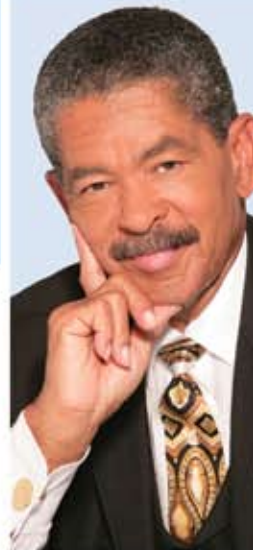


Charisma[®]

+CHRISTIAN LIFE[®]



2009 Media Kit

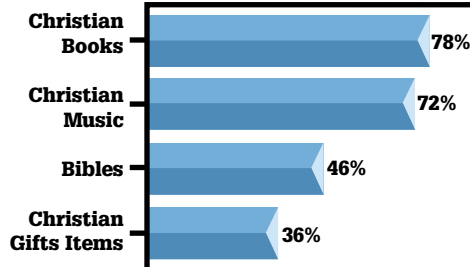


Charisma

Connecting influential, active, and involved men and women.

[Average Age] **54**
 [Female] **65%**
 [Male] **35%**
 [Married] **69%**
 [Households with Children at Home] **23%**
 [Average Household Income] **\$65,400**
 [Average Household Net Worth] **\$379,000**
 [College Graduates] **53%**

Our Readers are Active Consumers



>>87% have spent money annually on Christian products and services.

Charisma is engaging.

>> On Average, Charisma readers have been subscribers for **7 years**.

Charisma provokes action.

>> **85%** of Charisma readers have taken one or more actions provoked by reading an issue.

Our readers are Church leaders.

>> **61%** of readers currently hold a position at their church.

Our readers shop online.

>> **62%** of readers purchase items on the Internet.

Charisma readers are seeking Christian higher education.

>> **27%** of readers plan to pursue higher education, and **32%** of their children plan to attend college.

Our readers attend Christian conferences.

>> **49%** of our readers have attended one or more Christian conferences or seminars in the past year.

Our readers care.

>> **60%** of Charisma subscribers pass their issue on to at least one or more persons after they finish with it.



Maximize Your Exposure With Our New **Digital Edition!**

Print Circulation: 175,000 copies
+ Digital Circulation: 100,000 copies

Combined 275,000 Copies Distributed Monthly!

Our total readership is
OVER A HALF A MILLION READERS!

In addition to a print circulation of 175,000 copies, a digital version of Charisma is e-mailed to **100,000 additional readers each month**. This allows advertisers to include video and audio within their digital ad and hyperlink readers directly to the advertiser's website.

**Click Here to
Experience
Charisma's
Digital
Magazine**

**Embed
video and
audio within
your ad.**

**Hyperlink your
ad, sending
readers
directly to
your website.**



www.CharismaMag.com

- Your banner ad directs people to your website!
- Reach subscribers in their e-mail inbox
- Monitor AdViews and AdClicks
- Charisma's NEW website connects God's Word and His people through:
 - Breaking news reports
 - Exclusive podcast interviews
 - Discussions & forums
 - Article archives
 - Music samples
 - Monthly polls
 - Daily devotionals
 - Book reviews



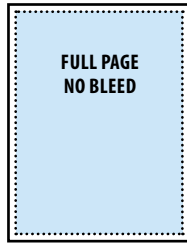
Ads that bleed: Center **Live Image Area** horizontally and vertically between bleed dimensions. **Partial Page Ads that bleed:** Specs allow enough bleed on both sides for ad to be placed on either a right- or left-hand page. **Ads that do not bleed:** Use **Live Image Area** only.



