



2010 Rates & Data

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PUBLISHER:

Logos Bible Software

Advertise now in Bible Study Magazine!

Six times a year, *Bible Study Magazine* delivers tools and methods for Bible study, as well as insights from respected Bible teachers, professors, historians and archaeologists. In November 2008, *Bible Study Magazine* became the first magazine for pastors, students and laypeople in this niche. Our covers have featured Josh McDowell, Kay Arthur, Mark Driscoll, Randy Alcorn, Lee Strobel, John Piper and John MacArthur.

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Library Journal, the premier magazine for librarians, named *Bible Study Magazine* one of the top 10 magazines launched in 2008. Steve Black, who wrote the article and reviews countless periodicals a year, said *Bible Study Magazine* is “a serious, clearly written [publication] that uses biblical scholarship to illuminate but not refute the principal beliefs of evangelical Protestantism. ... [It] is to Bible studies what *Scientific American* is to science or *Psychology Today* to psychology. A thoughtful bridge between the work of scholars and laypersons looking for a deeper understanding of the biblical texts.” *Bible Study Magazine* is getting high praise and is growing every day. Lock in at our low rates and benefit from reaching our growing audience.

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Bible Study Magazine Issues Include:

Feature Stories

Great interviews and articles with the biggest names in the church and biblical scholarship, including: Josh McDowell, Kay Arthur, Mark Driscoll, Randy Alcorn, Mark Goodacre, Daniel Wallace, Lee Strobel, N.T. Wright, Elizabeth George and John MacArthur plus off-the-beaten-path Bible study stories like “Rock Music and Bible Study,” “Bible Study in Hollywood,” and “Bible at Bat.”

Not Your Average Bible Study

Encounter God by yourself or with other believers with an ongoing Bible study in each issue. Currently featuring “Facing Today with the Book of Hebrews.”

On the Cutting Edge

Read the Bible like never before with the aid of leading archaeological and historical findings. Includes articles like, “God’s Word through Multiple Voices: The Case of Sennacherib’s Invasion of Judah” and “The Real Ten Commandments?” which looked at Exodus 34 as the possible Real Ten Commandments instead of the traditional Exodus 20.

D.I.Y. Bible Study

Learn how to effectively use Bible study tools with our how-to guides. This section tackles tough problems using commentaries, dictionaries, handbooks and many other tools.

Word Studies

Get a close-up view of the Bible! Each issue teaches you about significant Greek and Hebrew words, plus tells you how to examine the words without knowing the original languages.

A Moment with God

Devotions at their best—in-depth, but personal and applicable.

Bible Study Tips

Thoughtful and engaging authors tackle the tough passages in Scripture, explain difficult concepts, and confront complex interpretations in a way that helps God’s Word make sense to your life.

Thoughts from the Church Fathers

Read the Bible along with those who have come before you, and learn from the wisdom of the early church—in their own words.

What They Don’t Tell You in Church

Features articles like “What’s in Your Bible?,” graphically illustrating what books each church tradition considers part of their Bible. Also includes articles like “Counting the Ten Commandments,” exploring how each major religious tradition divides the ten commandments.

I Dare You Not to Bore Me with the Bible

See things you never noticed in biblical passages you have read dozens of times. Includes articles like “Paul’s Lost Letters” and an article exploring the question “Did Jesus believe in Reincarnation?”

Weird, but Important

Strange passages explained and made culturally relevant. A previous issue included, “Sanctified Dirt,” which explained why Naaman asked Elijah to take dirt from Israel back to his country.

In the News

Keep informed about the latest news in biblically related topics, discoveries and events.

Biblical Humor

Find the humor in the Bible with insightful articles about biblical characters, such as “Jesus Never Laughed?” and “A Fat King and Left-Handed Man.”

Shelf Life

Stay on top of the latest books about Bible study. Each issue contains reviews of books and commentaries to equip you in your study of God’s Word.

