

PRINT AD RATES

Ad Unit 4C	1x	3x	6x
Full page	\$2,537	\$2,280	\$2,030
2/3 page	\$2,174	\$1,957	\$1,739
1/2 page	\$1,708	\$1,537	\$1,366
1/3 page	\$1,278	\$1,150	\$1,022
1/4 page	\$998	\$898	\$798
1/6 page	\$700	\$630	\$560

Business Directory • \$140 double size • \$75 single

Ad Unit B&W	1x	3x	6x
Full page	\$2,233	\$2,009	\$1,786
2/3 page	\$1,914	\$1,725	\$1,531
1/2 page	\$1,503	\$1,353	\$1,203
1/3 page	\$1,124	\$1,012	\$899
1/4 page	\$844	\$760	\$675
1/6 page	\$591	\$533	\$474

Special positions not noted above add 10%.
15% camera-ready or agency discount is available.

DIGITAL RATES

Display Advertising Digital Editions*

Full page	1/2 page	1/4 page
\$300	\$170	\$95

Digital Issue Sponsorship** (for each monthly digital issue)

1x	5x	10x
\$300	\$250	\$150

WEBSITE ADVERTISING

AD SIZES/TYPES	One Month	Three Months	Six Months
Wide Skyscraper	\$125	\$110	\$95
Medium Rectangle	\$125	\$110	\$95
Leaderboard	\$150	\$135	\$120
3:1 Rectangle	\$75	\$65	\$50

*Same format and specifications as print magazine.
** Includes: • Banner (725px x 90px) in an eMail delivery notification letter. • Digital edition welcome page ad (1050px x 1425px or 3.5" x 4.75" @ 300 dpi) opposite the issue's page #1 cover (format: jpg or gif).
*** Sponsorship Rectangle (600 px x 140 px, jpg or gif)



SIGNIFICANT LIVING
CELEBRATING LIFE & FAITH FOR TODAY'S CHRISTIAN

EMEDIA AD RATES

www.significantliving.org

Significant Living is a faith-based magazine whose focus is celebrating life and faith. Each issue contains dramatic and inspirational stories about ordinary Christians who live extraordinary lives. The magazine also features well known public personalities who have turned their lives over to the Lord.

The articles are informative and they offer hope and encouragement. *Significant Living* helps strengthen your faith and shows you how to live a more significant life by improving your spiritual, physical, and financial health. Each issue contains engaging and informative articles on contemporary faith, dramatic personal stories, and regular features on church life, pop culture, divine humor, and Bible trivia to recharge your spirit.



Issue and Closing Deadlines

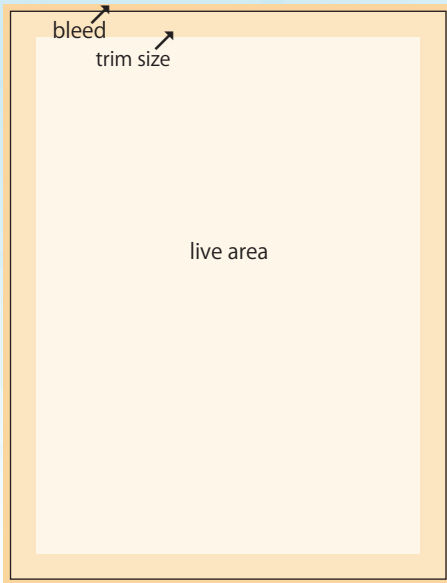
Publisher reserves the right to run a previous advertisement if copy is not received by the materials-due date. We will mail, fax or e-mail deadline dates per request.

Contact Information

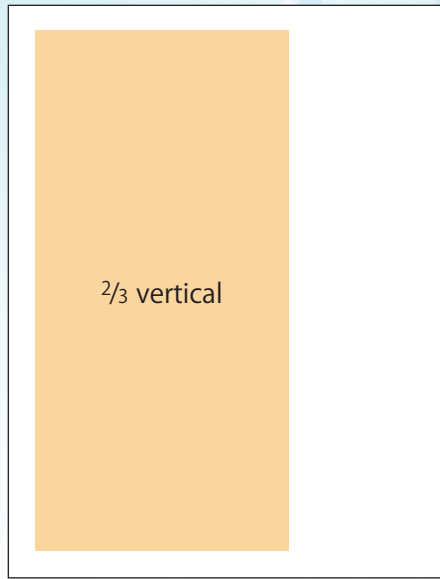
Jacque Morton, *Significant Living* magazine
(800) 331-0038, ext. 113, jacquiem@jonespublishing.com
Fax: (715) 445-4053

Send Advertising Materials to:

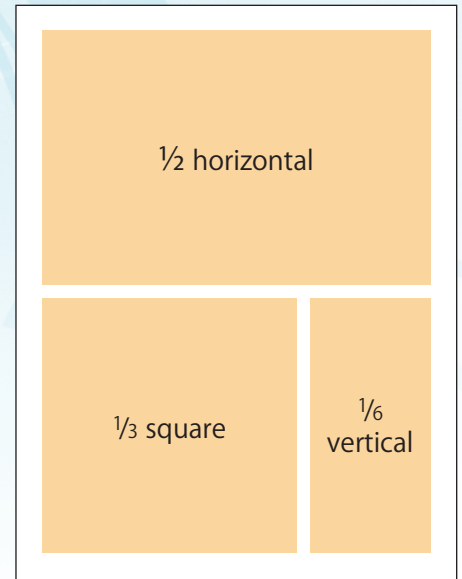
Jones Publishing Inc., *Significant Living* magazine
N7528 Aanstad Road, P.O. Box 5000, Iola, WI 54945



