

Premier.

CHRISTIANITY

For further details, or to book your advert call 020 7316 1340 or email: sales@premier.org.uk



The leading quality monthly evangelical magazine for all Christians

Premier Christianity is the UK's leading Christian magazine, **reaching 27,500 people** in print and millions online.

Founded in 1965 as Buzz magazine, we've a 50+ year track record of informing, encouraging and challenging Christians in their walk of faith.

Designed for all Christians, from **church leaders to regular churchgoers** of all denominations, the magazine aims to help you live out your faith in everyday life and bring Christ to your community.

Each monthly issue is packed full of **news, analysis, interviews, reviews, columnists and more.**

From **theological debates** on the atonement to a review of Love Island from a **Christian perspective**, there's something for everyone.

Regular writers include leading New Testament scholar **NT Wright**, Theos director **Chine McDonald** and Rend Collective frontman **Chris Llewellyn**.

In recent months we've run major cover stories on ghosts, Covid-19, Jennifer Hudson, revival in China, abortion, angels, Christine Caine, Black Lives Matter, Cliff Richard and...Dracula.

Alongside our popular print offering, we publish daily content on **premierchristianity.com**. The site, which features leading voices responding to the biggest news stories of the day, **reaches 1.8 million** users a year. 40% of visitors come from the USA and 33% are UK based.

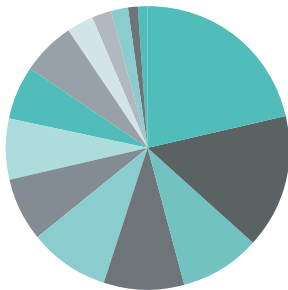


About Our Readers

The typical Premier Christianity reader:

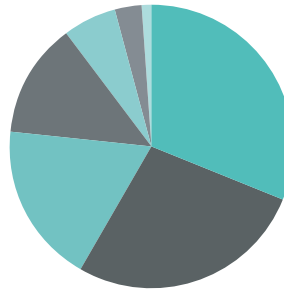
- Reads the magazine to grow in their faith and keep up to date with Christian news
- Is highly involved and committed to their local church
- Shares their copy with at least 2 others
- Gives financially to their church and other Christian charities
- Reads Christian books and attends Christian conferences and events
- Cares about issues of justice and the environment

Location



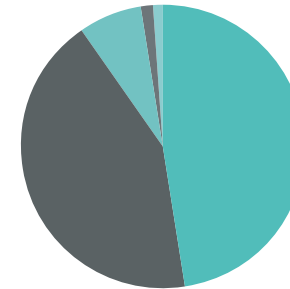
1. South East (Eng) (21%)
2. South West (Eng) (15%)
3. Yorkshire and the Humber (Eng) (9%)
4. North West (Eng) (9%)
5. London (Eng) (9%)
6. East Midlands (Eng) (7%)
7. East of England (Eng) (7%)
8. West Midlands (Eng) (6%)
9. Scotland (6%)
10. North East (Eng) (3%)
11. Wales (2%)
12. Northern Ireland (2%)
13. Republic of Ireland (1%)
14. Overseas (1%)

Age



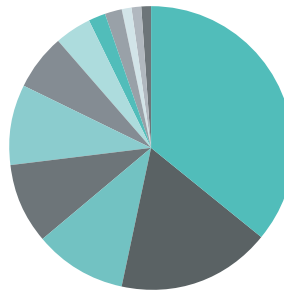
1. Over 70 (31%)
2. 60-69 (27%)
3. 50-59 (18%)
4. 40-49 (13%)
5. 30-39 (6%)
6. 20-29 (3%)
7. Under 20 (1%)

Employment status



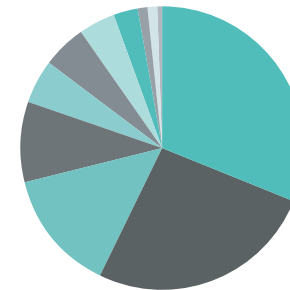
1. Retired (48%)
2. In paid employment (43%)
3. Other (7%)
4. Unemployed (1.5%)
5. Student (1%)

Denominational affiliation



1. Church of England (35%)
2. Baptist (17%)
3. FIEC/Other independent evangelical (10%)
4. Other (9%)
5. New Church/Charismatic Fellowship (9%)
6. Methodist (6%)
7. Pentecostal (4%)
8. Church of Scotland (2%)
9. Salvation Army (2%)
10. Elim (1%)
11. Catholic (1%)
12. Others (1%)

