

## 2012 Media Kit



### WHO READS HST?

Parents, Grandparents, Pastors, Teachers who are:

- ◆ Dedicated, educated, successful, focused
- ◆ Christian & homeschool-oriented
- ◆ Committed to raise children who will make a difference in the world & willing to sacrifice to give their children the best foundation for life
- ◆ Concerned for education and every facet of their child's life



*The combination of academic advice, family discipleship, and continuing education for parents cannot be found anywhere else. Whether it is reviewing new curriculum, inspiring me with the faithfulness of fathers who came before me, or teaching me to better appreciate the artistic masters, I do not want to be without HST.*

– Thomas K. from Ohio

### SUBSCRIBER DEMOGRAPHICS:

- 90% Women
- 60% Household income exceeds \$50k/yr
- 88% College level education
- 60% 3 or more children per household

### HST OFFERINGS

- ◆ **Homeschooling Today® magazine print magazine**

Mailbox: reach 80,000 readers

**Paid Subscribers** include homeschooling families, public and private libraries, and churches

**Additional distribution** via Newsstands, Conventions and other Homeschool Events

- ◆ **Homeschooling Today® Digital**

HST Digital magazine version and HomeschoolToday.com, two powerful resources with a growing online community of readers.

- ◆ **Homeschooling Helper® e-newsletter**

Inbox: reach over 8,800 and growing unique e-newsletter subscribers



### WHY CHOOSE HOMESCHOOLING TODAY?

**Homeschooling is Growing:** Researchers report that there are currently well over two million known homeschooled children in the United States with estimates of as many as four to five million total American homeschooled children. Better prepared academically, socially, and emotionally than their public school peers, the number of homeschoolers continues **growing at a rate of 5–12% each year.**

*As a new homeschooling family, we find Homeschooling Today to be the place for us to find resources, ideas, and help in our new journey. The timely articles and resources available both in print and on the web were exactly what we needed to help us get started.*

– Jon M. from Michigan

### HST ENJOYS UNMATCHED CREDIBILITY:

- ◆ For over 52% of HST subscribers, HST is the **ONLY** homeschooling magazine they receive! (HST Subscriber Survey – August 2010)
- ◆ Our readers know we carefully select the advertisers and the products we review
- ◆ We protect the content we present
- ◆ Our readers trust us to be discerning and fair
- ◆ We limit the amount of ad space we sell---your ad will not be lost in a sea of ads!

Partner with Homeschooling Today, to reach 80,000 readers and your advertising resources will deliver a lasting return!

# Pricing and Packages

## A SPONSORSHIP PACKAGE THAT IS RIGHT FOR YOUR COMPANY

Maximize your effectiveness in reaching the homeschooling community with a multi-faceted package approach that leverages HST print, website, and e-marketing resources

Starter Sponsorship Package		
Ideal for part-time ventures, home-based and new businesses trying to expand reach	<b>Print:</b> ♦ Third Page ad for the year	<b>Annual investment:</b> Only \$3,500 prepaid (Save 15%) or only \$320/month
	<b>Website:</b> ♦ Leaderboard ad for first month ♦ One year of enhanced resource listing	
	<b>Inbox:</b> ♦ Two E-mail blasts per year	
Standard Sponsorship Package		
	<b>Print:</b> ♦ Half Page ad for the year	<b>Annual investment:</b> Only \$4,800 prepaid (Save 15%) or only \$420/month
	<b>Website:</b> ♦ Leaderboard ad for two months ♦ One year of enhanced resource listing	
	<b>Inbox:</b> ♦ Two E-mail blast per year (Limit one per quarter)	
Premium Sponsorship Package		
Designed for recognized homeschooling vendors wanting consistent exposure to grow business	<b>Print:</b> ♦ Two-Thirds Page ad for the year	<b>Annual investment:</b> Only \$6,000 prepaid (Save over 20%)
	<b>Website:</b> ♦ Leaderboard for two months ♦ One year of enhanced resource listing	
	<b>Inbox:</b> ♦ Three E-mail blasts per year (Limit one per quarter)	
Premium Plus Sponsorship Package		
Designed for curriculum and service providers to maximize top of mind awareness	<b>Print:</b> ♦ Full Page ad for the year	<b>Annual investment:</b> Only \$8,000 prepaid (Save 25%)
	<b>Website:</b> ♦ Skyscraper for one month or Leaderboard for two months ♦ One year of enhanced resource listing	
	<b>Inbox:</b> ♦ One Homeschool Helper e-newsletter sponsorship ♦ Three E-mail blasts per year (Limit one per quarter)	

\*The above prices are based on four issues per year.