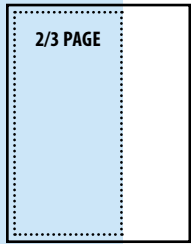
Trim Size: 16" w x 10 1/2" h
Bleed Size: 16 1/4" w x 10 3/4" h
Live Image Area: 15 1/4" w x 9 3/4" h



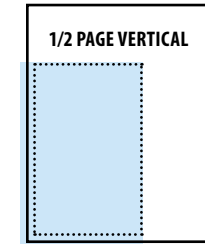
Trim Size: 8" w x 10 1/2" h
Bleed Size: 8 1/4" w x 10 3/4" h
Live Image Area: 7 1/4" w x 9 3/4" h



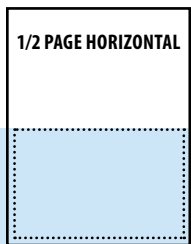
Trim Size: 8" w x 10 1/2" h
No Bleed Allowance
Live Image Area: 7 1/4" w x 9 3/4" h



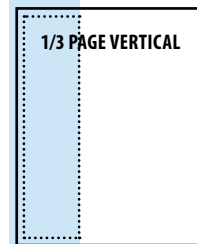
Bleed Size: 5 1/4" w x 10 3/4" h
Live Image Area: 4 5/8" w x 9 3/4" h



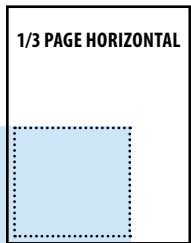
Bleed Size: 5 1/4" w x 8 1/8" h
Live Image Area: 4 5/8" w x 7 1/2" h



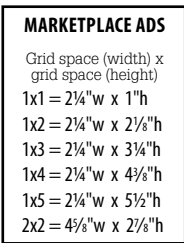
Bleed Size: 8 1/4" w x 5 5/8" h
Live Image Area: 7" w x 5" h



Bleed Size: 2 7/8" w x 10 3/4" h
Live Image Area: 2 1/4" w x 9 3/8" h



Bleed Size: 5 1/4" w x 5 3/8" h
Live Image Area: 4 5/8" w x 4 3/4" h



Charisma

Editorial Calendar & Advertising Specs

2009 EDITORIAL CALENDAR *

		Ad Reservation Due Date	Ad Material Due Date
Jan	The Faith of Sarah Palin <i>How do I live my faith in a secular culture?</i>	Nov. 2nd	Nov. 12th
Feb	India's Amazing Revival <i>How can I be filled with the Holy Spirit?</i>	Dec. 3rd	Dec. 12th
Mar	Ron and Katie Luce of Teen Mania <i>How can I raise my kids to love God?</i>	Jan. 3rd	Jan. 14th
Apr	Women in Ministry <i>Does God use women in leadership?</i>	Jan. 31st	Feb. 11th
May	Health & Healing Issue <i>Does God really heal today?</i>	Feb. 29th	Mar. 11th
Jun	Israel Houghton - Worship <i>Can I Really Know God's Presence In My Life?</i>	Apr. 2nd	Apr. 11th
July	Standing Up for the Unborn <i>How can I overcome sin in my life?</i>	May 1st	May 12th
Aug	Getting Out Where the Unbelievers Are <i>How can I share effectively share my faith with others?</i>	May 30th	June 10th
Sept	9/11 Survivor Sugo John <i>Why does God allow suffering in the world?</i>	July 2nd	July 14th
Oct	Is Jesus the only way to salvation?	July 31st	Aug. 11th
Nov	Reaching Uganda's Child Soldiers <i>How can I discover my spiritual gifts?</i>	Sept. 2nd	Sept. 11th
Dec	Country Singer Randy Travis <i>Why should I belong to a church?</i>	Oct. 2nd	Oct. 13th

*Schedule subject to change.

Web Banner Specs

300 x 250
Pop-Up Banner
GIF or JPG format
Max size: 60kb, 72dpi

468 x 60
Full Banner
GIF or JPG format
Max size: 60kb, 72dpi

234 x 60
Half Banner
GIF or JPG format
Max size: 60kb, 72dpi

728 x 90
Wide Skyscraper
GIF or JPG format
Max size: 60kb, 72dpi

- *Please contact your **Charisma** representative for:
 - Exact quotes
 - Multiple print discount rates
 - Ad material due dates
 - Regulations
 - Other information not listed
- * Rates are subject to change without notice.

Reserve your ad space today!