

HOMESCHOOLING

Where The Love of Learning Takes Root

ESTABLISHED IN 1992

Today[®]



MEDIA KIT

2017

WHAT WE OFFER:

WHY CHOOSE HOMESCHOOLING TODAY:

Homeschooling is growing: There are about 2.3 million home-educated students in the United States. This is up from one estimate that there were about 2 million children (in grades K to 12) home educated during the spring of 2010 in the United States (Ray, 2011). It appears the homeschool population is continuing to grow (at an estimated 2% to 8% per annum over the past few years). Source NHERI 2016

HST OFFERINGS:

◆ **Print Magazine:**

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

◆ **Digital Edition:**

Homeschooling Today provides free online access to our Digital Edition. Each issue will not only be featured on our website, but will also be sent out to our growing list of 50,000+ email subscribers.

◆ **eBlasts (email marketing):**

Inbox: reach over 50,000+ unique subscribers

◆ **Social Media:**

Through Social Media every issue will reach another 20,000+ homeschoolers.



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

PUBLICATION SCHEDULE AND DEADLINES:

Homeschooling Today follows a 3/1 print to digital schedule each year.

◆ **Spring Issue:**

Releases in February/March – Artwork Deadline Jan. 15th

◆ **Summer Issue:**

Releases in May/June – Artwork Deadline April 1st

◆ **Fall Issue:**

Releases in October/November – Artwork Deadline Sep. 1st

◆ **Digital Holiday Issue:**

Deploys to 200,000+ Emails in Early December – Artwork Deadline Nov. 15th

READERSHIP:

2017

Homeschooling Today is a seasonal magazine that offers something for every member of the family. 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.

WHO READS HST:

Parents, Grandparents, Pastors, Teachers who are:

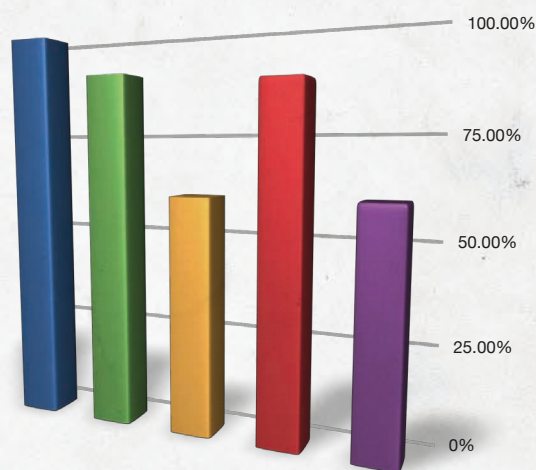
- ◆ Dedicated, educated, successful, focused
- ◆ Christian & homeschool-oriented
- ◆ Committed to raise children who will make a difference in the world & willing to sacrifice to give their children the best foundation for life
- ◆ Concerned for education and every facet of their child's life

"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

PRICING:

2017

ADVERTISING À LA CARTE

Design your own unique advertising package to fit any budget.

		DESCRIPTION	PRICE
PRINT		1/4 Page — Showcase or Horizontal	\$400/issue
		1/3 Page — Vertical or Square	\$500/issue
		1/2 Page	\$800/issue
		Full Page	\$1500/issue
		Two Page Spread	\$2250/issue
		Inside Front/Back Cover	\$2000/issue
		Outside Back Cover	\$2500/issue
WEB	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
	Top Leaderboard - Large	940 x 116 pixels	\$600/month
EMAIL	eBlast	HTML email sent to over 50,000+ contacts	\$1250/blast
	Three to four eBlasts	HTML email sent to over 50,000+ contacts	\$1125/blast
	Five to nine eBlasts	HTML email sent to over 50,000+ contacts	\$950/blast
	Ten or more eBlasts	HTML email sent to over 50,000+ contacts	\$850/blast

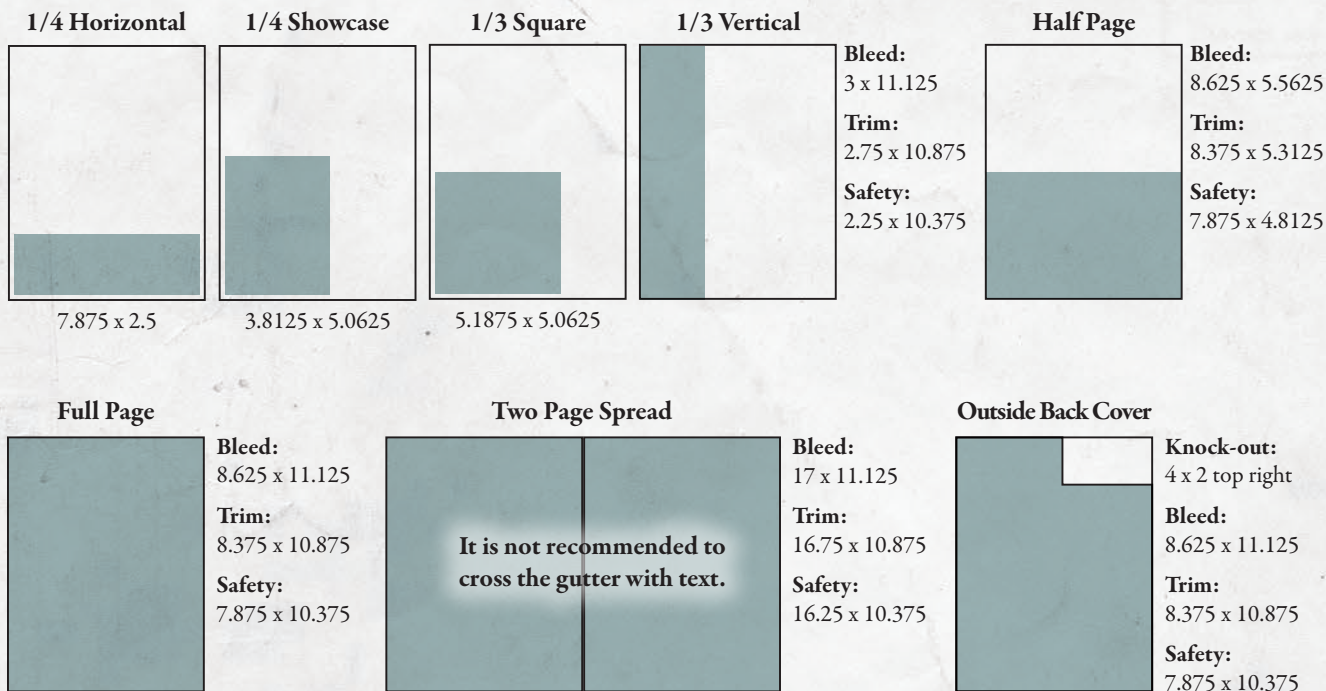
MULTIPLE INSERTION DISCOUNTS AVAILABLE

Contact advertising@homeschoolingtoday.com for a customized bundle of advertising options to fit your needs.

Social Media

Please call for inquiries concerning Social Media posting opportunities.

SPECIFICATIONS:



"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

PUBLICATION DESCRIPTION:

Management:

Alex Wiggers, Publisher
Ashley Wiggers, Executive Editor

Frequency: Seasonally

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:

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