## 2012 Advertising Schedule

ISSUE	Spring 2012 March/April/May	Summer 2012 June/July/Aug	Fall 2012 Sept/Oct/Nov	Winter 2012 Dec/Jan/Feb
THEME	Good Order/Steadfast Faith	Birds of the Air	Glory with Your Inheritance	Into All the World
SEASONAL FEATURES	Homeschool Conventions	Summer Activities	20th Anniversary issue	Holiday issue
SPACE RESERVATION	December 27, 2011	March 26, 2012	June 26, 2012	September 26, 2012
MATERIALS DUE	January 24, 2012*	April 23, 2012*	July 24, 2012*	October 24, 2012*
ISSUE MAILING DATE	February 22, 2012	May 22, 2012	August 22, 2012	November 22, 2012

\*Art received after the date indicated will incur a \$50 fee.

Print Ads		
Outside Back Cover (OBC)		\$3000/issue
Inside Front/Back Cover (IFC/IBC)		\$2250/issue
Two Page Spread (2P)		\$2500/issue
Insert: Bookmark Card (BMC)		\$1800/issue
Full Page (FP)		\$1800/issue
Two-Thirds Page (TT) — vertical only		\$1250/issue
Half Page (H) — (V)vertical or (H)horizontal		\$900/issue
Third Page (T) — (V)vertical, (H)horizontal, or (S)square		\$600/issue
Sixth Page in Market Place (S) — (V)vertical or (H)horizontal		\$300/issue
Twelfth Page (TW)		\$150/issue
Classified Ads	Extended Plus (CLE+) — 100 words + graphic	\$100/issue
	Extended (CLE) — 100 words	\$75/issue
	Standard (CL) — 50 words	\$50/issue

Internet: Website Ads		
Skyscraper	160 x 600 pixels	\$600/month
Header Leaderboard	530 x 90 pixels	\$500/month
Article Leaderboard	530 x 90 pixels	\$300/month
Footer Leaderboard	728 x 90 pixels	\$300/month
Button Ad Basic	160 x 60 pixels	\$200/month
Button Ad Square	160 x 160 pixels	\$300/year
Resource Listing		\$50/year
Enhanced Resource	510 x 120 pixels banner w/ expansion to 500 x 600 pixels creative	\$150/year
Event Text Links		call
Internet: E-mail Ads		
HH Sponsor — Headline + Follow up Blast		\$750/blast
HH Mid-level		\$150/blast
HH Footer		\$100/blast
E-mail Blast	561 x 90 banner w/ HTML follow-up (or 500 x 600 pixels creative)	\$650/blast

**Prepay:** 5% discount Pre-pay your order within 15 days of your Insertion Order

**Multiple Insertions:**

- ◆ 5% discount Run your ad in three issues (half a year)
- ◆ 10% discount Run your ad in six issues (a year)

\*New advertisers must prepay first ad within 15 days of insertion order

Please call for inquiries concerning Facebook or Twitter posting opportunities.

**ADVERTISING  
A LA CARTE**

Design your own unique advertising package to fit any budget.


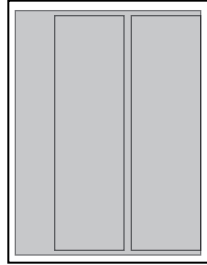
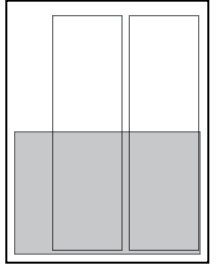
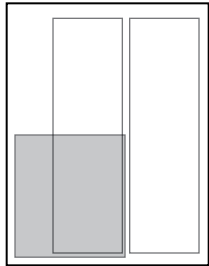
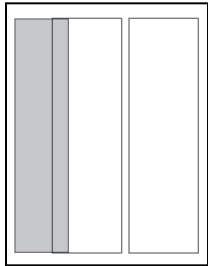
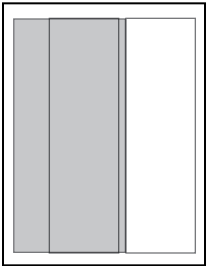
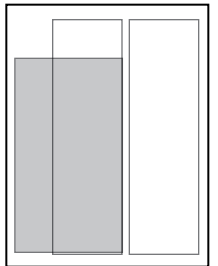
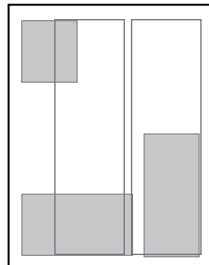
**Print Discounts**

# Advertising Specifications

## Sample Ad Sizes

### Internet Ads:

See the Pricing and Packages page for internet ad sizes.

