

DALLAS CHRISTIAN FAMILY™



Dallas Christian Family is part of a successful, kingdom-minded company that has seen proven results and currently serves 14 markets in 8 states. With nearly 10 years experience in the Christian Publishing market, you'll quickly realize why partnering with *Dallas Christian Family* is the next step in the growth of your business!

This niche publication is certain to offer your business opportunities never realized in previous efforts. The only Christian publication of its kind, Dallas Christian Family is the superior choice when considering impact, exposure, effective target marketing and yielding unprecedented results!

"It's been a horrible time for print media ... there is one bright spot, and it's representing branding at its best: the niche magazine".

- Brandchannel.com

Texas is considered the “Buckle” of the Bible Belt.

Dallas/Fort Worth is the largest market in the USA & home to many of the largest, fastest-growing churches & ministries in the country.

Christians spend approximately \$4.2 Billion in Christian retail establishments.

Readership & Demographics

- 65% Female, 35% Male
- Annual Household Income Averages Over \$80K
- Target Demo Ages 25-54
- Of the magazines picked up each month, each issue is read by an average 2.5 readers
- Each issue has a 4-8 week shelf life in the home



The average Christian Family earns over \$80,000 per year.
(Nearly twice that of the national median)

Distribution Data

- Found in churches, hospitals, restaurants, airports, retail establishments & doctor offices

Editorial Content

- Family & Parenting
- Financial
- Missions & Ministries
- Media
- Men's, Women's, Youth/Kids' & Seniors' Issues
- Leadership & Workplace
- Pets & Home
- Health & Wellness
- Seasonal

Production Specs

AD SIZE	DIMENSIONS W x H
Full Page	10.5" X 12.5" Trim 11" X 13" Bleed 9.5" X 11.5" Live Area
1/2 Horizontal	9.5" X 5.5"
1/2 Vertical	4.375" X 11.25"
1/4 Square	4.375" X 5.5"
1/4 Horizontal	9.5" X 2.625"
1/4 Vertical	2.125" X 11.25"
1/8 Horizontal	4.375" X 2.625"
1/8 Vertical	2.125" X 5.5"
9 Inch Ad	3" X 3"

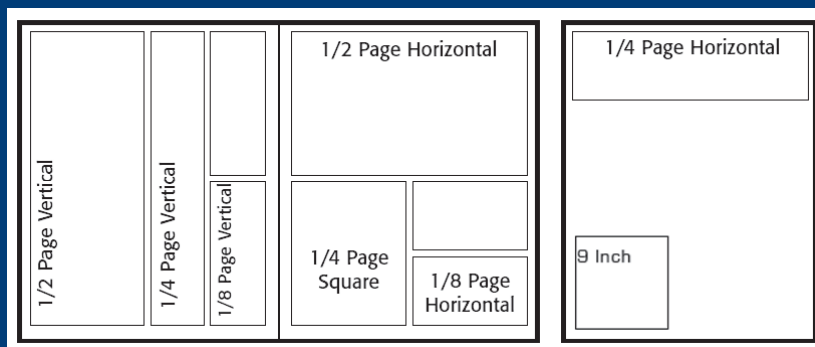
Supported Programs for working files: Adobe InDesign CS4, Adobe Photoshop CS4, Adobe Illustrator CS4 & Quark. We cannot accept Pagemaker, Publisher, Word or PowerPoint files. All supporting files and fonts used should be supplied with the ad in the corresponding folder. Be sure to include printer and screen fonts.

Acceptable file submission formats: Press-ready PDF, EPS (fonts converted to outline), TIFF, PSD.

Ad Submission: via CD/DVD, email or FTP**. If you are sending in a memory stick be sure & include a self addressed stamped envelope. Publisher is not responsible for media return if no method is provided by advertiser. Be sure to include either a low-resolution PDF proof with your file submission or send a hard copy proof of your ad. Publisher will not be held responsible for errors on ad reproduction when no proof is supplied.

