

## MEDIA KIT 2026

# The CANADIAN LUTHERAN

### Who are we

*The Canadian Lutheran* is the award-winning national publication of Lutheran Church–Canada (LCC), which has approximately 33,000 communicant members in its 270 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](http://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. 9,000

### 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](mailto: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.



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**Editor — Mathew Block**  
[editor@lutheranchurch.ca](mailto: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.

**Regional News Editor — Michelle Heumann**  
[regionaleditor@lutheranchurch.ca](mailto: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 is active in her congregation and in Lutheran Church–Canada, serving the Synod on the Mission and Ministry

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Council of LCC's West Region and on the National Youth Gathering committee.

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.

Upcoming region-wide events that are open to the church at large may occasionally be published as an online-only story; contact us to ask if your event qualifies under these guidelines.

Regional News can include a congregation's significant anniversary or other landmark occasion, a mission or outreach event, a retreat or special event hosted by an LCC organization or by the circuit, or other church involvement in the community. Regional News can also be 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 news is one way our geographically widespread Synod can stay connected, and if you're not sure if a story qualifies as news, please ask!

Articles should include the date the event occurred and be approximately 100 to 400 words long. Please send articles as a Word document attached to your email (no pdfs), or in the body of the email itself, with credit to the author. Attach to an email one to four high-quality photos in their original format. Do not shrink photos before sending. 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 their name.

Articles will be edited for length, clarity, and to adhere with *The Canadian Lutheran's* style guide. Articles

may be published in a condensed form in print, with full versions published online.

The information and photos received may be used in Lutheran Church–Canada publications, including, but not limited to, *The Canadian Lutheran* (print and online versions), *InfoDigest*, and social media sites. By sending information and photos to us you are agreeing to the terms of our privacy policy.

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 a future one. 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](mailto: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.

### Advertising Manager — Angela Honey [a.honey@lutheranchurch.ca](mailto:a.honey@lutheranchurch.ca)

*The Canadian Lutheran* welcomes advertising in print and online to help offset the cost of operating the

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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 2026 Advertising Rate Card. Some spaces listed in the rate card may already be booked. For all advertising inquiries, please contact: [a.honey@lutheranchurch.ca](mailto:a.honey@lutheranchurch.ca).

### RATE CARD #4 is effective January 1, 2026

<b>Full Colour</b>			
<b>Insertions</b>			
	<b>1 edition</b>	<b>3 editions</b>	<b>6 editions</b>
Full	1467	1333	1286
2/3	1055	961	932
1/2	842	764	743
1/3	590	536	520
1/4	431	393	381
1/6	302	276	267
1/8	229	208	203
IFC/IBC	1581	1437	1395
OBC		1540	1497
<b>Online</b>			
	<b>2 months</b>	<b>6 months</b>	<b>12 months</b>
Side Banner	297	773	1487

### 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 last 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.

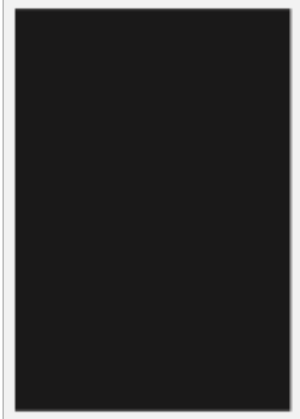
4. Contracts for cover and special positions are non-cancellable.

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

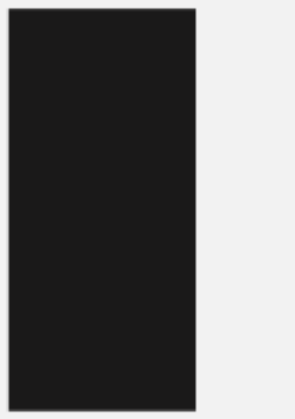
6. Rates are subject to change on 60 days notice.

