

Answers

MAGAZINE



2017 Media Kit

NOW 6 ISSUES PER YEAR!

WHO WE ARE

Answers is a creation-based worldview magazine. Now published six issues per year, we go far beyond the creation-evolution debate. We offer practical tips on modern issues from a truly Christian worldview. And every issue is loaded with stunning full-color photos, biblically based content, and like-minded, yet distinctly different advertisers like you.



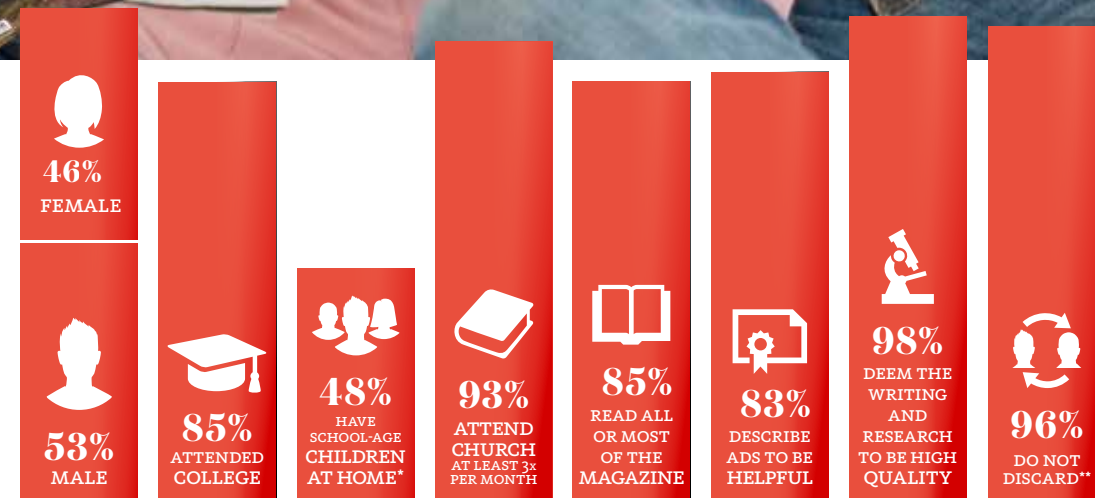
OVER 70,000 SUBSCRIBERS!



INVITATION-ONLY ADVERTISING

Advertising in *Answers* magazine is by invitation only, ensuring that Christian businesses have a low-cost way to reach the highly educated, intensely committed, biblically conservative Answers in Genesis audience.

If you feel that your product, service, or organization would be a good fit, please email us at MagazineAdInquiries@AnswersInGenesis.org.



*59% OF THESE FAMILIES HOMESCHOOL THEIR CHILDREN; **KEEP OR SHARE WITH FRIENDS, TEACHERS, PASTORS, DOCTORS, ETC.

EVANGELICAL PRESS ASSOCIATION AWARDS

2

"AWARD OF EXCELLENCE"

4

"AWARD OF MERIT"

DOZENS

"HIGHER GOALS IN CHRISTIAN JOURNALISM" AWARDS

Average of 3 readers for every subscription (OVER 200,000 READERS PER ISSUE)

This demographic data is based on thousands of subscriber survey responses received in late 2016/early 2017.

WHAT DO THEY SAY?



This is my favorite magazine. It helps me understand & incorporate

A BIBLICAL WORLDVIEW

into my daily life...

Thank you for this quality magazine which strengthens my own walk with Christ.



Hard to improve on

EXCELLENCE

in my opinion.



I love this magazine! THERE IS NOTHING OUT THERE LIKE IT.

I work in the medical field, **LOVE SCIENCE**, and this reminds me of the 'weekly readers' we had as children, but much better.



