

HOMESCHOOLING

Where The Love of Learning Takes Root *Today*®

ESTABLISHED IN 1992



MEDIA KIT

2015

OUR READERSHIP...

Homeschooling Today is a quarterly magazine that offers something for every member of the homeschooling family – even Dad! The focus is not only on the mechanics of homeschooling but also the mission and metrics of homeschooling. *Homeschooling Today* is one of the most comprehensive home education magazines available, providing everything from unit studies and literature reviews to encouragement. *Homeschooling Today* is a magazine for the novice and the veteran home educator alike, and a great resource for the whole family!

WHO READS HST:

Parents, Grandparents, Pastors, Teachers who are:

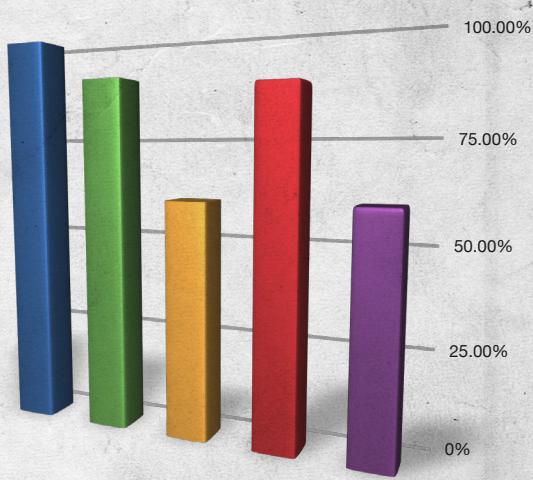
- ◆ Dedicated, educated, successful, focused
- ◆ Christian & homeschool-oriented
- ◆ Committed to raise children who will make a difference in the world & willing to sacrifice to give their children the best foundation for life
- ◆ Concerned for education and every facet of their child's life

"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



█ Total Subscribers

█ 90% Women

█ 60% Household Income
Exceeds \$50k/year

█ 88% College Level Education

█ 60% Three or More Children
Per Household

HST ENJOYS UNMATCHED CREDIBILITY:

- ◆ Our readers know we carefully select the advertisers and the products we review
- ◆ 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

(*HST Subscriber Survey – August 2010)

OUR OFFERINGS...

WHY CHOOSE HOMESCHOOLING TODAY:

Homeschooling is growing: There are 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. The number of homeschoolers continues growing at a rate of 7–15% each year.

HST OFFERINGS:

◆ *Homeschooling Today® Print Magazine:*

Paid Subscribers include homeschooling families, public and private libraries, and churches. Additionally, thousands of issues of *Homeschooling Today* are handed out at all the major homeschool conventions across the country.

◆ *Homeschooling Today® Digital Magazine:*

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

◆ *Homeschooling Today® eBlasts (email marketing):*

Inbox: reach over 20,000+ unique subscribers



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



MAXIMIZE YOUR IMPACT WITH INTERNET ADVERTISING:

HomeschoolingToday.com provides a unique combination of online research and value for advertisers who want to reach the online homeschool market. Online advertising reinforces your print message, offers direct response advertising that is easily trackable, and gives you inexpensive access to a significantly larger audience than print advertising alone.

PRICING & PACKAGES...

ADVERTISING À LA CARTE

Design your own unique advertising package to fit any budget.

	DESCRIPTION	PRICE	
PRINT	1/6 Page — Vertical or Horizontal	\$250/issue	
	1/4 Page — Square, Showcase, or Horizontal	\$400/issue	
	1/3 Page — Vertical or Square	\$500/issue	
	1/2 Page — Vertical or Horizontal	\$800/issue	
	2/3 Page	\$1250/issue	
	Full Page	\$1500/issue	
	Two Page Spread	\$2250/issue	
	Inside Front/Back Cover	\$2000/issue	
WEBSITE	Outside Back Cover	\$2500/issue	
	Enhanced Resource Listing	300 x 200 pixels & 500 word HTML	\$100/year
	Square Button	125 x 125 pixels	\$100/month
	Medium Rectangle	260 x 120 pixels	\$150/month
	Large Rectangle	300 x 250 pixels	\$250/month
	Bottom Leaderboard- Medium	728 x 90 pixels	\$350/month
	Bottom Leaderboard - Large	940 x 116 pixels	\$400/month
	Top Leaderboard - Medium	728 x 90 pixels	\$500/month
EMAIL	Top Leaderboard - Large	940 x 116 pixels	\$600/month
	eBlast	HTML email sent to over 20,000 contacts	\$500/blast
	Three to four eBlasts	HTML email sent to over 20,000 contacts	\$450/blast
	Five to nine eBlasts	HTML email sent to over 20,000 contacts	\$400/blast
	Ten or more eBlasts	HTML email sent to over 20,000 contacts	\$350/blast

MULTIPLE PRINT INSERTIONS:

- ♦ 10% discount Run your ad in two issues (half a year)
- ♦ 20% discount Run your ad in four issues (a year)

Social Media

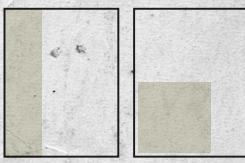
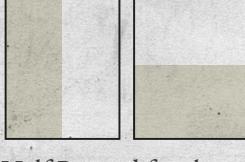
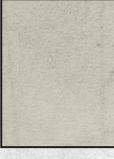
Please call for inquiries concerning Social Media posting opportunities.