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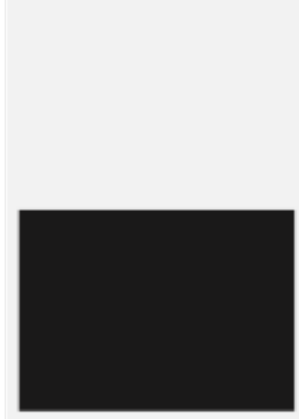
## DISPLAY ADVERTISING DIMENSIONS



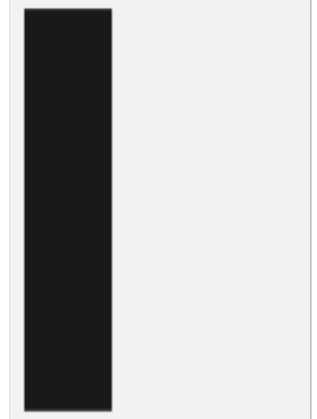
Full Page  
7" x 9<sup>1/2</sup>"  
175 x 242 mm



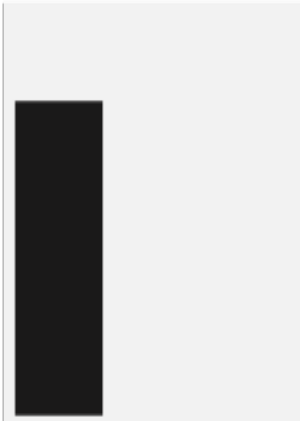
2/3 Page  
4<sup>1/2</sup>" x 9<sup>1/2</sup>"  
115 x 242 mm



1/2 Page  
7" x 4<sup>3/8</sup>"  
175 x 121 mm



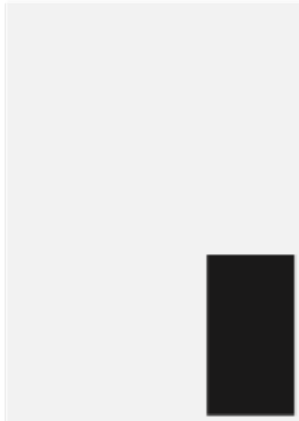
1/3 Page  
2<sup>1/8</sup>" x 9<sup>1/2</sup>"  
54 x 242 mm



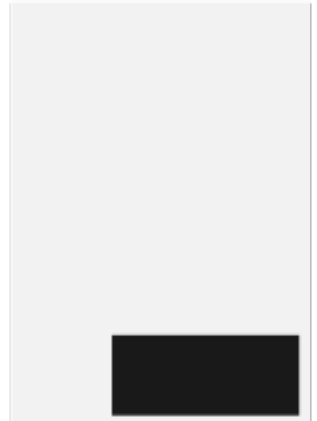
1/4 Page  
2<sup>1/8</sup>" x 7<sup>1/8</sup>"  
54 x 181 mm



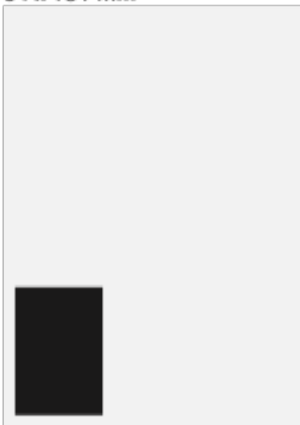
1/4 Page  
4<sup>1/2</sup>" x 3<sup>1/2</sup>"  
115 x 91 mm



1/6 Page  
2<sup>1/8</sup>" x 4<sup>3/4</sup>"  
54 x 121 mm

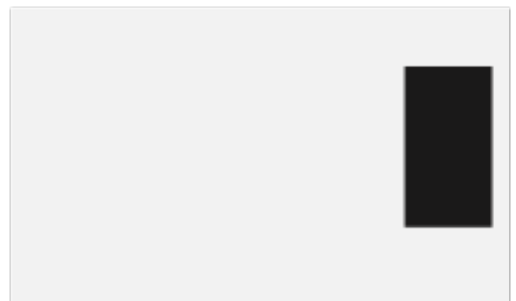


1/6 Page  
4<sup>1/2</sup>" x 2<sup>3/8</sup>"  
115 x 61 mm



1/8 Page  
2<sup>1/8</sup>" x 3<sup>1/2</sup>"  
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