

The Moravian

The Moravian Magazine: a unique opportunity to reach Moravians across North America!

The Moravian Magazine is the official journal of the Moravian Church in America, Northern & Southern Provinces. For more than 100 years, *The Moravian* and its predecessors have chronicled the news, faith and life of the Moravian Church in North America. Today, we continue that print tradition – **the informative and entertaining full-color magazine arrives in church members' homes ten times per year** – while making the magazine available around the globe on the Internet.

In its pages, *The Moravian Magazine* shares the happenings, history, issues, celebrations and voices of the Moravian Church, its congregations and its members. We serve the denomination by producing issues with high quality articles written by our members and others who share their experience, talent, and insights. We encourage a diversity of viewpoints and offer a venue for an open exchange of ideas.

The Moravian reaches every household of the Moravian Church in North America, with a circulation of more than 17,000. We also have additional paid subscribers around the world, both Moravian and non-Moravian, and offer the magazine online at www.moravian.org. We're focused on ensuring our readers continue to turn to *The Moravian* as their source for news, information, inspiration and connection with the Moravian Church as a whole.

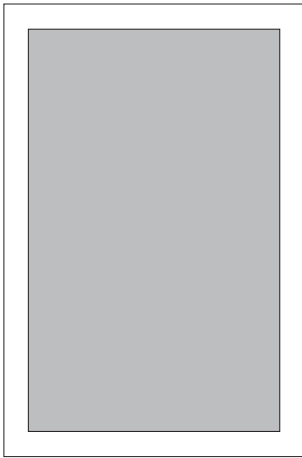
When developing marketing and promotional plans for your event, product or service, be sure to include *The Moravian Magazine* in the mix! Our advertising options offer a unique opportunity to spread your message, promote your event and offer products and services to a Moravian audience.

Advertising your product, service or event in *The Moravian* is easy and cost-effective. Our editorial and office staff is here to assist you in finding a package that best suits your needs. As we limit our advertising space to no more than 10 percent of each issue, you can be assured that your message won't get lost in the clutter.

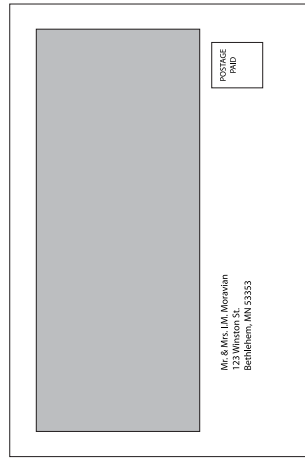
Contact us today to learn more about advertising options in *The Moravian Magazine*. Call 1-800-732-0591, ext. 38 or e-mail pubs@mcnp.org for more info and to get started. Also visit us on the Web at www.moravian.org/the-moravian-magazine or on Facebook, www.facebook.com/MoravianMagazine.



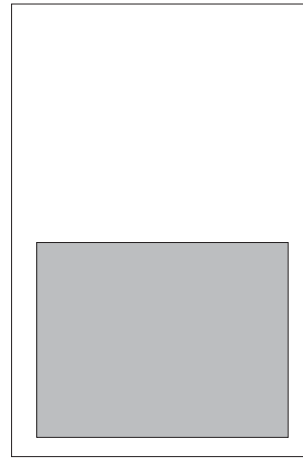
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Moravian
 Advertising specifications



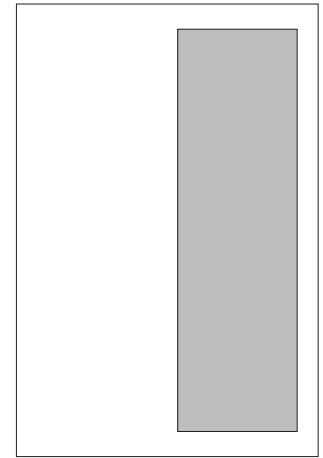
Full Page
 5 x 8 inches



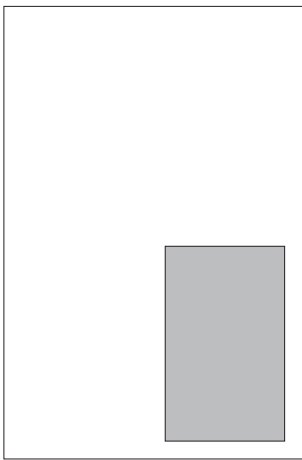
Back cover, 3/4 page
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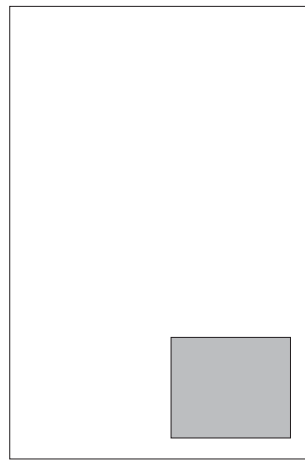
Half Page - Horizontal
 5 x 3.875 inches



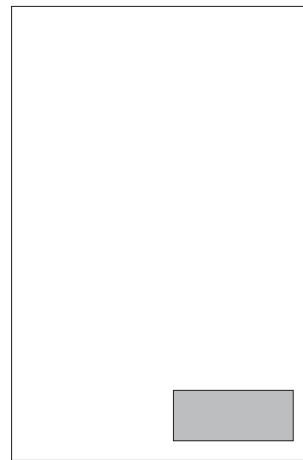
Half Page - Vertical
 8 x 2.375 inches



Quarter Page
 2.375 x 3.875 inches



1 column x 2 inches
 2.375 x 2 inches



1 column x 1 inch
 2.375 x 1 inches

The Moravian Magazine is mailed to all Moravian Church member households in the U.S. and Canada.

Page size: 6 x 9 inches

Paper type: 65 lb. text, matte finish

Page count: 32-40 pages, depending on issue

Print run: 17,500

Color: 4-color throughout

Annual issues: 10

- Ads **MUST** be the correct specifications as indicated above. If we need to make the art fit our specifications, additional fees will be applied.
- Color or Black & White are the same price.
- Format: Adobe InDesign CS4 or greater, Press-Ready PDF or Macintosh EPS.
- Include all files and fonts, **POSTSCRIPT FONTS ONLY**
- Current printed proof or accurate PDF of composed piece.
- Line art scans should be at least 1200 dots per inch (and in place).
- Scans for half-toning should be 266 dots per inch (and in place).
- Files can be submitted via email or on CD.
- If no camera-ready art is available, we can design your ad at a rate of \$60.00 per hour. Contact us for further details.
- We may be able to accommodate special requests; contact us to discuss what you have in mind.