

The CANADIAN LUTHERAN

Who are we

The Canadian Lutheran is the award-winning national publication of Lutheran Church–Canada (LCC), which has approximately 41,000 members in its 285 congregations.

The magazine is published six times per year: January/February, March/April, May/June, July/August, September/October, November/December under the auspices of LCC's Board of Directors (Communications and Technology Committee). Stories and articles are also published in the online expanded version: www.CanadianLutheran.ca.

Materials published in *The Canadian Lutheran*, with the exception of Letters to the Editor, news reports, and advertising, receive doctrinal review and approval before publication. Contents of supplements are the responsibility of the organization purchasing the space.

Circulation

Approx. 12,000

Distribution

British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia

Online Viewing

10,000/Month

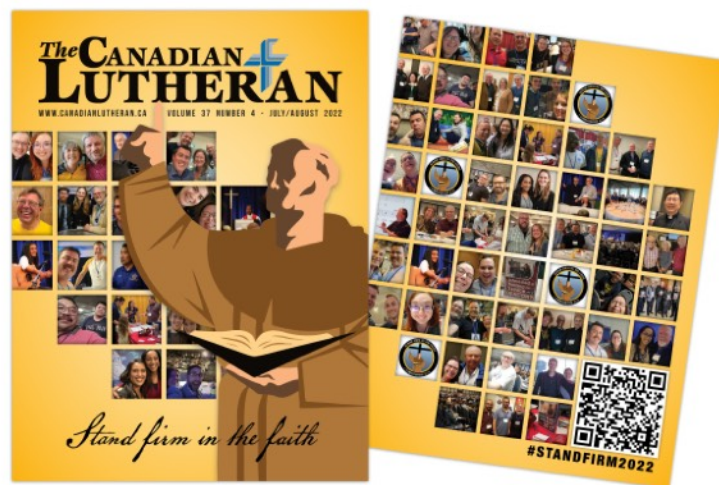
Subscriptions

Lutheran Church–Canada congregations receive *The Canadian Lutheran* magazine in print free of charge. If you are not a member of an LCC congregation, subscriptions are available for \$30/year OR you can “Buy-One/Gift-One” for \$50/year (\$25 each). Please contact Angela Honey, Advertising Manager at: a.honey@lutheranchurch.ca

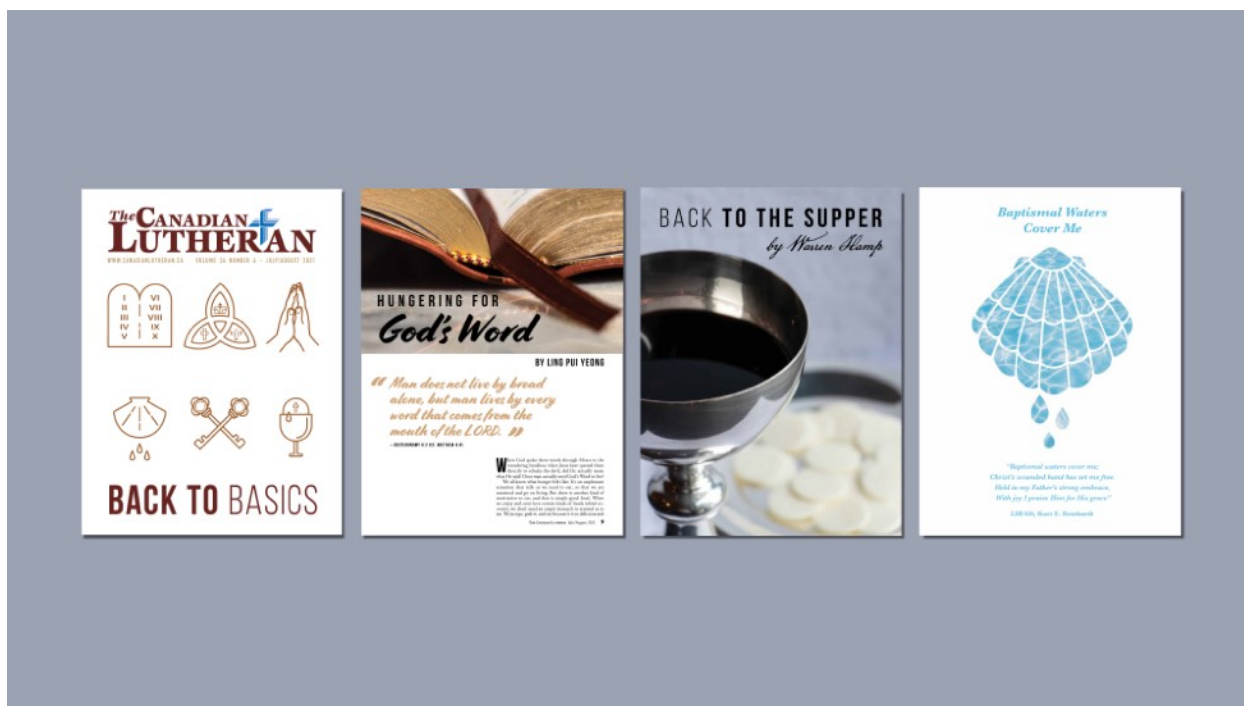
What's inside?

