

PRESS KIT 2022

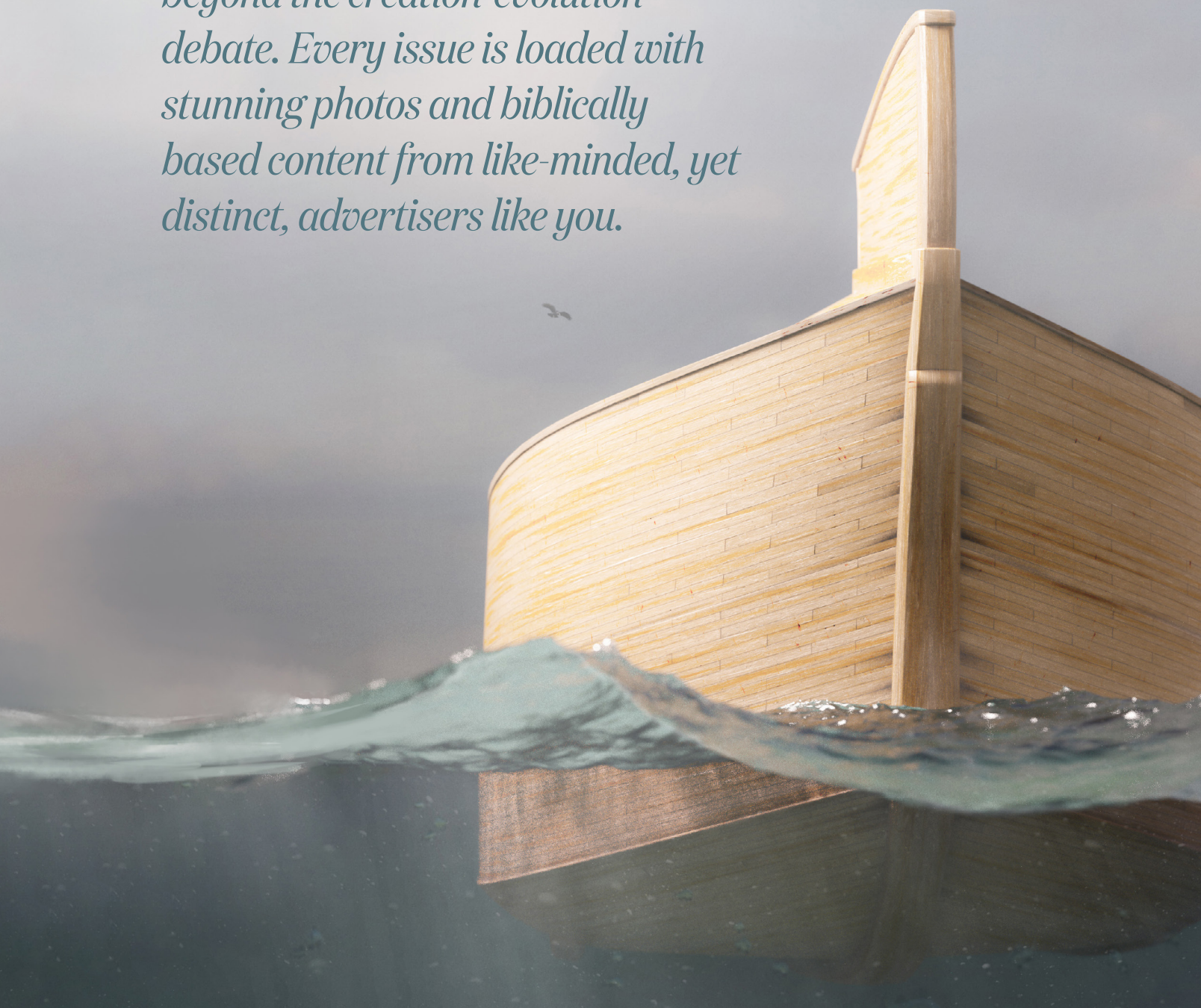
# Answers

## MAGAZINE

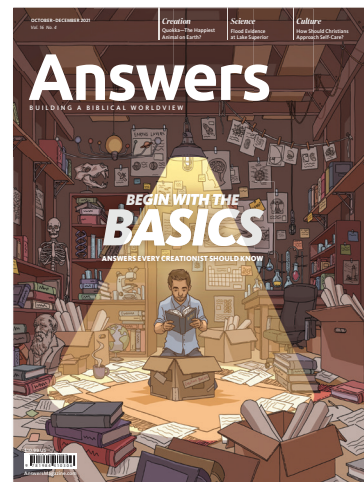
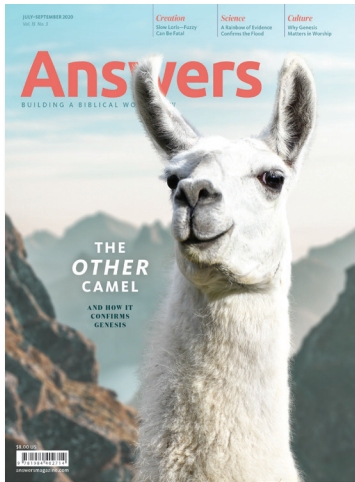