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

PRICING & 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.

	PRINT	WEBSITE	EMAIL	PRICE
BASIC	 <ul style="list-style-type: none"> ♦ Third Page ad for the year 	<ul style="list-style-type: none"> ♦ Square Button ad for three months ♦ One year of Enhanced Resource Listing 	<ul style="list-style-type: none"> ♦ One E-mail blast 	Retail: \$2,900 Package: \$2,300
DELUXE	 <ul style="list-style-type: none"> ♦ Half Page ad for the year 	<ul style="list-style-type: none"> ♦ Medium Rectangle ad for six months ♦ One year of Enhanced Resource Listing 	<ul style="list-style-type: none"> ♦ Two E-mail blasts (Limit one per quarter) 	Retail: \$5,200 Package: \$3,900
PREMIUM	 <ul style="list-style-type: none"> ♦ Full Page ad for the year 	<ul style="list-style-type: none"> ♦ Large Rectangle ad for one year ♦ One year of Enhanced Resource Listing 	<ul style="list-style-type: none"> ♦ Three E-mail blasts (Limit one per quarter) 	Retail: \$9,700 Package: \$6,500

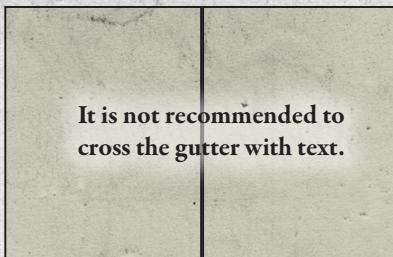
"Your magazines are like a breath of fresh air each time I receive them in my mailbox. I intend to continue on with your subscriptions for a very long time."

— Allison C. from APO

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

OUR SPECIFICATIONS...

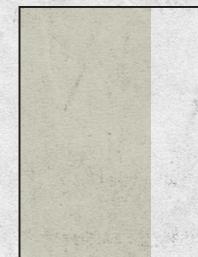
Two Page Spread



Full Page

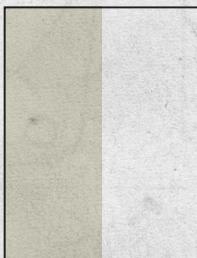


2/3 Page



Non Bleed: 5.1875 x 10.375
Bleed: 5.6875 x 11.125
Trim: 5.4375 x 10.875
Safety: 4.9375 x 10.375

1/2 Vertical



Non Bleed: 3.8125 x 10.375
Bleed: 4.3125 x 11.125
Trim: 4.0625 x 10.875
Safety: 3.5625 x 10.375

1/2 Horizontal



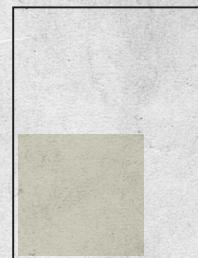
Non Bleed: 7.875 x 5.0625
Bleed: 8.625 x 5.5625
Trim: 8.375 x 5.3125
Safety: 7.875 x 4.8125

1/3 Vertical



Non Bleed: 2.5 x 10.375
Bleed: 3 x 11.125
Trim: 2.75 x 10.875
Safety: 2.25 x 10.375

1/3 Square



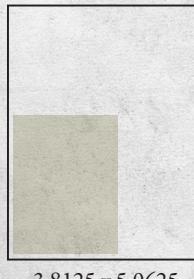
5.1875 x 5.0625

1/4 Square



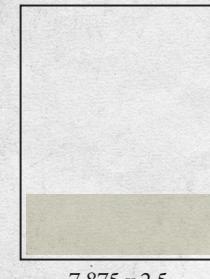
5.1875 x 3.3125

1/4 Showcase



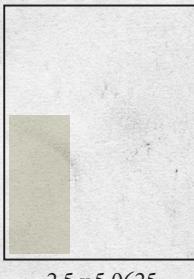
3.8125 x 5.0625

1/4 Horizontal



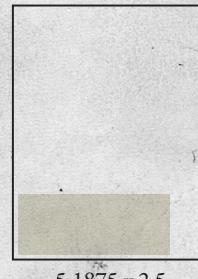
7.875 x 2.5

1/6 Vertical



2.5 x 5.0625

1/6 Horizontal



5.1875 x 2.5

PUBLICATION DESCRIPTION:

Management:

Alex Wiggers, Publisher •
 Ashley Wiggers, Executive Editor

Frequency:

Quarterly
 Trim Size: 8.375" x 10.875".

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

Paper Stock: 100-lb cover, 60-lb body

Printing Method: Webpress

Binding Type: Perfect bound

FORMATS:

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

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:

Homeschooling Today

Advertising Department

P.O. Box 1092

Somerset, KY 42502 USA

606.485.4105 ♦ 606.636.4226 (Fax)
 advertising@homeschoolingtoday.com