The Canadian Lutheran includes feature stories, articles, and columns designed to inspire, motivate, and inform in keeping with our mission to serve, strengthen, and equip congregations for bold, faithful, Christ-centred witness.

- Feature Stories
- Table Talk Column — *by Editor, Mathew Block*
- Regional Pastors' Columns — *by LCC's East, Central, and West Regional Pastors*
- President's Ponderings — *by LCC's Synodical President*
- News Sections — Including International; National; and Regional News; as well as news pertaining to LCC Missions and Education News from LCC's two seminaries.



MEDIA KIT 2023



Editor — Mathew Block
editor@lutheranchurch.ca

Mathew Block is editor of *The Canadian Lutheran* magazine as well as the Communications Manager for the International Lutheran Council. Block is responsible for all feature stories, as well as magazine theme.

Features — Submission Guidelines

If an article is theological in content, or a longer factual account, we classify it as a “feature” story. Such stories can be Christian reflections on current events, teaching articles about our theology, discussions of contemporary culture in the light of faith, and more. Please see past issues of *The Canadian Lutheran* for more examples. Please forward feature article submissions to the magazine’s main editor, Mathew Block, with the subject line “Canadian Lutheran article.”

Please note that *The Canadian Lutheran* does not pay for unsolicited articles. Authors of solicited articles may be eligible for a small honourarium. However, in accordance with Lutheran Church–Canada’s guidelines for the magazine, clergy contributions to the magazine

are understood to be part of their ministerial work, and are therefore not eligible for financial remuneration from the magazine.

Please also note that acceptance of an article does not guarantee publication. As *The Canadian Lutheran* is a publication of Lutheran Church–Canada, all feature articles pass through a doctrinal review process to ensure fidelity to the Scriptures and the Lutheran Confessions. Authors may be asked to rewrite some sections of their article based on reviewer feedback before publication.

The Canadian Lutheran accepts first-publication rights for all submitted articles (for both print and online versions of the magazine). It also reserves the right to reprint the article at later dates, and grants congregations of Lutheran Church–Canada the right to copy articles for parish use. All other rights revert to the author upon publication, but *The Canadian Lutheran* does ask for a period of two months after publication in *The Canadian Lutheran* before the article is reprinted in another publication.

The Canadian Lutheran generally does not reprint previously published material for its feature articles.

MEDIA KIT 2023

Regional News Editor — Michelle Heumann **regionaleditor@lutheranchurch.ca**

Michelle Heumann manages content for the Regional News sections of *The Canadian Lutheran*. Michelle has a B.A. in English and History, as well as an M.A. in History from the University of Calgary. She has worked as a freelance copyeditor since 2012, and served from 2016 to 2019 as Acquisitions Editor for EDGE Science Fiction and Fantasy Publishing. She has long volunteer service in Lutheran Church–Canada, and currently serves on the Mission and Ministry Council of LCC's West Region.

Story submissions about your local Congregation, Circuit, or Region can be directed to Michelle Heumann.

