



equipping and connecting
the next generation of Christian leaders

2010

comment

ad kit

more than a magazine...
www.cardus.ca/comment





WELCOME

Comment seeks to equip and connect the next generation of Christian cultural leaders. Our focus is on serving the young men and women who will be leading North America in the fields of business, politics, the arts, and city life circa 2031.

Comment is published by Cardus, a Christian public policy think tank in Ontario, Canada, in partnership with:

- The Center for Faith and Work, at Redeemer Presbyterian Church, in New York City;
- The De Pree Leadership Center, at Fuller Seminary, California; and
- The Washington Institute for Faith, Culture and Vocation in Falls Church, Virginia.

Comment is not a polemical journal. It is not our intention to start or win arguments, or to orient our readers toward a life of theological, philosophical, or cultural one-upmanship. Instead, our tone is civil and courteous.

We hope to encourage the emergence of a generation of leaders who are both resolutely principled and winsomely engaging—not that they may accommodate themselves to our culture as it is, but that they may serve its potential renewal with humility and wisdom.



OUR DREAM

We dream of more than a magazine.

We dream of a dynamic current of Christian thought—living not just on shelves or online, but in hearts and minds.

We dream of a network of 15,000 leaders in business, politics, city life and the arts.

We dream of 2031, when today's young leaders are **repairing the social architecture** of North America... serving the common good, guided by a gospel-oriented worldview.

We dream of today's *Comment* being tomorrow's blueprint.



2010 SCHEDULE

Cover Date	Theme	Topics	Deadline
Spring 2010	THE STORY	creation, fall, redemption • 2010 manifesto • reading well • changes	1/1/2010
Summer 2010	RELEVANCE	<i>Caritas in Veritate</i> • the world doesn't need our relevance • things to know	4/1/2010
Fall 2010	MAKING THE MOST OF COLLEGE	faith, tech and student life • good business • cultivation of craft • friendship	7/1/2010
Winter 2010		long-term reading • 2010 Turner Prize • surprised by community	10/1/2010

READERSHIP



QUICK STATS *as of July 1 2009*

- **1,600** requested or paid circulation
- **25%** growth in readership **annually** (**30.9%** in 2008)
- Sent to **384** schools in **40+** states & provinces
- Readers are **71%** male, **29%** female
- **48%** are involved in education (students or mentors)

*Comment is sold at \$10/year to students,
and \$36/year to the general public.*

Inspiring tomorrow's leaders, today



2010 AD RATES

Size	Dimensions	Open	2x	4x
2-page spread	14" x 10" (full-bleed)	\$ 964	\$ 767	\$ 670
Full page	7" x 10" (full-bleed)	\$ 537	\$ 376	\$ 315
1/2 page	3.5" x 10" or 7" x 3.5"	\$ 304	\$ 262	\$ 180
Premium Positions				
Inside back cover	7" x 10" (full-bleed)	\$ 1680	\$ 1515	\$ 1350
Inside front cover	7" x 10" (full-bleed)	\$ 1980	\$ 1790	\$ 1600
Page 1	7" x 10" (full-bleed)	\$ 1169	\$ 1047	\$ 925
Page 3	7" x 10" (full-bleed)	\$ 1049	\$ 937	\$ 825
Special				
Bind-in card	4" x 6"	\$ 2532	\$ 2321	\$ 2110
Polybag enclosure	7" x 10"	\$ 2460	\$ 2255	\$ 2050

- All prices for black & white advertisements. Full process colour advertisements available; add 30%.
- All prices in Canadian dollars, GST (Canadian clients only) additional

"I continue to be challenged and encouraged every time I read."
—**Phoebe Mitton**, student, *Ontario*

"...one of my favourites! ...culturally-savvy commentary, with a solid grounding in a biblical worldview."
—**Richard Mouw**, *Fuller Seminary*

"...the kind of magazine I wished I had as a student!"
—**Laurie Truschel**, *Gordon College*

"...wide-ranging, compact and thought-provoking... well grounded biblical perspective articulated in fresh language."
—**Justin Cooper**, *Redeemer University*

"Theologically grounded, practically oriented, culturally wise... a conversation not to be missed."
—**John Seel**, *Walden Media*



WHAT *TODAY'S* LEADERS THINK...