Circulation and Demographic Estimates

Circulation:

14,000
 40% do not subscribe to any other magazines

Audience:

Christian Pastors, Church Leaders
 and Students of the Bible

Gender

| | |
|---------|-----|
| Male: | 72% |
| Female: | 28% |

Age

| | |
|--------|-----|
| 18–39: | 17% |
| 40–59: | 60% |
| 60+: | 23% |

Occupation

| | |
|----------------------------|-----|
| Pastors or Ministry Staff: | 28% |
| Professional or Technical: | 36% |
| Education: | 9% |

Formal Education Level

| | |
|---------------------------------|-----|
| Associates/Technical or higher: | 83% |
| Bachelor's Degree: | 30% |
| Postgraduate and Doctorate: | 37% |

Family Status

| | |
|----------------------------------|-----|
| Married: | 87% |
| Have children: | 83% |
| Home or private school children: | 28% |

Economic Status

| | |
|-------------------------------|-----|
| Own their own home: | 79% |
| Earn more than \$25,000/year: | 94% |
| Earn more than \$50,000/year: | 70% |

Spending Habits

| | |
|---|-----|
| \$100+ on books last year: | 93% |
| \$300+ on books last year: | 52% |
| \$300+ on internet purchases last year: | 83% |
| Make purchases online 2+ times/month: | 77% |
| Use a credit card 2+ times/month: | 86% |
| Own a cell phone: | 96% |
| Own a computer: | 99% |

Church Involvement/Influence

| | |
|--|-----|
| Attends church almost every week: | 96% |
| Part of a Bible study group: | 90% |
| Lead/co-leads a Bible study/small group: | 60% |
| Elder/Deacon or on church board: | 48% |
| Leads a Sunday school class: | 49% |

Financial Involvement/Influence

| | |
|--|-----|
| Made a charitable contribution in the past 12 months: | 98% |
| Financially or personally involved in missions in the past 12 months: | 83% |
| Attended a Christian conference, seminar or retreat last year: | 65% |
| Attended a Christian concert last year: | 30% |

Educational Involvement/Influence

| | |
|---|-----|
| Counseled others on choosing a college, seminary or graduate school: | 69% |
| Interested in enrolling in a Bible college or seminary: | 37% |
| Requested information from an educational institution this year: | 38% |

Statistics based on *Bible Study Magazine* summer 2009 reader survey. Not necessarily representative of entire readership.

Advertising Rates

Open Rate

| Ad Size | Cost |
|-----------|---------|
| Full-page | \$1,400 |
| 1/2 page | \$900 |

Premium Positions

| | |
|--------------------|---------|
| Page One | \$1,500 |
| Back Cover | \$1,650 |
| Inside Front Cover | \$1,550 |
| Inside Back Cover | \$1,450 |
| Page 24, Center | \$1,500 |

Discounts

| Frequency | % |
|-----------|-----|
| 2 x | 10% |
| 6 x | 15% |

Additional Details

EDITOR IN CHIEF: John D. Barry

ACADEMIC EDITOR: Michael S. Heiser

ART DIRECTOR: Sean Fields

GRAPHIC DESIGNER: Sarah Knepper

ASSISTANT EDITOR: Rebecca Kruyswijk

ADVERTISING SALES: Jared Bryant

MARKETING: Dan Pritchett, Phil Gons, Scott Lindsey, Adam Navarrete

PUBLISHER: Logos Bible Software

Publishing Schedule and Ad Specifications

| Issue | Ad Close/Submission | Publish Date |
|---------------------|---------------------|--------------|
| 2010 | | |
| September / October | 06.4.2010 | 09.01.2010 |
| November / December | 08.13.2010 | 11.01.2010 |
| 2011 | | |
| January/February | 09.30.2010 | 01.01.2011 |
| March/April | 11.26.2010 | 03.01.2011 |
| May / June | 01.27.2011 | 05.01.2011 |
| July / August | 03.30.2011 | 07.01.2011 |
| September / October | 05.28.2011 | 09.01.2011 |
| November / December | 07.30.2011 | 11.02.2011 |

| Publication Trim Size | Live Area |
|-----------------------|---------------------|
| 8.5" x 10.8125" | 1/4" from Trim Size |

| Ad Specifications | |
|-------------------|-------------------------------|
| Ad Size | Dimensions |
| Full-page (bleed) | 8.5" x 10.8125" + 3/16" bleed |
| 1/2 page | 7.25" x 4.825" |

| Ad Checklist | |
|--|---|
| Files will be uploaded to our FTP server. Please call or email for instructions. | Image resolution should be 200 or 266 dpi at the actual image size. |
| Only PDF and Photoshop files are accepted. | All ads submitted in any other format will not be accepted and will need to be resubmitted or recreated. |
| Color images should be converted to CMYK, no RGB and no spot colors. | All ads submitted should be suitable to print as is. Logos Bible Software is not responsible for any errors in content, or color shifts on press. |
| Save Photoshop files in one of the following formats: <ul style="list-style-type: none"> » eps » tiff/tif (without LZW compression) » jpeg/jpg (only if emailing files) | If files are prepared improperly and mechanical requirements are not met, Logos Bible Software will not guarantee the reproduction of the ad. |