

BIBLICAL ARCHAEOLOGY REVIEW



2020 Media Kit

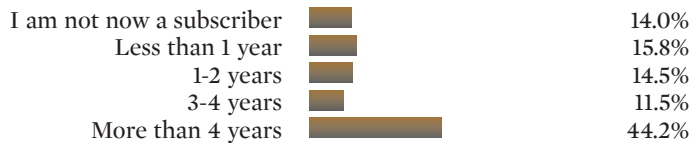
Reader Profile and Survey Results

This survey was recently sent to a sample group of BAR readers. More than 39% of the 20,000 who opened the survey participated. Summarized below are their responses.

EDITORIAL

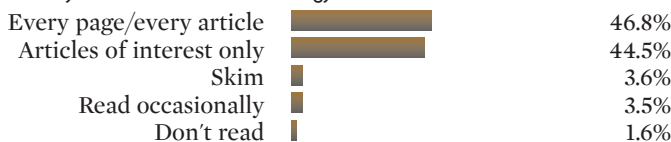
BAR readers are loyal.

1. How long have you been a subscriber to Biblical Archaeology Review?



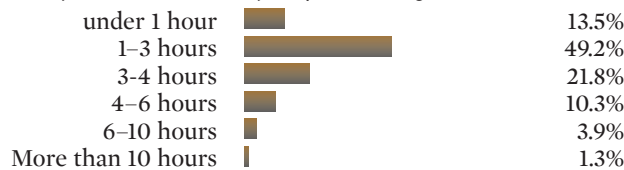
BAR readers read thoroughly.

2. How do you read Biblical Archaeology Review?



BAR readers spend substantial amount of time on each issue.

3. Approximately how much time do you spend reading each issue of BAR?



BAR readers keep their back issues.

4. Do you save each issue of BAR?



5. Do you pass BAR on to others?



BAR readers rate articles highly.

6. How do you rate the stories in BAR?



HOBBIES AND INTERESTS

BAR readers are collectors.

7. Which of the following do you collect? (Select all that apply)



TOURISM

8. Did you travel overseas in the last 12 months?



BAR readers plan to travel within the next year.

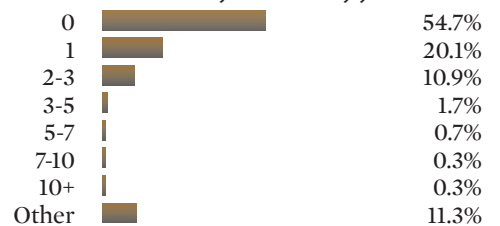
9. Do you plan to travel overseas in the next 12 months?



10. Do you usually travel outside the United States every year?



11. How many trips outside the United States do you take every year?



BAR readers visit Europe and Mediterranean countries.

12. What countries have you visited in the last 12 months and/or do you plan to visit in the next 12 months? (Select all that apply)



Reader Profile and Survey Results *(continued)*

DIRECT MAIL PURCHASES

BAR readers are direct mail buyers.

13. In total, how much have you spent on mail, telephone or Internet purchases in the past 12 months?

Less than \$100	11.1%
\$100-\$500	30.2%
\$500-\$750	14.6%
\$750-\$1,000	13.7%
\$1,000-\$2,000	13.4%
\$2,000 +	17.0%

BAR readers buy books and DVDs.

14. What items have you purchased via mail, telephone or the Internet in the past 12 months? (Select all that apply)

Books	90.3%
DVDs	61.0%
Clothing	43.2%
Computer software	47.7%
Health/pharmaceuticals	27.0%
Collectibles	20.2%
Cameras	12.9%
Jewelry	8.9%
Other	21.6%

Most BAR readers spend \$100-500 on direct mail purchases.

15. Approximately what amount have you spent purchasing books in the past 12 months?

Less than \$100	17.6%
\$100-\$500	52.0%
\$500-\$750	13.5%
\$750-\$1,000	7.5%
\$1,000-\$2,000	5.8%
\$2,000 +	3.6%

DEMOGRAPHICS

BAR readers are predominantly male.