Theological outlook



1. Charismatic evangelical (31%)
2. Open evangelical (26%)
3. Conservative evangelical (14%)
4. Don't know (9%)
5. Liberal (5%)
6. Don't care (5%)
7. Other (4%)
8. Pentecostal (3%)
9. Progressive (1%)
10. Catholic charismatic (1%)
11. Anglo-Catholic (0.5%)

- 95% of readers buy Christian books
- 76% of readers say our product reviews influence their purchasing decisions
- One third of readers are retired

- Equal male-female split
- Over 70% of our readers are volunteer or paid leaders in their local church
- 96% of readers would recommend Premier Christianity

Source: Premier Christianity reader's survey 2021

What Others Say



“With in-depth relevant reporting and analysis that is both fearless and compassionate, the magazine enquires, inspires, provokes and clarifies. I’m honoured to be associated with it, and have frequently pointed to it as a world leader in Christian publishing”

Jeff Lucas,
pastor, author, speaker and columnist



“Premier Christianity magazine does an amazing job of reflecting the UK Church in all its diversity. I value its commitment to seeking to break outside bubbles and push against becoming an echo chamber. It is an excellent publication, and I love that I can read stories, comments and opinions that I find challenging as well as those I agree with. Above all, it’s a great read and holds to the highest editorial standards - I’m proud to be associated with it.”

Chine McDonald,
Director of Theos, author and speaker



“I find Premier Christianity magazine a fantastic way to stay informed with what is going on across the UK Church. Thanks to a great team of writers, reviewers and journalists this magazine is essential reading for Christians leaders who want to be up to date. With cultural comment, the latest reviews and in depth features there will always be something you enjoy in each month’s magazine. It’s one of the only regular pieces of mail I look forward to receiving.”

Dr Krish Kandiah,
activist, author, speaker and consultant



“Premier Christianity magazine is brilliant - speaking to so many important areas of need.”

Pete Greig,
24-7 Prayer



“The beauty of Premier Christianity magazine, is that it leaves us to make our own opinion. It signposts rather than enforces, it introduces us to current affairs with a gentle bias of the gospel. It is my go-to for a Christian perspective, without finger-pointing, or agenda. In short, it keeps us close to the simple gospel while the rest of the world, still tries to complicate it.”

Carrie Lloyd,
writer and pastor

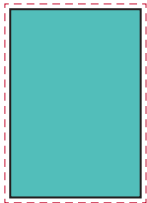
“Having completed the reader survey, I found there was not enough space to say how enjoyable, informative and thought provoking I find Premier Christianity magazine. We have been subscribing for a while now, but I’m always excited when it arrives and read it cover to cover within a week.”

Esther Palmer, reader

“Premier Christianity has been a ray of light during the lockdown, warming and uplifting my heart.”

Oliver, reader

Advertising



Full page (with bleed)

303mm x 216mm (including bleed)
297mm x 210mm

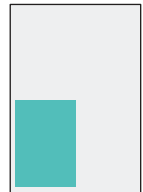
Outside back cover £2,180
Inside front/Inside back cover £1,905
Full page £1,725



Half page landscape

133mm x 186mm
£945

(Carrier sheet option available)



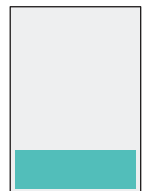
Quarter page portrait

133mm x 90mm
£595



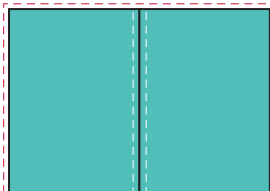
Half page portrait

270mm x 90mm
£945



Quarter page landscape

66mm x 186mm
£595



Double page spread (with bleed)

303mm x 426mm (including bleed)
297mm x 420mm

£2260

Due to binding approx 20mm will be unseen in the centre

Colour printed envelope marketing

PCTY is delivered to doors in recyclable, sturdy white paper envelopes. We offer solus advert positions on our envelopes, printed in up to four colours. These high impact envelope 'take-overs' offer you a unique opportunity to stand out and be seen as soon as the

publication lands on the doormat of thousands of subscribers. This is an effective way to cut through the noise and reach your target market while rising above the competition. We are happy to quote for full and part print runs, ensuring best use of your marketing investment.

Loose inserts

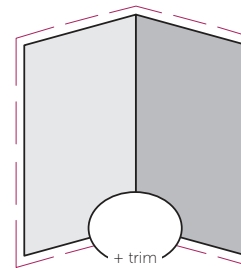
Inserts are pieces of printed media that are inserted into a publication. They are a powerful form of direct marketing which enables your message to land straight into the hand of your target audience. We can offer space inside each edition of CTY magazine for loose inserts, bound or glued inserts and can

quote per thousand, based on your requirements. We carry a maximum of 5 per edition, which ensures you are never crowded out, and unlike newsstand publications, CTY is delivered in sealed envelopes, ensuring your message goes straight through the letterbox of our subscribers.

