

THE LIVING CHURCH

CATHOLIC

EVANGELICAL

ECUMENICAL

Episcopalians and Anglicans everywhere depend
on the most targeted magazine in the Church

ADVERTISING 2021 MEDIA KIT

CONTACT: 414.276.5420 • advertising@livingchurch.org



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CATHOLIC

EVANGELICAL

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Mission: The historic mission of **The Living Church Foundation** in the Episcopal Church and the Anglican Communion is to support and promote the Catholic and evangelical faith of the one Church, to the end of visible Christian unity throughout the world.

Headquarters: Milwaukee, Wisconsin

The Living Church magazine — **celebrating 143 years in 2021**

Other Publications: *The Episcopal Musician's Handbook* and *Illuminations*

Website: livingchurch.org

Weblog: Covenant (covenant.livingchurch.org): a movement of Christians committed to the scriptural, sacramental, and missionary heart of obedient discipleship

Frequency: 20 issues (Bi-weekly except in January, June, July, and August)

Key demographics: Clergy and lay leaders, chaplains, church decision-makers, educators, theologians, church musicians.

Advertising opportunities: Print (Display, Classified) Online (Display, Classified)

Special Issues in **2021:**

Parish Administration* (4)

Architecture & Music

Books (4)

Education (2)

Liturgical Arts

Retirement

World Mission

Christmas Book & Gift

Advent

Christmas

Technology

Easter

*We double the distribution of **all four Parish Administration Issues** and send complimentary copies to non-subscribing clergy and other leading decision-makers in the Church.

For additional information on print and online advertising, contact:

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Advertising Rates

All Rates 4-Color

FULL PAGE (8.25w x 10.875d)	\$1,720
2/3 PAGE (4.75w x 10d)	\$1,440
1/2 PAGE Vert - (4.75w x 7.5d) Horz - (7.25w x 5d)	\$860
1/3 PAGE Vert - (2.25w x 10d) Horz - (4.75w x 5d)	\$645
1/4 PAGE (4.75w x 3.75d)	\$525
1/6 PAGE Vert - (2.25w x 5d) Horz - (4.75w x 2.25d)	\$325
ONE INCH Horz - (2.25w x 1d)	\$125

Added distribution:

PARISH ADMINISTRATION ISSUE (PAI):

We double the number of copies in our paid circulation, sending complimentary copies to non-subscribing clergy and other leading decision-makers.

ALL TLC ONLINE SUBSCRIBERS RECEIVE MAGAZINE AS A PDF.

(Ads that include web address are hyperlinked to your website.)

PREMIUM PLACEMENT: Add 10% for Inside Front & Back Covers. **Guaranteed Placement:** add 15%. For special inserts and multiple page spreads, contact the Advertising Manager.

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DEDICATED EMAILS

Send your message to the inboxes of more than 6,000 readers.

\$650/one mailing

\$1,000/two mailings

POLYBAG PROGRAM

Include your catalog or brochure in when we mail THE LIVING CHURCH.

\$2,800 (regular issues)

\$3,800 (double circulation issues)

WEB DISPLAY ADS

\$800/month (765 x 480)

\$1,000/month (1251 x 258)

PRINT & ONLINE CLASSIFIED RATES

(Cost per word. Print: per issue. Online: per 2 weeks)

\$1.60 Print and Online combined

LIST RENTAL

One-time rental of The Living Church mailing list
\$500

THE LIVING CHURCH



Issue Calendar 2021

January 24 - Parish Administration I*	<i>Street Date:</i> 01/11	Close: 12/14	Final Ad Due: 12/11
February 7 - Architecture & Music	<i>Street Date:</i> 1/25	Close: 1/4	Final Ad Due: 1/8
February 21 - Technology Issue	<i>Street Date:</i> 2/8	Close: 1/18	Final Ad Due: 1/22
March 7 - Lent Book Issue	<i>Street Date:</i> 2/23	Close: 2/2	Final Ad Due: 2/6
March 21 - Parish Administration II*	<i>Street Date:</i> 3/8	Close: 2/16	Final Ad Due: 2/20
April 4 - Easter Issue	<i>Street Date:</i> 3/22	Close: 3/1	Final Ad Due: 3/5
April 18 - Spring Book Issue	<i>Street Date:</i> 4/5	Close: 3/15	Final Ad Due: 3/19
May 2 - Education Issue I	<i>Street Date:</i> 4/19	Close: 3/29	Final Ad Due: 4/2
May 16 - Retirement	<i>Street Date:</i> 5/3	Close: 3/12	Final Ad Due: 3/16
June 13 - Parish Administration III*	<i>Street Date:</i> 5/31	Close: 5/10	Final Ad Due: 5/14
July 11 - Summer 1	<i>Street Date:</i> 6/28	Close: 6/7	Final Ad Due: 6/11
August 8 - Summer 2	<i>Street Date:</i> 7/26	Close: 7/5	Final Ad Due: 7/9
September 5 - Parish Administration IV*	<i>Street Date:</i> 8/23	Close: 8/2	Final Ad Due: 8/6
September 19 - Fall Book	<i>Street Date:</i> 9/6	Close: 8/16	Final Ad Due: 8/20
October 3 - Liturgical Arts & Music	<i>Street Date:</i> 9/20	Close: 8/30	Final Ad Due: 9/3
October 17 - Education II	<i>Street Date:</i> 10/4	Close: 9/13	Final Ad Due: 9/17
October 31 - World Mission II	<i>Street Date:</i> 10/18	Close: 9/27	Final Ad Due: 10/1
November 14 - Books & Gifts for Christmas	<i>Street Date:</i> 11/1	Close: 10/11	Final Ad Due: 10/15
November 28 - Advent	<i>Street Date:</i> 11/15	Close: 10/25	Final Ad Due: 10/29
December 19 - Christmas	<i>Street Date:</i> 12/6	Close: 11/15	Final Ad Due: 11/19

*We double the number of copies in our paid circulation and distribute complimentary copies to non-subscribing Episcopal and Anglican clergy, theologians, and ordained educators (seminary level). All TLC online magazine subscribers receive TLC as a PDF.

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