



# L.O.I.R.E.

REDEFINE CHRISTIAN LIFESTYLE

## 2008 Media Kit and Advertising Specs

L.O.I.R.E. Magazine is a Christian lifestyle magazine that is circulated on a bi-monthly basis in the Alief subsection of Houston, Texas. As our slogan suggests, we are committed to redefining society's overall misconstrued perception of what the Christian lifestyle is and to show the true nature of it as being able to experience all that life has to offer, but to experience it with a spirit of integrity and faith while enjoying a relationship with God through Jesus Christ.

For more details or to advertise and/or become a distributor, contact: Alex Aranha at 225-288-5156 or send emails to sales@loiremagazine.com

### Exposure

July 2007 - Racial Identity 101 (with Host Sherilyn Clavery)  
Channel 71, New Orleans, Louisiana

March 2008 - The Focus (with Host Cassandra Lang)  
Channel 21, Baton Rouge, Louisiana

### Demographics (Averages for Readership in Circulation Areas)

Target Ages: 21- 35 years / Actual Average Age of Readers: 31.2 years

Gender: Male 48.46% Female 51.54%

Average HHI: \$55,556 / Average HH Size: 3.45

Christian Base of Circulation Area (Market Saturation): 47.87%

### Ad Rates and Circulation

Print Schedule: Bi-Monthly [January, March, May, July, September, November]

Circulation Area: Alief Subsection, Houston, Texas [Zip Code 77082, 77083]

Rates:

	Half Page Ad	Full Page Ad	Double Full Page Ad
Frequency 1x	\$400.00	\$800.00	\$1600.00
2X	\$720.00	\$1440.00	\$2880.00
3x	\$1080.00	\$2160.00	\$4320.00
4x	\$1440.00	\$2880.00	\$5760.00
5x	\$1800.00	\$3600.00	\$7200.00
6x	\$2160.00	\$4320.00	\$8640.00

### Facts

- Approximately 13 million "un-churched" adults read Christian magazines monthly.
- 35% of ALL adults polled will read a Christian publication in a typical month.
- The average Christian publication reader will re-read the publication 2.3 times and spend an average of 46 minutes per reading.
- 74% of readers prefer to do business with an advertiser found in a Christian publication.

(All info gathered from: Barna Group, MarketResearch.com, Simmons Market Research & Christianity Today).