

TRANSFORM YOUR LIFE

Telling the stories of dynamic, growing churches and the people and communities they are transforming

Magazine Profile

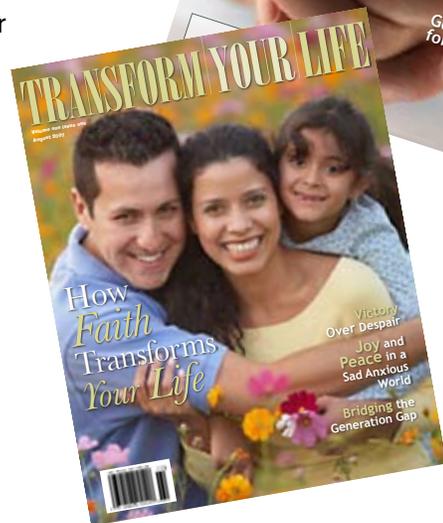
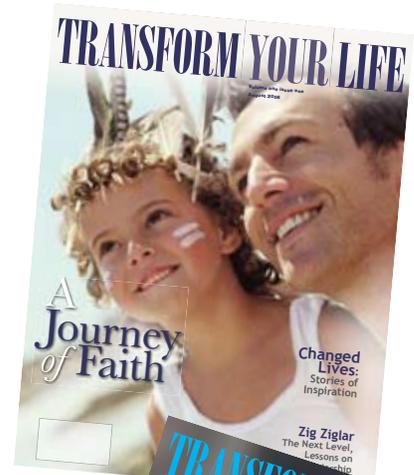
Transform Your Life is dedicated to creating awareness of the positive, wholesome impact that the growing number of megachurches have in the personal, day-to-day lives of those attending. It acquaints readers with these churches' commitment to the improvement of the communities they serve.

Each issue of *Transform Your Life* focuses on a specific megachurch—its history, leadership and ministries—and the people shaping its growth. Profiles of people whose lives have been empowered by their involvement with the church are interspersed throughout the magazine. Every issue has additional editorial content focusing on personal growth and development and contains inspirational articles or stories about changed lives by recognized authors. Recurring departments in *Transform Your Life* discuss topics such as health, finance, inspirational books and more.

Transform Your Life is a powerful advertising medium for your business and brand. This national newsstand publication and its complimentary bound-in DualDisc™ or DVD will reach its target market with tremendous impact.

Highlights:

- National newsstand distribution
- Targeted demographics
- Informative, motivational, inspirational content by recognized authors
- Superior-quality, full-color, high-impact format
- Extremely cost-effective advertising



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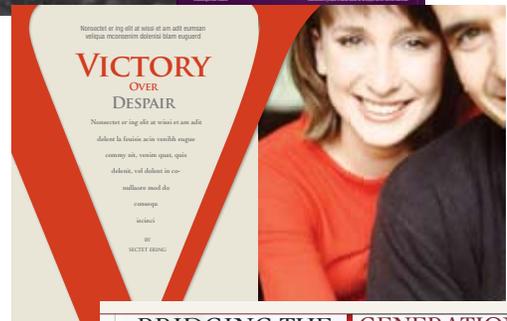
Readers

Transform Your Life magazine speaks directly to the millions of people who seek purpose in their lives and relationships in a meaningful spiritual environment.

The Barna Group, a well-known market research firm specializing in studying the religious beliefs of Americans, reports that 47 percent of American adults—more than 100 million people—attend church on a typical weekend. In a 2006 survey, The Barna Group found more than one-half of all American adults said their lives have been “greatly transformed” by their religious faith, backing up the population’s reputation as a highly religious people.*

Almost 90 percent of Americans claim affiliation with a congregation, denomination or religious group. Nearly 12 percent spend more than \$50 a month on religious products, and another 11 percent spend between \$25 and \$29.**

Transform Your Life appeals to a cross-section of readers. Some want ideas and inspiration and some are just curious about the inner workings of a megachurch. Others want to know more about the personalities and philosophies of the church’s leaders. With many large churches having multimillion dollar annual budgets and staffs in the hundreds, *Transform Your Life* also appeals to readers who do not attend church regularly but want to know what draws so many people to a particular church. Regardless of the reason, *Transform Your Life* attracts a broad audience making it a unique opportunity for advertisers to reach both within and without the religious market.



