

ADVERTISING RATES Spring 2019

About us:

The Englewood Review of Books is a book review publication that is published in two separate editions: online (free and daily) and our magazine (paid subscriptions, quarterly issues in conjunction with the Church calendar). Although our audience is almost exclusively Christian, about half the books we review are from outside the Christian market. We primarily review non-fiction titles, and at least 90% of the fiction titles we review are from outside the Christian market. Our reviews have been featured on the prestigious BookForum website, as well as Scot McKnight's popular blog, *The Jesus Creed*.

In the summer of 2018, we hired John Wilson, former editor of *Books and Culture* magazine, as our Contributing Editor.

Audience:

- Ecumenical, Christian.
(50% Evangelical/Post-evangelical, 25% Mainline, 15% Catholic, 10% Anabaptist.)
- Well-educated (at least 1/3 have some post-collegiate education).
- Very interested in Christianity in praxis (Ethics, Ecology, Economics, etc.)
- Interested in social justice issues.
- Deeply appreciative of history and tradition (particularly within the Church)
- Diverse (economically/racially)
- Primarily North American (92% United States, 5% Canada, 3% elsewhere)
- The average age of our readers is approximately 33
- Approximately 55% male, 45% female.

Why advertise with the Englewood Review?

We offer:

- A very specific, **targeted niche audience**.
- Our audience is **primarily book readers** who are Christian, socially-engaged and who value theological reflection.
- Our readers place **high value on Christian education**.
- **Low introductory rates**
- **Magazine /website ad combos** that extend the value of your advertising dollar.

Our audience is growing rapidly and locking into rates now will extend the reach of your ad campaign.

Community, Mission, Imagination, Reconciliation

Advertising in our Magazine

Circulation:

Our magazine is distributed via subscription in print or digital formats. Our total circulation in both formats combined is 2500.

Pricing:

- Prices listed for 2 issues (2X) or 4 issues (4X) are the rate *per issue*.
- For a limited time, when you buy ad space for four issues, we'll give you the 5th issue FREE!

	1X			2X			4X+1X FREE	
	B/W	C		B/W	C		B/W	C
Full Page	\$350	\$750		\$300	\$550		\$270	\$500
Half Page	\$190	\$450		\$175	\$250		\$150	\$350
Covers	X	\$800		X	\$650		X	\$600

Specs:

Page Size:

Full Page: 8in H x 6.5in W

Half Page: Horizontal: 4in H x 6.5in W or Vertical: 8in H x 3.25in W

Quarter Page: 4in H x 3.25in W

Covers:

We will have three cover slots available for each issue: Inside Front Cover, Inside Rear Cover, Rear Cover. All three cover spaces are the same price. However, the Rear Cover space is slightly smaller (6.5in x 6.5in). All cover ads will be in color.

Format:

- Ad copy must be in electronic format and sent to editor@englewoodreview.org
- TIFF (preferred), PDF or InDesign file.
- 300 dpi / CMYK color.
- Must include all fonts used.

We reserve the right to bill for any labor needed to convert your ad to the above standards.

Deadlines:

	Reserve By:	Ad Copy By:
Issue #33 (Eastertide 2019)	Mar. 29, 2019	Apr. 22, 2019
Issue #34 (Ordinary Time 2019)	June 17, 2019	Jul. 15, 2019
Issue #35 (Advent 2019)	Sep. 24, 2019	Oct. 15, 2019
Issue #36 (Lent 2020)	Dec. 18, 2019	Jan. 15, 2020
Issue #37 (Eastertide 2020)	Mar. 19, 2020	Apr. 15, 2020
Issue #38 (Ordinary Time 2020)	June 11, 2020	Jul. 15, 2020

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Advertising on our Website

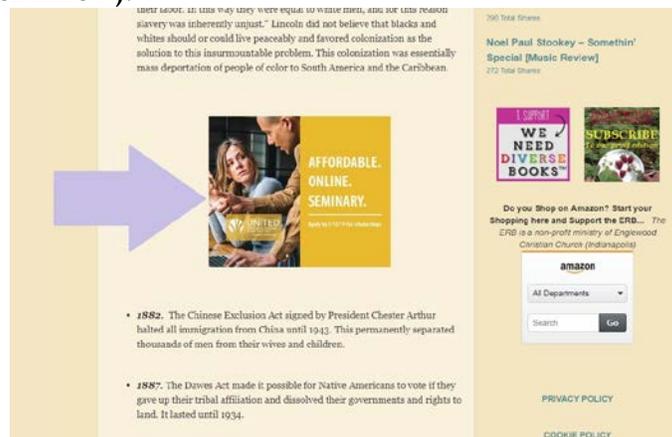
Website Traffic:

- We average over **75,000 pageviews per month**
- **Over 20,000 readers** on a weekly basis (Email subscriptions and traffic from social media audiences)
- Website traffic and readership that has continued to grow rapidly over the 10+ years of our publication.

