

BIBLICAL ARCHAEOLOGY REVIEW



2020-21 Media Kit

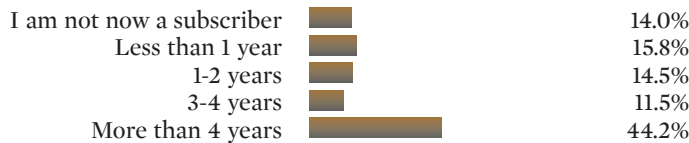
Reader Profile and Survey Results

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

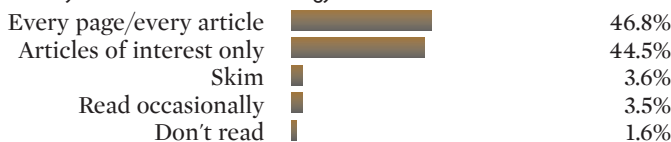
BAR readers are loyal.

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



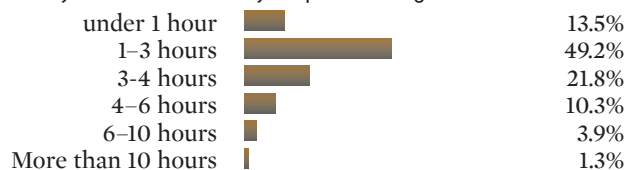
BAR readers read thoroughly.

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.

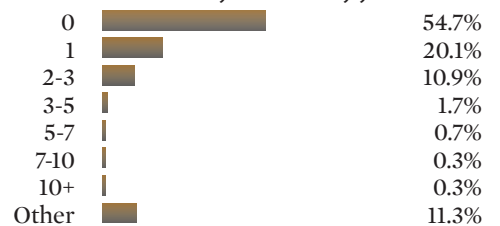
9. Do you plan to travel overseas in the next 12 months?



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)

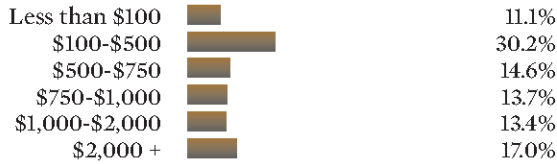


Reader Profile and Survey Results *(continued)*

DIRECT MAIL PURCHASES

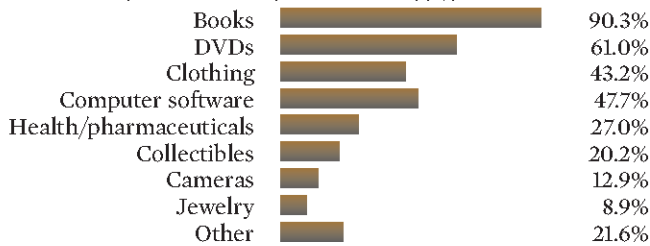
BAR readers are direct mail buyers.

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



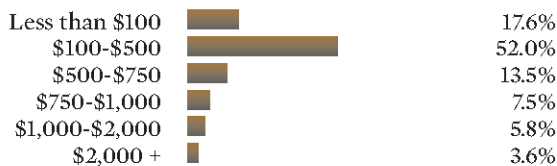
BAR readers buy books and DVDs.

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



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

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



DEMOGRAPHICS

BAR readers are predominantly male.

16. Are you male or female?



BAR readers have an average age of 56.

17. What is your age range?



BAR readers are well educated.

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



BAR readers are professionals.

19. Which best describes your professional affiliation?



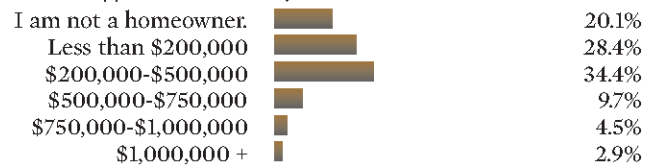
BAR readers own their own homes.

20. Do you own a home?



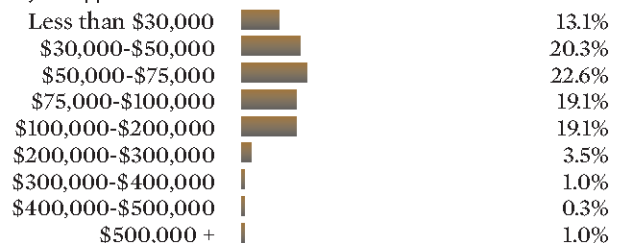
BAR readers have an average home value of \$200+.

21. What is the approximate value of your home?



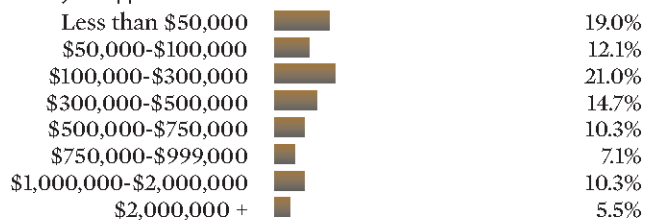
BAR readers have an annual HHI of \$75 K.

22. What is your approximate annual household income?



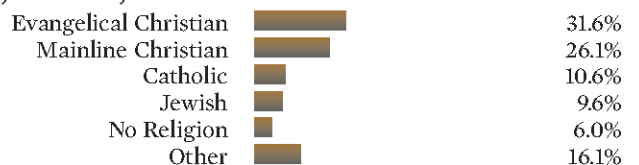
BAR readers have a net worth of \$100-\$300 K.

23. What is your approximate net worth?



BAR readers are predominantly Christian.

24. Do you consider yourself



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
Winter 2020	9/1	9/15	11/15
Spring 2021	12/15	1/5	3/1
Summer 2021	3/15	4/1	6/1
Fall 2021	6/15	7/1	9/1
Winter 2021	9/5	9/20	11/20

Contact Information

For all orders and inquiries:

Heather Metzger
BAR Advertising Manager

P: 202-364-3300 x. 236
E: hmetzger@bib-arch.org

Send advertising materials to:

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

P: 800-221-4644 x236
E: production@bib-arch.org