*Source: Church Attendance at www.barna.org and the June 6, 2006, Barna update *Half of Americans Say Faith Has “Greatly Transformed” Their Life.*

**Source: American Piety in the 21st Century The Baylor Religion Survey, September 2006. Baylor Institute for Studies of Religion

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Advertising Rates & Calendar (Special Launch Rates)

Advertising Rates

	1x	3x	6x	
Inside Full Page	\$5,000	\$4,500	\$4,000	full bleed—8.625 x11.25
TOC Placement Guaranteed	\$5,750	\$5,175	\$4,600	full bleed—8.625 x11.25
Inside Back Cover	\$5,750	\$5,175	\$4,600	full bleed—8.625 x11.25
Inside Front Cover	\$6,000	\$5,400	\$4,800	full bleed—8.625 x11.25
Double Inside Spread	\$8,500	\$7,650	\$6,800	full bleed—8.625 x11.25
Back Cover	\$7,000	\$6,300	\$5,600	full bleed—8.625 x11.25

Advertising Calendar

DATE ON COVER	SPACE CLOSE	MATERIAL DUE DATE
NOVEMBER-07	Aug 01	08/09/07
JANUARY-08	Oct 01	10/09/07
MARCH-08	Dec 01	12/10/07
MAY-08	Feb 01	02/08/08
JULY-08	Apr 02	04/10/08
SEPTEMBER-08	Jun 01	06/10/08
NOVEMBER-08	Aug 01	08/08/08

Policies

Bleed: Available at no extra charge for two-page spreads and full-page ads only.

Inserts: Pricing on request.

Short Rate and Rebate: If more or fewer insertions specified in the contract are used within one year, charges will be adjusted to correspond with earned rates.

Special Position: Will be charged an additional 10%. If special position is not purchased, ad placements will be rotated as determined by the publisher's needs. Orders specifying positions, other than those known as designated positions, are accepted on a request basis only, subject to the right of the publisher to determine actual positions.

Terms: Terms of payment are net, prior to publication. Payments are due in U.S. currency.

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Production Requirements

Advertising copy must be submitted in the following formats:

8.375" x 10.875" trim

8.625" x 11.25" bleed

7.375" x 9.875" live area

4-color process only. No spot color.

Must be submitted in one of the following formats (in order of preference):

1) PDF/X-1A format. Must be CMYK, 300 dpi with bleed and trim marks clear of bleed image area.

2) An Illustrator file with outlined fonts, 300 dpi, with all CMYK images embedded

3) .tif, .eps or .jpeg (PhotoShop) bitmap file, 300 dpi, CMYK.

Ad must be set at correct size. If sending on disk as a "collect" (QXPress 6.5) or "packaged" (InDesign CS2) file, supporting screen and printer fonts, graphics, soft proof (PDF) or composite proof must be provided.

Other materials: The *Transform Your Life* art department, and authorized outside resources, may modify or create production materials for advertisers. Other typesetting, mechanical, or film work is billable at commercial rates, with a minimum charge of \$50.

Proofs: An authorized advertiser representative must approve in writing and return a proof of any production work done by *Transform Your Life* before the ad can be printed.

Schedules: Copy-closing dates refer to deadlines for acceptable production materials. Any such materials delivered to *Transform Your Life* requiring modification will require additional time to ensure proper review and finalization to meet the intended deadline.

Liability: Production materials are accepted with the understanding that they will be printed at commercial-magazine quality. Spot colors matched in process colors may vary significantly from PMS or other samples. Process color materials printed in *Transform Your Life* may not match brightness, color, or clarity of proofs made by other method or on other papers. *Transform Your Life* will not be liable for any claim resulting from its perceived failure to match a color printed by another technique.

Transform Your Life, as an accommodation to an advertiser, may print from material not fully accepted as described above with the understanding that we are not liable for any claim based on this accommodation.

Our liability for production work produced through *Transform Your Life* is limited to production charges for that work. We are not liable for any production claims in any instance in which the requirement for an approved proof is waived.

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Advertising Terms & Conditions

Copy and Contract Regulations

All orders are accepted subject to acts of God, such as fires, accidents, or events beyond the control of publisher and that prevent publisher from partially or completely producing, publishing or distributing *Transform Your Life*.

The advertiser and its agency, if there be one, each represents that it is fully authorized and licensed to use (1) the names and/or portraits or pictures of persons, (2) any trademarks, copyrighted or otherwise private material; and (3) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in *Transform Your Life*, and that such advertisement is neither libelous, an invasion of privacy, or in any way unlawful to any third party.

As part of the consideration, and to induce *Transform Your Life* to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and save harmless *Transform Your Life* against all loss, liability, damage, and expense of whatsoever nature arising out of copying, printing, or publishing of such advertisement.

Transform Your Life will not be bound by any conditions whatsoever appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained in the *Transform Your Life* Rate Card or with its policies.

Publisher reserves the right to add the word "Advertisement" to any advertising which, in the publisher's opinion, simulates editorial.

Publisher reserves the right to reject advertising, which, in publisher's sole judgment, it considers objectionable or unsuitable.

Contracts for advertising shall be deemed to have been made in the County of Denton, Texas, and the laws of Texas shall apply to such contracts.