Top Banner (Blue Arrow) and Top Sidebar (Red Arrow) Ads:



In Content Ad (Lavender Arrow):



[The number of impressions listed is for a non-rotating ad. We guarantee that you will get at least this many impressions of your ad; any impressions you get beyond this number are complementary. CPM= Cost per 1000 impressions.]

Top Banner Ad	(728W x 90H)	75,000 Impressions @ \$5.33 CPM = \$400 / month
Top Sidebar Ad	(300W x 250H)	75,000 Impressions @ \$4.00 CPM = \$300 / month
In Content Ad	(300W x 250H)	75,000 Impressions @ \$4.00 CPM = \$300 / month

Ad space is sold on a monthly basis, and must be pre-paid. Contracts are signed for a set number of months and rates are locked during the term of the contract, but may be re-negotiated if the contract is to be renewed. For multiple-month contracts, you may change your ad no more than once a month.

Multiple Month Discount:

Reserve and pay for more than one month of advertising on our website and take **15% off your total!**

Specs:

For details on sizes, see above. All ads must be provided to us as **JPG or GIF** files of at least **75dpi**. Animated GIF's of up to 3 panels are allowed. Ads requiring **FLASH** are not allowed.

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Advertising in Our Email Newsletter

What is our Email Newsletter?

Every Friday, we send out a digest of the reviews and other content that has appeared on our website this week. Subscription to this email digest is free and is one of the preferred ways of engaging our website. We have recently started placing an ad at the top of that email. If you would like to subscribe to this email to get a sense what that looks like you can subscribe here: <http://englewoodreview.org/free-ebook-101-transformative-books/> Or, you can email us at editor@englewoodreview.org and we would be glad to subscribe you.

Readership:

We currently have over 7700 readers, but this number grows every day, and we anticipate that we will have over 8000 readers by the end of 2019. Because readers are receiving the digest in their email inboxes, and because it is the primary way that many of them keep up with our site, these emails have a high open-rate, meaning that your ad will get viewed.

Cost:

Ads on our email list are contracted on a weekly basis.

- \$100 / week for a banner or text ad (up to 50 words).
- \$350/month (Or \$450/month if there are 5-Fridays)
Save \$50 when you book a whole month!

Specs:

Banner Ad - 468W x 60H

Banner ads must be provided to us as JPG or GIF files of at least 75dpi.

Animated GIF's of up to 3 panels are allowed. Ads requiring FLASH are not allowed.

Text Ad - 50 Words + 1 link.

Ads may only include one link.

Font size must be 14pt or less.

(We reserve the right to tweak the formatting of your text).

Ads for our email list are sold on a first-come, first-served basis, so be sure to reserve your dates well in advance of when you plan to run the ad...

Reserving Ads on Several Platforms at Once?

If you are reserving ads on more than one platform (magazine / website / email list) at once, be sure to ask us about a multi-platform discount. We will be glad to work out a package deal for you!

Advertising Terms:

- All ads are subject to approval by the ERB editorial staff. We reserve the right to reject any ad or to request changes. Any ads rejected will be refunded in full.
- Advertisers are solely responsible for the legal requirements related to the sale of the products or services they are offering.
- With the exception of the covers, we reserve the right to determine ad placement in our magazine. As a general rule, priority will be given on a *first-paid* basis.
- The ERB is not liable for any costs/expenses related to suits or claims based on the contents of your advertisement.
- Payment is due no later than the due date for ad copy. Checks may be made out to: **ECDC** and sent to:
The Englewood Review of Books / 57 N. Rural St. / Indianapolis, IN 46201
- Credit card payments (VISA / MC) are also accepted. Let us know if you prefer to pay by credit card.
- Written notice of cancellation will be accepted on or before the reservation deadline.

Advertising Contact:

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