

What our readers are saying:

“ The magazine has removed any doubts I had about the truth. I pray that more Christians will see the truth and not base the truth from worldly teachings. ”

“ This is a great magazine. Hands down, nothing compares with the knowledge you gain from this publication. ”

Want to reach over 200,000 of today's most highly informed and intensely committed Christians?

ADVERTISING SPECIFICATIONS

ad size	bleed (w x h)	trim (w x h)
SPREAD	17" x 11.125"	16.75" x 10.875"
FULL PAGE	8.625" x 11.125"	8.375" x 10.875"
2/3 VERTICAL	NO BLEED	4.85" x 9.575"
2/3 HORIZONTAL	NO BLEED	7.375" x 6.35"
1/2 HORIZONTAL	8.625" x 5.625"	8.375" x 5.375"
1/3 VERTICAL	NO BLEED	2.325" x 9.575"
1/3 HORIZONTAL	NO BLEED	7.375" x 3.15"
1/3 SQUARE	NO BLEED	4.85" x 4.725"
1/6 VERTICAL	NO BLEED	2.325" x 4.725"
1/6 HORIZONTAL	NO BLEED	7.375" x 1.65"

Email a high resolution PDF or EPS, kjackson@AnswersInGenesis.org or send a Mac formatted CD-ROM to *Answers Magazine*, Attn: Katie Jackson, 2800 Bullittsburg Church Rd., Petersburg, KY 41080.

For reservation questions ask for "magazine advertising" or email magazineinquiry@AnswersInGenesis.org or (859) 727-2222 ext. 461

Advertising is by invitation only. If you feel that your product, service, or organization would be a good fit, please contact us at the number above.



Get even more exposure FREE with our new DIGITAL edition!

When you advertise in *Answers*, your ad also appears in our cutting-edge digital edition at no extra cost. Your ad will link to your website, giving you even more response!

AD RATES & DISCOUNT SCHEDULE

Placement/Size	1 Issue	2 Issues	Annual Rate 4 Issues
Spread (double page)	\$6,350	\$5,609	\$4,953
Cover 2 (inside front)	\$3,856	\$3,520	\$3,209
Cover 3 (inside back)	\$3,515	\$3,209	\$2,927
Cover 4 (outside back)	\$4,082	NA	NA
Full page (inside, standard)	\$3,345	\$2,959	\$2,609
2/3 Page	\$2,495	\$2,230	\$1,943
1/2 Page	\$2,041	\$1,803	\$1,592
1/3 Page	\$1,531	\$1,352	\$1,195
1/6 Page	\$851	\$751	\$651

WEBSITE BANNER AD

Only \$400 (\$650 value!) WITH PURCHASE OF A PREMIUM PRINT AD!

Banner will run for the same quarter as your print magazine ad.

AnswersMagazine.com receives over 100,000 visits per month and now includes ads on CreationVacations.com, at no extra charge.

Web Banner specs:

- Size: 140x75 pixels
- Animation: None (static only)
- Weight: 10k (maximum)

Submit image and URL with print ad.



Rev. 2-15-11

Now includes web banners and DIGITAL EDITION!

Why advertise with *Answers* magazine?

Answers magazine is a quarterly creation-based worldview magazine. We go far beyond the creation-evolution debate, however. *Answers* magazine offers practical tips on modern issues from a truly Christian worldview. And at 96 pages, every issue is loaded with stunning, full-color photos, a pull-out kids “mini-magazine” with collectible poster, and a detachable 11 x 17 chart.

Big advertiser benefits include:

- free digital carryover
- incredibly high retention and pass-along
- low cost way to reach the highly desired, highly educated, conservative *Answers* in Genesis audience

We want to work with you to provide godly resources that bring a change in our culture.

Who are our readers?

- 60% Male (Average age is 46)
- 40% Female
- 63% have children living at home

They are highly educated

- 90% have attended college
- 64% have a Bachelor’s degree or higher

They are serious in living out their faith

- 82% attend church at least 3 times per month
- 95% voted in the last presidential election
- 94% recently purchased Christian resources*
- 62% personally witness one-on-one*
- 87% financially support missionary work*

And they LOVE this magazine!

- 98% keep or pass along to friends, teacher, pastor, doctor, etc.
- 86% read all or most of each magazine
- 96% consider the writing and research to be high quality

* In the last six months

Winner of numerous awards, *Answers* magazine is the #1 creation worldview magazine today. Truly unique!



Answers reaches over 200,000 readers with nearly 75,000 paid subscriptions. We reach committed, conservative buyers. Come grow with us!

What our advertisers are saying:

“ We are enjoying our largest enrollment year ever, thanks to *Answers* magazine and *Answers* in Genesis! ”
—Jackson Hole Bible College

“ As advertisers in *Answers* magazine, we have been impressed with the quality and depth of content in each issue. It’s a first-class magazine that any serious advertiser should try. ”
—SermonAudio.com

“ In today’s world of higher education, The Master’s College finds itself in need of partner organizations that share our belief in a literal, 6-day, young-earth interpretation of the Genesis account of Creation. Our partnership with *Answers* magazine has been a blessing. ”
—The Master’s College

“ Providing an education marked by excellence and grounded in biblical truth is the heart of the Cedarville University mission statement. It is a privilege to partner with *Answers* magazine in sharing our passion. ”
—Cedarville University