“In a world of hype, sound-bytes, and the endless chatter of pundits, few things are as refreshing as the reflections of wise people who love truth enough to believe life can be meaningful. Each issue of *Comment* is filled with that sort of wisdom. Reading it is like listening in on a conversation where beauty is nurtured, goodness is embraced, and hope is encouraged. The writers have good reasons to get up in the morning without being either cynical or sentimental—and it’s infectious. Expose yourself.”

—[Denis D. Haack](#), founder of Ransom Fellowship and editor of *Critique*

“*Comment* is one of my favourites! I consider it a ‘must read’ for anyone who wants culturally-savvy commentary on issues that leaders need to know and care about—with a solid grounding in a biblical worldview.”

—[Richard J. Mouw](#), president of Fuller Theological Seminary

“In the emerging conversations on cultural renewal, *Comment* magazine and the institutional networks associated with it have an important voice. Theologically grounded, practically oriented, and culturally wise, it is a conversation not to be missed.”

—[John Seel, Jr.](#), Walden Media

“A fragmented media world means a fragmented, often confusing world of distorted and confused ideas. *Comment* provides the anchor and the tone to meet the next generation’s needs and desires for information that makes sense.”

—[Peter Menzies](#), former publisher of *Calgary Herald*

“With eye-catching layout and top-rate articles, *Comment* is a leading edge in modern-day Christian dialogue. Each issue consistently models how Christians can creatively and intellectually engage the world.”

—[David H. Kim](#), director of Manna Christian Fellowship, Princeton University

“*Comment* highlights topics of vital importance and explores them thoroughly. It is both philosophical and practical. It grounds even as it leads.”

—[Doug Koop](#), editorial director, *Christian Week*

“For those of us seeking a source of cultural criticism and inspiration and insight that takes God’s Word and world seriously, reflecting upon the most material of matters... *Comment* cannot be beat; in fact, there is nothing quite like it in print. Thanks be to God for the community of scholars, workers, activists, writers and donors who make it possible.”

—[Byron Borger](#), Hearts & Minds Bookstore

Inspiring tomorrow’s leaders, today



DETAILS

Comment Specifications

- Printing process: Web Offset
- Binding: Perfect Bind
- Trim size: 7"x10"
- Subscription price: \$36.00 per year
- Price per copy: \$12.00
- Frequency: quarterly—Spring (March), Summer (June), Fall (September), Winter (December)

Advertising Terms

- Cancellations or changes are not accepted after material due date. Cancellations of any portion of the contract nullify frequency discounts.
- Credit: by approval on application only. Credit cards accepted: Visa and Mastercard.
- Copy Regulations:
 - All contents are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time.
 - Position of advertisements is at the discretion of the publisher, except where specific preferred positions are covered by written commitment of the publisher.
 - The word "advertisement" may be printed at the top of advertisements that resemble editorial matter.
- Payment: interest of 2% per month is charged on unpaid accounts after 30 days.

Technical Requirements

- Acceptable formats: Adobe Illustrator EPS, Acrobat PDF, Adobe Photoshop, Quark XPress
- Unacceptable formats: MS Word, Corel WordPerfect, MS Excel, GIF, ads less than 300 dpi
- Embed all images and fonts
- Artwork must be print-ready, high-resolution at 300 dpi
- FTP upload information available on request.

Contact for ad delivery, more information, and to reserve your ad:

Dan Postma, Managing Editor

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Editor:

Dr. Gideon Strauss



Dr. Strauss holds a Ph.D in the ethics of public policy. He is the President of the Center for Public Justice in Washington, D.C., and the first Senior Fellow of Cardus.

A native of South Africa, Gideon was an interpreter for the South African Truth and Reconciliation Commission under Archbishop emeritus Desmond Tutu.

Before beginning his work at the CPJ in October 2009, Gideon also taught philosophy at Redeemer University College (Ancaster, Ont.), and was an adjunct faculty member at the Institute for Christian Studies, Toronto.

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