<p><b>Two Pages</b></p>  <p><b>Not recommended to cross gutter with text.</b></p>	<p><b>Trim:</b> 16.75"(w) x 10.8125"(h) <b>Bleed:</b> 17"(w) x 11.06"(h) <b>Live:</b> 15.917"(w) x 10.3125"(h)</p>	<p><b>Full Page</b></p>  <p><b>Trim:</b> 8.375"(w) x 10.8125"(h) <b>Bleed:</b> 8.625"(w) x 11.06"(h) <b>Live:</b> 7.875"(w) x 10.3125"(h)</p>	<p><b>Half Page horizontal</b></p>  <p>7.542"(w) x 4.95"(h)</p>
<p><b>Third Page square</b></p>  <p>4.825"(w) x 4.945"(w)</p>	<p><b>Third Page vertical</b></p>  <p>2.375"(w) x 10.042"(h)</p>	<p><b>Two Thirds Page vertical</b></p>  <p>4.876"(w) x 10.042"(h)</p>	<p><b>Half Page vertical</b></p>  <p>4.825"(w) x 7.667"(h)</p>
<p><b>Market Place</b></p> 	<p><b>Twelfth pg:</b> 2.375"(w) x 2.361"(h) <b>Sixth vertical:</b> 2.375"(w) x 4.944"(h) <b>Sixth horizontal:</b> 4.967"(w) x 2.375"(h)</p>	<p><b>Bookmark Card</b></p> <p>We also offer advertising space on a card insert which includes a perforated bookmark with a memory verse. The front and back of the card insert and the back of the tear-out bookmark are devoted to advertising space. Request a template for this space.</p>	

## Print Advertising Specifications

### PUBLICATION DESCRIPTION:

#### Management:

Steve Murphy, publisher, of Homeschooling Today© magazine.

#### Frequency: Bi-monthly

**Trim Size:** 8.375" x 10.875"

**Alignment not guaranteed** on facing page spreads design. Precision folding of all copies not guaranteed.

**Paper Stock:** 70-lb cover, 50-lb body

**Printing Method:** Webpress

**Binding Type:** Saddlestitch

#### FORMATS:

Ads are accepted in the following formats: .tiff (without LZW compression), .eps, .pdf, or .jpeg files.

Image resolution should be 300 dpi at the actual image size. If you have any

alternative file formats, please contact the production department at the email address provided. Make sure your ad is the correct size according to the specs from the chart above.

We require that you save your files with fonts embedded, turned to outlines, or send a flattened file.

Ads may be sent on CD, DVD, or via e-mail. We recommend using a service that can track your package and guarantee delivery. Please label all media with issue date, agency name, contact name, phone number, advertiser/vendor name and contact. (Contact us to upload your art to our FTP server.)

### COLOR:

Color images must be CMYK, not RGB. Spot colors must be converted to process CMYK. A proof must be supplied to ensure color accuracy. Homeschooling Today is not responsible for color accuracy for ads supplied without an acceptable proof. Proofs must be pulled from the supplied Digital ad files

### SEND ADVERTISING MATERIALS TO:

Erika Schanzenbach  
Homeschooling Today magazine  
creative@homeschooltoday.com  
5505 Mendota Rd.  
Mendota, VA 24270 USA  
276.466.4478 (Phone)  
888.333.4478 (Fax)

<b>ISSUE</b>	Winter 2011 Dec/Jan/Feb
<b>THEME</b>	A Land I Will Show You
<b>SEASONAL FEATURES</b>	Holiday issue
<b>SPACE RESERVATION</b>	September 26, 2011
<b>MATERIALS DUE</b>	October 24, 2011
<b>ISSUE MAILING DATE</b>	November 22, 2011

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Winter 2011  
Advertising  
Schedule