

PRESS KIT 2025

Answers

MAGAZINE





Answers is the world's leading creation-based worldview magazine. Published four times per year, we go far beyond the creation-evolution debate to offer practical insight on modern issues from a truly Christian worldview.

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

WHAT ADVERTISERS & READERS ARE SAYING

"This is my favorite magazine. It helps me understand and incorporate a biblical worldview into my daily life. Thank you for this quality magazine which strengthens my own walk with Christ."

"We love the magazine—our entire family."

"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."

ANSWERS DEMOGRAPHICS

Over 25,000 Subscribers

Answers readers are highly educated, highly committed, Bible-believing Christians. This demographic data is based on thousands of subscriber survey responses.



49%
male



51%
female

READER AGES

55+
52%

45-54
18%

35-44
20%

18-34
10%



89%

attended college



41%

have school-age children at home



70%

of families with children homeschool



93%

attend church at least 3x per month



90%

describe ads to be helpful



83%

read all or most of the magazine



96%

do not discard but keep or share with others



97%

deem the writing and research to be high quality



Answers magazine is consistently recognized with awards from the Evangelical Press Association, including Best in Class, Awards of Excellence, Awards of Merit, and Higher Goals in Christian Journalism.

Prices & Specifications

Premium Ads

		1 ISSUE	2 ISSUES (per issue)	4 ISSUES (per issue)	DIMENSIONS
SPREAD	Double Page	\$7,350	\$6,983	\$6,615	16.75" x 10.875" + 0.125 Bleed
COVER 2	Full Page Inside Front	\$3,850	\$3,658	\$3,465	8.375" x 10.875" + 0.125 Bleed
COVER 3	Full Page Inside Back	\$3,445	\$3,273	\$3,100	8.375" x 10.875" + 0.125 Bleed
COVER 4	Full Page Outside Back	\$4,080	\$3,876	\$3,672	8.375" x 10.875" + 0.125 Bleed

Standard Ads

FULL PAGE		\$3,345	\$3,178	\$3,010	8.375" x 10.875" + 0.125 Bleed
1/2 PAGE		\$1,940	\$1,843	\$1,746	8.375" x 5.375" + 0.125 Bleed

Issue Calendar

	RESERVATION DEADLINE	ARTWORK DEADLINE	IN-HOME DATE
20.1 JAN-MAR	October 25, 2024	November 14, 2024	December 30, 2024
20.2 APR-JUNE*	January 24, 2025	February 13, 2025	April 1, 2025
20.3 JULY-SEPT*	April 25, 2025	May 15, 2025	July 1, 2025
20.4 OCT-DEC*	July 25, 2025	August 14, 2025	September 30, 2025
21.1 JAN-MAR*	October 24, 2025	November 13, 2025	December 30, 2025
21.2 APR-JUNE*	January 23, 2026	February 19, 2026	April 1, 2026
21.3 JULY-SEPT*	April 24, 2026	May 14, 2026	July 1, 2026
21.4 OCT-DEC*	July 24, 2026	August 13, 2026	September 30, 2026

*projected dates subject to change

File Submission

Email a high-resolution pdf by the artwork deadline to colleenw@answersingenesis.org.