16. Are you male or female?

Male	73.1%
Female	26.9%

BAR readers have an average age of 56.

17. What is your age range?

15-25	1.6%
26-35	5.7%
36-45	11.1%
46-55	24.5%
56-65	29.0%
66+	28.1%

BAR readers are well educated.

18. What is the highest level of education you have achieved?

High School	6.9%
Junior College	6.2%
College	28.2%
Graduate School	48.8%
Other	9.9%

BAR readers are professionals.

19. Which best describes your professional affiliation?

Professional/Managerial	38.0%
Educational/Academic	16.4%
Retired	27.9%
Student	3.0%
Other	14.7%

BAR readers own their own homes.

20. Do you own a home?

Yes	79.2%
No	20.8%

BAR readers have an average home value of \$200+.

21. What is the approximate value of your home?

I am not a homeowner:	20.1%
Less than \$200,000	28.4%
\$200,000-\$500,000	34.4%
\$500,000-\$750,000	9.7%
\$750,000-\$1,000,000	4.5%
\$1,000,000 +	2.9%

BAR readers have an annual HHI of \$75 K.

22. What is your approximate annual household income?

Less than \$30,000	13.1%
\$30,000-\$50,000	20.3%
\$50,000-\$75,000	22.6%
\$75,000-\$100,000	19.1%
\$100,000-\$200,000	19.1%
\$200,000-\$300,000	3.5%
\$300,000-\$400,000	1.0%
\$400,000-\$500,000	0.3%
\$500,000 +	1.0%

BAR readers have a net worth of \$100-\$300 K.

23. What is your approximate net worth?

Less than \$50,000	19.0%
\$50,000-\$100,000	12.1%
\$100,000-\$300,000	21.0%
\$300,000-\$500,000	14.7%
\$500,000-\$750,000	10.3%
\$750,000-\$999,000	7.1%
\$1,000,000-\$2,000,000	10.3%
\$2,000,000 +	5.5%

BAR readers are predominantly Christian.

24. Do you consider yourself

Evangelical Christian	31.6%
Mainline Christian	26.1%
Catholic	10.6%
Jewish	9.6%
No Religion	6.0%
Other	16.1%

Rates, Production Schedule and Contact

Print

	Non-bleeds Size	Bleed Size	1x	2x	4x
Cover 4	7.5x10	8x10.5 +.125"	\$2,895	\$2,595	\$2,495
Cover 2	7.5x10	8x10.5 +.125"	\$2,395	\$2,195	\$1,995
Cover 3	7.5x10	8x10.5 +.125"	\$2,195	\$1,995	\$1,895
Preferred Position	7.5x10	8x10.5 +.125"	\$2,195	\$1,995	\$1,895
Full Page	7.5x10	8x10.5 +.125"	\$1,995	\$1,795	\$1,695
1/2 Page	6.625x4.33	N/A	\$1,195	\$1,095	\$995
Special Book Section	50 words	N/A	\$500	\$500	\$500

(1/4 page entry)

Digital

Bible History Daily site
Rotating banner ad.
JPEG art file, 720 x 89
pixels @ 72 dpi due two
weeks ahead
\$675 per month

Email EXTRA (formerly Spotlight)

Sent weekly to 86K+ registered **BAR** recipients. Each EXTRA is exclusive to one advertiser. JPEG art file, 580 pixels wide @ 72 dpi due two weeks ahead.
\$2,250

Production Schedule

ISSUE	SPACE CLOSES	ART DUE	IN-HOME DATE
Summer 2021	2/20	3/15	5/20
Fall 2020/2021	4/30	6/1	8/5
Winter 2020/2021	8/2	9/15	11/4
Spring 2021/2022	10/15	12/1	2/3

Contact Information

For all orders and inquiries:

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BAR Advertising Sales

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E: rob@digital2church.com

Send advertising materials to:

BAR Advertising Production
4710 41st Street NW
Washington, DC 20016-1705

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E: production@bib-arch.org