UNTIL FURTHER NOTICE, PLEASE UPLOAD ALL ARTWORK TO SENDSPACE.COM IN "RECIPIENT EMAIL" FIELD, PLEASE PUT PRODUCTION@TRINITYPUBLISHING.NET**

Graphics: Scanned artwork should be scanned at the highest possible resolution and not resized upward after the scan. Scanned artwork should be cropped and saved in TIFF or EPS format at 300 dpi, lineart at a minimum of 1200 dpi. All color work must be saved in CMYK format (4c). Any artwork sent that includes RGB or PMS colors will be converted to CMYK with NO proofing back to client.

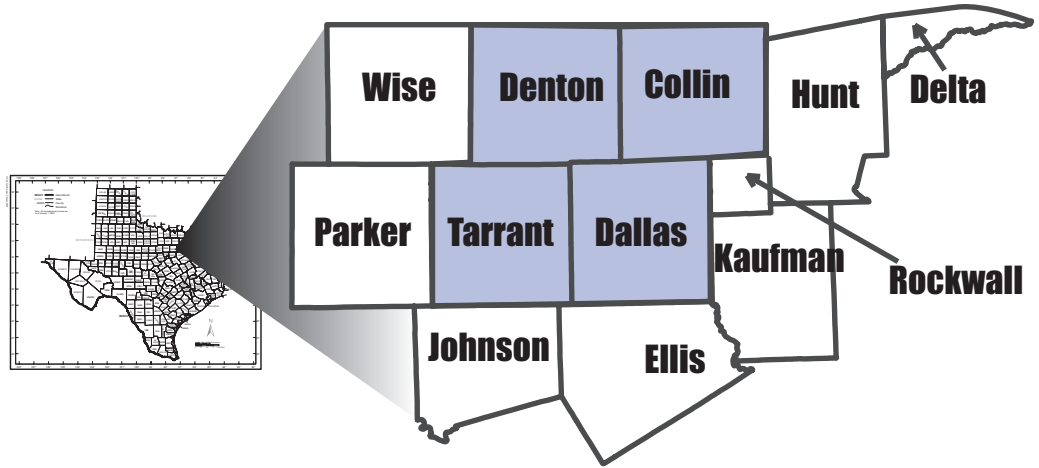


Mission Statement

To strengthen & grow the Christian community through relevant editorial, effective advertising & an active on-line offering.

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Encouraging, Empowering, Education & Engaging . . .

Rates & Distribution



Cities

- Addison
- Allen
- Argyle
- Aubry
- Carrollton
- Celina
- Coppell
- Corinth
- Cross roads
- Dallas
- Denton
- Farmers Branch
- Flower Mound
- Frisco
- Grapevine
- Highland Park
- Krum
- Lake Dallas
- Lewisville
- Little Elm
- McKinney
- Plano
- Prosper
- Providence
- Richardson
- Savannah
- Southlake
- The Colony

RATE CARD

AD SIZE - COLOR	1 X	3 X	6 X	12 X
Full Page	\$2,105.40	\$1,914	\$1,740	\$1,450
1/2 Page (Vertical)	\$1,255.98	\$1,141	\$1,038	\$865
1/2 Page (Horizontal)	\$1,255.98	\$1,141	\$1,038	\$865
1/4 Page	\$726	\$660	\$600	\$500
1/8 Page	\$435	\$396	\$360	\$300
Large 9"	\$392.04	\$356.40	\$324	\$270
Small 4"	\$232.32	\$211.20	\$192	\$160
PREMIUM POSITIONS				
Outside Back Cover	\$3,666.30	\$3,333	\$3,030	\$2,525
Inside Back Cover	\$2,613.60	\$2,376	\$2,160	\$1,800
Inside Front Cover	\$2,904	\$2,640	\$2,400	\$2,000
Center Spread	\$4,646.40	\$4,224	\$3,840	\$3,200
Page 3 RHR	\$2,904	\$2,640	\$2,400	\$2,000
Page 5 RHR	\$2,178	\$1,980	\$1,800	\$1,500
1/2 Page Editorial Sponsor	\$1,379.40	\$1,254	\$1,140	\$950
Ask The Expert	\$580.80	\$528	\$480	\$400
Logo Sponsor	\$435.60	\$396	\$360	\$300
Web Banner		\$66	\$60	\$50
CLASSIFIED ADS				
20 Words & Phone #	\$29.04	\$26.40	\$24	\$20

* Churches/Ministries = 15% discount
(MUST HAVE 501(c)3 STATUS)

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