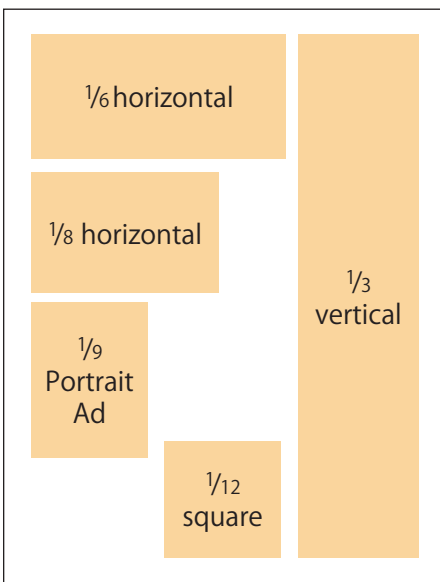
Full page
 With bleed: 8.5" by 11"
 Magazine trim size: 8.25" by 10.75"
 Live area: 7.75" by 10.25"



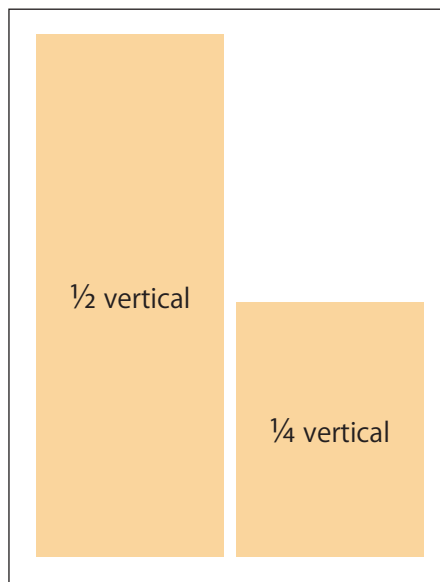
2/3 vertical: 4.75" wide by 9.75" high



1/2 horizontal: 7.25" wide by 4.75" high
 1/3 square: 4.75" wide by 4.75" high
 1/6 vertical: 2.25" wide by 4.75" high



1/3 vertical: 2.25" wide by 9.75" high
 1/6 horizontal: 4.75" wide by 2.25" high
 1/8 horizontal: 3.5" wide by 2.25" high
 1/9 Portrait: 2.25" wide by 3" high



1/2 vertical: 3.5" wide by 9.75" high
 1/4 vertical: 3.5" wide by 4.75" high
 1/12 square: 2.25" wide by 2.25" high

Cancellations

Cancellations of advertisements must be received in writing prior to the ad reservation deadline. No cancellations will be accepted after that date. The contracted space will be provided to the advertiser at the contracted rate. If no ad is received from the advertiser, the publisher reserves the right to run a previous advertisement using the advertiser's name and contact information. Cancellation of frequency contract voids the frequency rate reduction on the previously published advertisements covered by the contract. Previous ads will be re-billed at the standard rate.



FTP Info

- File type: zip files only
- FTP: ftp.jonespub.com
- User ID: advftpuser
- Password: jones

Programs for the PC (Preferred)

- Quark XPress
- Adobe Photoshop
- Adobe Illustrator
- High resolution PDF
- Tiff Files
- Stuffit Files

Macintosh Software

- Quark XPress
- Adobe Photoshop
- Adobe Illustrator
- High resolution PDF

Art Specification

- 150 line screen
- Dot Gain 10%
- 300 DPI - for photos
- Trim Size: 8.25" by 10.75"
- Bleed Size: 8.5" by 11"



SIGNIFICANT LIVING
 CELEBRATING LIFE & FAITH FOR TODAY'S CHRISTIAN



SIGNIFICANT LIVING
CELEBRATING LIFE & FAITH FOR TODAY'S CHRISTIAN

2012

EDITORIAL CALENDAR (tentative)

2012 Issue	Editorial Focus	Editorial Deadline	Advertising Deadline	Mailing Date
January	Christmas/Holiday and Christianity around the world	9/12/11	9/28/11	11/2/11
March	Mentoring others (Titus 2)	10/28/11	11/30/11	1/4/12
May	Making a Difference in Your World	1/6/12	1/25/12	3/7/12
July	Evangelism	2/29/12	3/28/12	5/2/12
September	Prayer and its power	4/27/12	5/30/12	7/4/12
November	TBD	7/2/12	8/1/12	9/5/12

Guaranteed Distribution: 30,000
Readership: 85,000+

Subscriber profile

Significant Living's audience is made up of women (83%) and men (17%). The average reader is a mature, married woman who enjoys a wide circle of influence, including her spouse, children, grandchildren, friends, relatives, church, and committee members. She purchases and frequently recommends books to others—and also buys children's



products and music for enjoyment and worship. She spends almost 2 hours reading each issue of the magazine and then passes it along to others.

Snapshot

- Median age 62.4
- Female/Male: 83%/17%
- Married: 68%
- Attended College: 76%
- Average Household Income: \$52,821
- Holds a position of responsibility at church, typically as a small group/Bible study leader or Sunday school teacher: 69%
- Represents a family that gives an average of \$6,000/year to church and missions
- Reads for over 13 hours each week.
- Made purchases at a Christian bookstore: 67%
- Spent an average of \$47 on Bibles in the past 12 months.
- Uses Bible study or devotional materials: 87%
- Spends an average of \$112/year on music