WE LOVE the magazine, **OUR ENTIRE FAMILY.**

WEBSITE BANNER AD—ONLY \$500

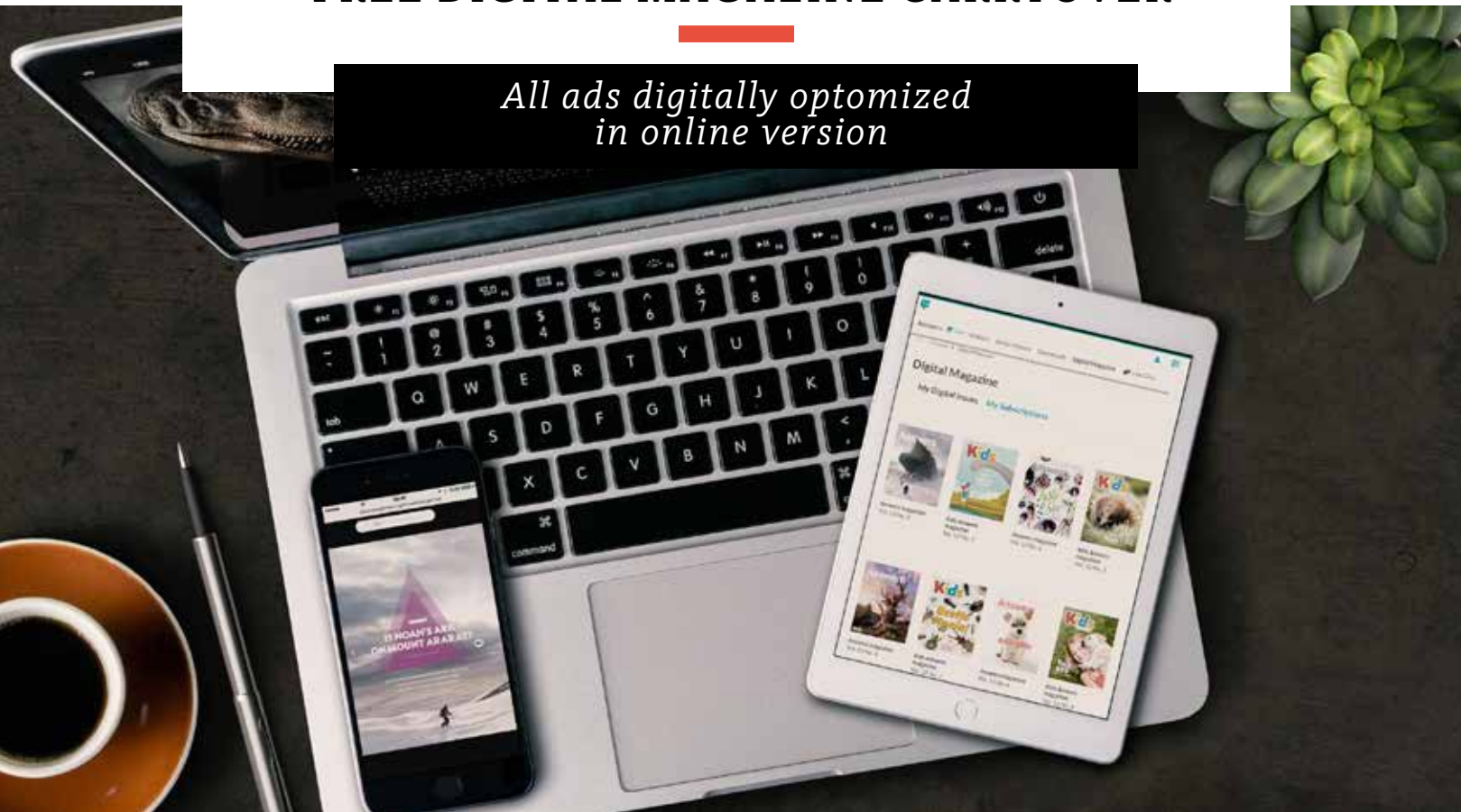
With purchase of a premium print ad

Size: 300x250 pixels | Animation: none | Weight: 10k maximum



FREE DIGITAL MAGAZINE CARRYOVER

All ads digitally optimized in online version



WHAT OUR ADVERTISERS ARE SAYING

“ We are enjoying our largest enrollment year ever thanks to *Answers* magazine and *Answers in Genesis*. ”

—Don Landis, President
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

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

—Cedarville University

EXTRA EXPOSURE







Ark Encounter



Answers magazine is a featured item at both the Creation Museum and Ark Encounter. With an estimated attendance of over 600,000 at the Creation Museum and over 1.4 million visitors at the Ark Encounter, your ads can reach more readers and potential buyers than ever before!

Creation Museum



	Ad Size	Bleed	Trim	Placement/Size	1 Issue Rate	3 Issues Rate (per issue)	Annual Rate (per issue, 6)
PREMIUM	 INTERNAL SPREAD	17" x 11.25"	16.75" x 10.875"	INTERNAL SPREAD (Double Page)	\$7350	\$6725	\$6250
	 FULL PAGE	8.625" x 11.125"	8.375" x 10.875"	COVER 2 (Inside Front)	\$3850	\$3520	\$3200
	 2/3 VERTICAL	No Bleed	4.55" x 8.7"	POSITION 3 (Opposite Inside Front)	\$3515	\$3200	\$2930
	 1/2 HORIZONTAL	8.625" x 5.625"	8.375" x 5.375"	COVER 3 (Inside Back)	\$3445	\$3050	\$2760
STANDARD	 1/3 VERTICAL	No Bleed	2.15" x 8.7"	COVER 4 (Outside Back)	\$4080	N/A	N/A
	 1/6 VERTICAL	No Bleed	2.15" x 4.25"	FULL PAGE (Inside Standard)	\$3345	\$2950	\$2600
				2/3 PAGE	\$2495	\$2230	\$1950
				1/2 PAGE	\$1940	\$1750	\$1520
				1/3 PAGE	\$1530	\$1350	\$1190
				1/6 PAGE	\$850	\$750	\$650

DRAGON HALL BOOKSTORE



LEGACY HALL BOOKSTORE



ARK GIFT SHOP



SPECIALTIES

- WEBSITE BANNER** ▪ Optional additional ad, only with "Premium" ads
- TIP-IN CARD** ▪ Glued to a beginning or end of a signature
- BIND-IN CARD** ▪ Like Answers in Genesis order form, various sizes
- BLOW-IN CARD** ▪ Various sizes, wherever it lands
- POLYBAG INSERT** ▪ 8.5" x 11", 1-sided or 2-sided

2017-2018 Calendar

Issue	Reser vation Deadline	Artwork Deadline	In-home
12.5	June 19, 2017	July 19, 2017	September 4, 2017
12.6	August 15, 2017	September 15, 2017	November 6, 2017
13.1	October 13, 2017	November 13, 2017	January 1, 2018
13.2	December 18, 2017	January 18, 2018	March 5, 2018
13.3	February 15, 2018	March 15, 2018	May 7, 2018
13.4	April 16, 2018	May 16, 2018	July 2, 2018
13.5	June 18, 2018	July 18, 2018	September 3, 2018
13.6	August 14, 2018	September 14, 2018	November 5, 2018

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Answers
MAGAZINE

Email a high-resolution pdf to kduffy@answersingenesis.org

*Home-based business (first time discount).
Save an additional 10% off any standard one-time
or contract order. Must be first time advertiser.*

1:1 Answers
IN GENESIS™