Regional News — Submission Guidelines

In general, stories published in the Regional News sections of *The Canadian Lutheran* magazine tell the story of events that have already happened, not things that will happen. They can be about a congregation's significant anniversary or other landmark occasion, a mission or outreach event, a retreat or special event hosted by a Lutheran Church–Canada (LCC) organization, or other church involvement in the community.

They can also be about something unique that your congregation is doing for its members, like hosting a hiking club, mentoring younger members into leadership positions, or preserving a heritage church building.

Sharing our regional news stories is one way our geographically widespread Synod can stay connected. It is also a great way to encourage each other with ideas for outreach and in-reach opportunities that congregations across the country can try out! If you're not sure if a story qualifies as news, please ask!

Articles should include the date of the event, and be approximately 100 to 400 words long. Please send

articles as a Word document attached to your email (no PDFs, please), or in the body of the email itself, with credit to the author. Articles will be edited for length, clarity, and to adhere with *The Canadian Lutheran's* style guide.

Attach to an email one to four high-quality photos in their original format. Do not shrink photos before sending. Please do not embed the photos in the body of the email, a Word document, or a PDF file, as this leads to image quality reduction. If the photographer is not the author of the accompanying article, please include his or her name.

Please note that due to timing and volume of submissions received, your article might not appear in the next issue of *The Canadian Lutheran*, but in the one after that. All submissions will receive a confirmation of receipt, so if you don't receive an email within a few days, please resend your submission.

Magazine Designer — Alex Steinke **communications@lutheranchurch.ca**

Alex Steinke serves as Director of Communications for Lutheran Church–Canada, and is in charge of the design of the magazine. She is also in charge of content pertaining to International, National, Education, and Mission news. Alex holds a Bachelor of Arts in Media Production with a minor in English. She studied at the RTA School of Media at Ryerson University, Canada's premier school of media production and broadcasting.

International, National, Missions & Education News **— Submission Guidelines**

If you wish to submit a story pertaining to national or international events, mission news, or regarding either of LCC's two seminaries, you can direct it to Alex Steinke.

MEDIA KIT 2023

Advertising Manager — Angela Honey
a.honey@lutheranchurch.ca

The Canadian Lutheran welcomes advertising in print and online to help offset the cost of operating the magazine (printing and shipping costs, as well as website hosting costs).

Classified ads appear on the second last page of the magazine. Classified space is sold at \$0.50 per word, at a minimum of 50 words (\$25.00).

All other advertising opportunities—including ads with graphics for the print version of the magazine, and online advertising opportunities—are explained in the 2023 Advertising Rate Card. Some spaces listed in the rate card may already be booked. For all advertising inquiries, please contact: a.honey@lutheranchurch.ca.

RATE CARD #4 is effective January 1, 2023

Full Colour

Insertions	1 edition	3 editions	6 editions
Full	1397	1269	1225
2/3	1005	915	888
1/2	802	728	708
1/3	561	510	495
1/4	410	374	363
1/6	288	263	254
1/8	218	198	193
IFC/IBC	1506	1369	1329
OBC		1467	1426

Online

	2 months	6 months	12 months
Side Banner	283	736	1416

Trim size

8 1/8 x 10 3/4 (There is no bleed charge).

Closing Date

All advertisements **must** be delivered to the Advertising Manager, ready-to-print and in an acceptable format (either PDF or INDD), no later than the 15th of the **FIRST month** of the respective issue (e.g. Submissions for the Jan/Feb issue must be submitted by January 15th).

Payments

Please make cheques payable to: Lutheran Church—Canada.

Design Services

Design services are available for an additional fee, to be negotiated based on your needs.

Advertising Dimensions on the next page.

DISCLAIMER

1. Liability: Advertisers and/or advertising agencies assume full responsibility for all content (including text, representation and illustrations) and any claim made against the publisher because of content. The advertisement may be placed above copy which in the opinion of the publisher resembles editorial material.

2. Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions, when such are in conflict with the terms of this rate card. Verbal agreements are not recognized.

3. The advertising of tobacco products, alcoholic beverages, carbonated drinks if advertised as mixers, and that which promotes any form of gambling will not be accepted; nor will advertising which conflicts with the interests or policies of Lutheran Church—Canada. All advertising is subject to approval. In the event of cancellation or rejection by the publisher where the advertising had previously been accepted and/or published, the advertising already run shall be billed and paid for at the rate provided for in the order.

