" x 14 5/8"

This publication prints with a 110 line screen. For all mechanical specifications other than line screen, see page 24. Contact your Account Executive for instructions for the label box area.

## Mission Statement & Magazine Profile

*To edify, sharpen, and nurture the evangelical, intellectual community by engaging the world in all its complexities from a distinctly Christian perspective.*

Books & Culture's thoughtful editorial reaches readers who want to be challenged to think beyond today's headlines, to dig more deeply into issues and ideas, and to analyze culture from an informed Christian perspective.

Extensive demographic information is available upon request.

## Advertising Rates

	Open	3X	6X
Back Cover*	\$1,931	\$1,903	\$1,877
<b>Black &amp; White</b>			
Full Page	1,400	1,371	1,344
2/3 Page	923	905	886
1/2 Page-Vert.	784	768	753
1/2 Page-Horz.	701	686	671
1/3 Page	465	455	446
1/6 Page	297	292	287
2-Page Spread	2,519	2,490	2,421

### Two Color

Full Page	1,489	1,460	1,429
2/3 Page	982	964	943
1/2 Page-Vert.	834	818	800
1/2 Page-Horz.	744	730	715
1/3 Page	507	496	486
1/6 Page	358	329	343
2-Page Spread	2,681	2,626	2,574

## Additional Charges and Discounts

(See page 28 for more information on any of these items.)

**Bleed** No additional charge.

**Special Positions** 10% additional charge over space and color charges. Check with your Account Executive for availability.

### Contracted Frequency Discount

This is earned by having the designated number of insertions within a contract year in this publication. Frequency discounts do not carry over to other CTI magazines.

### CTI Student Recruitment Packages

CTI has developed a high-impact college and seminary/graduate school student recruitment program. If you represent an educational institution, contact one of our Education Account Executives.

*Cancellations must be made on or before ad closing date. Covers are noncancelable after 60 days prior to closing.*