

— Advertise in *Touchstone: A Journal of Mere Christianity!* —

Touchstone

2025 Ad Rate Card

• Mission

Touchstone is a Christian journal, conservative in doctrine and eclectic in content, with editors and readers from each of the three great divisions of Christendom—Protestant, Roman Catholic, and Orthodox. The mission of the journal and of its publisher, The Fellowship of St. James, is to provide a place where Christians of various backgrounds can speak with one another on the basis of shared belief in the fundamental doctrines of the faith as revealed in Holy Scripture and summarized in the ancient creeds of the Church. www.touchstonemag.com



• Editorial Personnel

Executive Editor J. Douglas Johnson
Editor Emeritus James M. Kushiner

Senior Editors Thomas S. Buchanan
Allan C. Carlson / Anthony Esolen / Robert P. George
James Hitchcock / S. M. Hutchens / Leon J. Podles
Patrick Henry Reardon / William J. Tighe / C. R. Wiley

Contributing Editors Hunter Baker / J. Daryl Charles
Rod Dreher / Douglas Farrow / Graeme Hunter
Kathie Johnson / Peter J. Leithart / Louis Markos
Ken Myers / Mary Elizabeth Podles / William Saunders
Mark Tooley / Carl Trueman / Donald T. Williams

• Publishing Information

Readers per issue 14,000
Subscription price \$39.95
Frequency Bi-monthly
Single-issue price \$7.95
Readers per copy 1.7
Address P.O. Box 410788, Chicago, IL 60641
Email info@touchstonemag.com

• Advertising Representative

Publishing Management Associates

Contact Sue Milnes
Phone (815) 398-8569
Email adsales@pma-inc.net

• Reader Demographics

Personal
21% Female
31% Age 66 or older
90% Age 36 or older
81% Married
24% Pastors

Well-educated
55% Master's degree or higher
69% Bachelor's or higher

Church attenders
89% attend at least once a week

Church affiliation
18% Roman Catholic
9% Anglican
59% other Protestant
6% Eastern Orthodox

The average reader • buys 15 books per year • reads 18 books per year

• Advertising Deadlines

Issue	Ad Space Closes	Art Due	Issue Ships
Jan/Feb 2025	10/30/24	11/6/24	12/20/24
Mar/Apr 2025	1/2/25	1/8/25	2/21/25
May/June 2025	2/26/25	3/5/25	4/21/25
July/Aug 2025	4/30/25	5/7/25	6/20/25
Sept/Oct 2025	7/2/25	7/9/25	8/22/25
Nov/Dec 2025	8/27/25	9/3/25	10/17/25
Jan/Feb 2026	10/29/25	11/5/25	12/19/25

• Ad Rates

Black & White	1x	3x	6x
Full page	\$800	\$760	\$680
1/2 page	\$520	\$495	\$440
1/3 page	\$375	\$355	\$320
1/4 page	\$240	\$230	\$205

Two Color	1x	3x	6x
Full page	\$920	\$875	\$780
1/2 page	\$600	\$570	\$510
1/3 page	\$430	\$410	\$365
1/4 page	\$275	\$260	\$235

Four Color	1x	3x	6x
Covers 2, 3, or 4	\$1600	\$1520	\$1360

• Ad Sizes

Page Size	Dimensions
Full w/ bleed	8.5 x 11.125
Full	7" x 10"
1/2 vertical	3.25" x 9.15"
1/2 horizontal	6.75" x 4.578"
1/3 vertical	3.25" x 6.086"
1/3 horizontal	6.75" x 3.047"
1/4 vertical	3.25" x 4.578"
1/4 horizontal	6.75" x 2.287"

"Touchstone offers Great Tradition Christians steady nourishment in the faith once delivered to the saints."

—George Weigel

• Design Specs

Send artwork to janquart@fsj.org

Preferred file formats .pdf, .eps, .tif, .jpg

Image Resolution 300 dpi

Two-color ads Pantone 647 C & black.

Four-color ads CMYK

• Terms & Conditions

- All advertising requests must be confirmed by a signed purchase order or a letter of request.
- The publisher reserves the right to reject or cancel any advertising, including for unacceptable appearance.
- The publisher is not responsible for errors due to improper file preparation.
- The publisher is not responsible for errors in key numbers.
- Cancellations (and changes in insertion orders) will not be accepted by the publisher after the closing date.
- No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.

• Payment

- Fifteen percent discount to recognized agencies, provided account is paid within 30 days of invoice date.
- Two percent per month interest charge on past-due accounts.
- First-time advertisers must pre-pay with insertion order.
- Materials are due to the publisher by the date specified and in the format specified. Late arrivals are subject to a 1% per day fee, and materials more than 5 days late will not be accepted, though payment for the reserved space is due. Any alterations to materials or resubmissions are subject to a \$25/hour charge (min. 1 hour).