4. Contracts for cover and special positions are non-cancellable.

5. Recognized advertising agencies are allowed at 15% agency commission.

6. Rates are subject to change on 60 days notice.

MEDIA KIT 2023

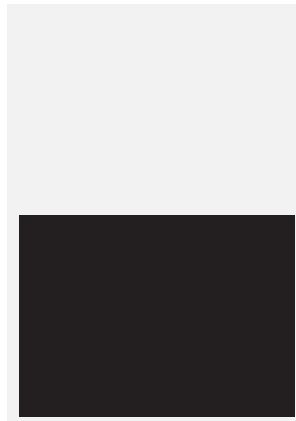
DISPLAY ADVERTISING DIMENSIONS



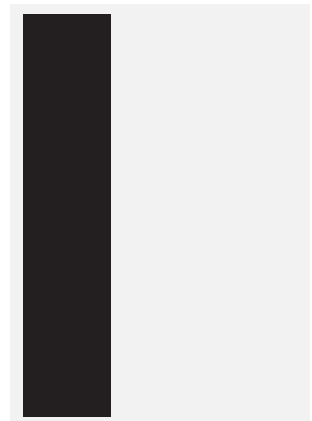
Full Page
7" x 9^{1/2}"
175 x 242 mm



2/3 Page
4^{1/2}" x 9^{1/2}"
115 x 242 mm



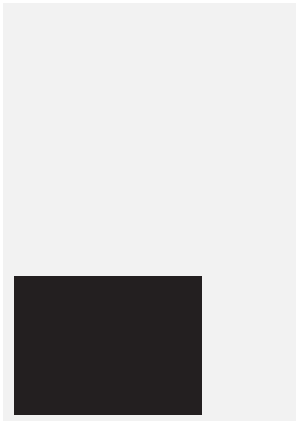
1/2 Page
7" x 4^{3/4}"
175 x 121 mm



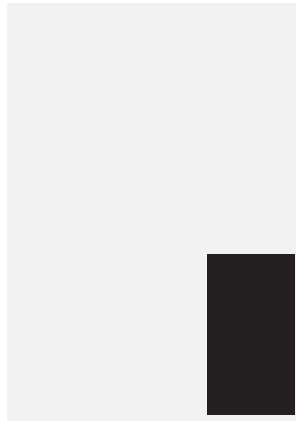
1/3 Page
2^{1/8}" x 9^{1/2}"
54 x 242 mm



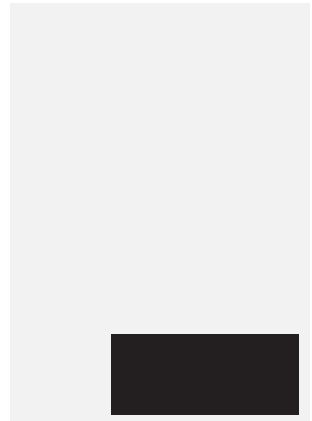
1/4 Page
2^{1/8}" x 7^{1/8}"
54 x 181 mm



1/4 Page
4^{1/2}" x 3^{1/2}"
115 x 91 mm



1/6 Page
2^{1/8}" x 4^{3/4}"
54 x 121 mm

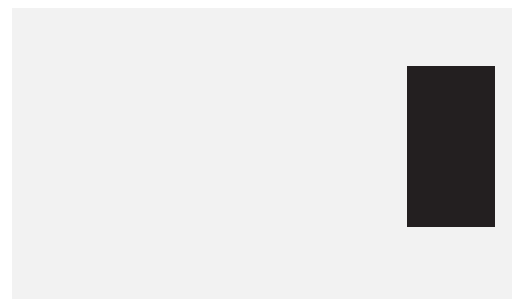


1/6 Page
4^{1/2}" x 2^{3/8}"
115 x 61 mm



1/8 Page
2^{1/8}" x 3^{1/2}"
54 x 91 mm

ONLINE ADVERTISING DIMENSIONS



Side Banner
1.5" x 3"
300 px x 600 px
200 dpi res
Clickable to your website