*Answers is the world's leading creation-based worldview magazine. Published six times per year, we offer practical tips on modern issues from a truly Christian worldview and go far beyond the creation-evolution debate. Every issue is loaded with stunning photos and biblically based content from like-minded, yet distinct, advertisers like you.*







*Timely and biblical answers to challenging current events.*

*Over 90 pages per issue with limited space for approved advertising.*

*Every issue includes the Kids Answers magazine.*

## EVANGELICAL PRESS ASSOCIATION AWARDS

2

AWARD OF  
EXCELLENCE

5

AWARD OF  
MERIT

DOZENS

HIGHER GOALS IN CHRISTIAN  
JOURNALISM AWARDS

# Ark Encounter & Creation Museum

Answers magazine is the official magazine of the Creation Museum and Ark Encounter. With attendance of over 2 million visitors at the Creation Museum and the Ark Encounter, your ads can reach more readers and potential buyers than ever before!



## WHAT OUR ADVERTISERS ARE SAYING

*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

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

—Don Landis, President  
Jackson Hole Bible College

*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



## PLACEMENT & RATES

# Print & Digital Rates

*Free digital magazine carryover.  
All advertising is digitally optimized  
and include free for online version.*

First time  
advertisers save an  
additional 10% off  
any standard one-  
time or contract  
order.

## Premium Ads

		1 ISSUE	2 ISSUES (per issue)	4 ISSUES (per issue)
<b>SPREAD</b>	Double Page	\$7350	\$7130	\$6780
<b>COVER 2</b>	Inside Front	\$3850	\$3720	\$3510
<b>POSITION 3</b>	Opposite Inside Front	\$3515	\$3395	\$3210
<b>COVER 3</b>	Inside Back	\$3445	\$3310	\$3090
<b>COVER 4</b>	Outside Back	\$4080	N/A	N/A
<b>FULL PAGE</b>	Inside Standard	\$3345	\$3195	\$2960

**WEBSITE AD** \$500 EXCLUSIVE ADDITION WITH PURCHASE OF A PREMIUM AD

## Standard Ads

<b>1/2 PAGE</b>	\$1940	\$1855	\$1720
<b>1/3 PAGE</b>	\$1530	\$1460	\$1355
<b>1/6 PAGE</b>	\$850	\$810	\$745

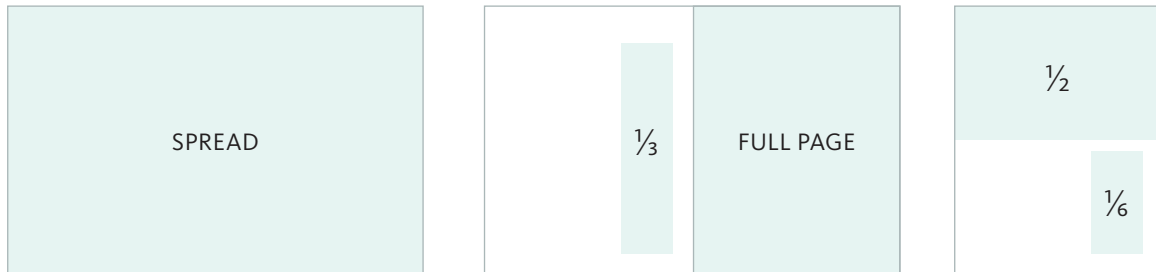
## Specialties

### INQUIRE FOR PRICES AND SPECIFICATIONS

<b>TIP-IN CARD</b>	Glued to a beginning or end of a signature
<b>BIND-IN CARD</b>	Like Answers in Genesis order form, various sizes
<b>BLOW-IN CARD</b>	Various sizes, wherever it lands
<b>POLYBAG INSERT</b>	8.5" x 11", 1-sided or 2-sided

## SPECIFICATIONS & DEADLINES

# Production Details



## Specifications

### SPREAD

### FULL PAGE

### 1/2 PAGE

### 1/3 PAGE

### 1/6 PAGE

### WEB BANNER

### BLEED

17" x 11.25"

8.625" x 11.25"

8.625" x 5.625"

No Bleed

No Bleed

### TRIM

16.75" x 10.875"

8.375" x 10.875"

8.375" x 5.375"

2.15" x 8.525"

2.15" x 4.2"

300 x 250 pixels | no animation | 10k max

## Issue Calendar

### 17.1 JAN-MAR

October 29, 2021

November 18, 2021

January 1, 2022

### 17.2 APR-JUNE

January 28, 2022

February 17, 2022

April 1, 2022

### 17.3 JULY-SEPT

April 29, 2022

May 19, 2022

July 1, 2022

### 17.4 OCT-DEC

July 29, 2022

August 18, 2022

September 30, 2022

### 18.1 JAN-MAR

October 28, 2022

November 17, 2022

December 30, 2022

## File Submission

Email a high-resolution pdf by the artwork deadline to [colleenw@answersingenesis.org](mailto:colleenw@answersingenesis.org).