Bound in inserts

A4

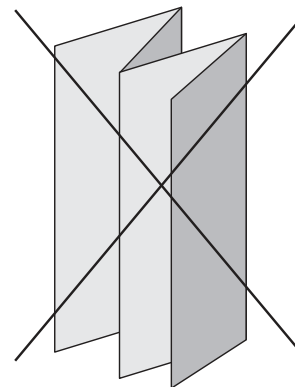
+ 6mm head trim



+ trim plus at least 10mm lap (on highest folio)

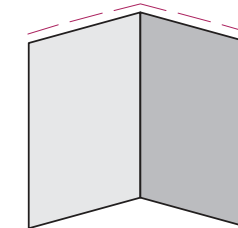
Z fold

Will not work.

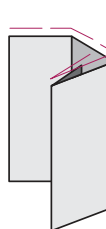


Smaller than a4

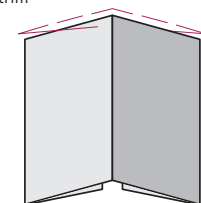
minimum trimmed size 120mm x 140mm



+ 6mm head trim
+ 10mm lap (on highest folio)



Single leaf one side and multi leaves are subject to sample



Gatefold subject to sample

Advertising

Print ads help build brand credibility, have high levels of recall, and are memorable, delivering their message long after publication date.

On page display and advertorial

We specialise in creating engaging on page advertising content that drives high levels of interaction and loyalty. Adding insightful editorial to an on page display ad creates a powerful advertorial that increases brand or product awareness.

Advertising Feature

HELP THE PERSECUTED

Beacon of hope in Iraq

Building the Iraq Ministry Centre
 Once a major Christian base in Iraq, the Government Hotel has been repurposed for humanitarian aid. The hotel's location was selected as Christians were widely persecuted in Iraq. The World Vision and Faith Ministries are working together to build a new ministry center in the hotel's former lobby.

Help the Persecuted in Iraq
 The Government Hotel in Baghdad is being repurposed as a ministry center for persecuted Christians. The hotel's location was selected as Christians were widely persecuted in Iraq. The World Vision and Faith Ministries are working together to build a new ministry center in the hotel's former lobby.

Help Rescue, Restore, and Rehabilitate more lives
 Help rescue, restore, and rehabilitate more lives. Help rescue, restore, and rehabilitate more lives. Help rescue, restore, and rehabilitate more lives.

REAL LIFE

'A coma stole years of my life'

After surviving meningitis during childhood, Mary Grey woke to a world she no longer recognized.

By Anna Campbell

Mary Grey woke to a world she no longer recognized. After surviving meningitis during childhood, she found herself in a world that was completely unfamiliar. Her life had been stolen by a disease that had left her in a coma for years. When she woke up, she found herself in a world that was completely unfamiliar. Her life had been stolen by a disease that had left her in a coma for years.

Guidelines

The design of the advertorial must be distinct from the design and style of Premier Christianity magazine. The advertorial must not be a deliberate attempt to mislead readers into thinking they are looking at Premier Christianity editorial content. The style of the fonts used and layout must look different to house style of the magazine.

World Vision

On a dreary night in 1979, a young couple huddled at the small harbour of Qui Nhon, in central Vietnam. The 21-year-old husband held a blanket around the shoulders of his 22-year-old wife, as protection from the cold rain.

THE WELCOMED REFUGEE

By Carole Lovick, World Vision

"If the rest of the world can stand by unconcerned, while thousands of people perish - who might be saved - we (World Vision) cannot."

THE LIES WE'RE TOLD
 THE TRUTH WE MUST HOLD

By Stephen James

There are many lies we are told. Some are told to us by the media, some by our friends, and some by our family. These lies can be very harmful to our lives. We must learn to recognize these lies and hold onto the truth. The truth is that God loves us and wants us to live in His love. We must not let the lies of this world, the flesh, and the devil keep us from God.

Sponsorship

Sponsorship makes your brand trusted and memorable, significantly raising awareness. Associating your organisation with Premier Christianity brings your brand story to the forefront of people minds, encouraging loyalty and engagement.

THIS IS MY STORY.

FROM SPIRITUAL ABUSE TO FREEDOM IN CHRIST

David in a rock. Kevin Cookson was taught God was angry and distant. Later, while in prison for stealing drugs, he called on Jesus to save him. The same old Jesus that had changed his life forever.

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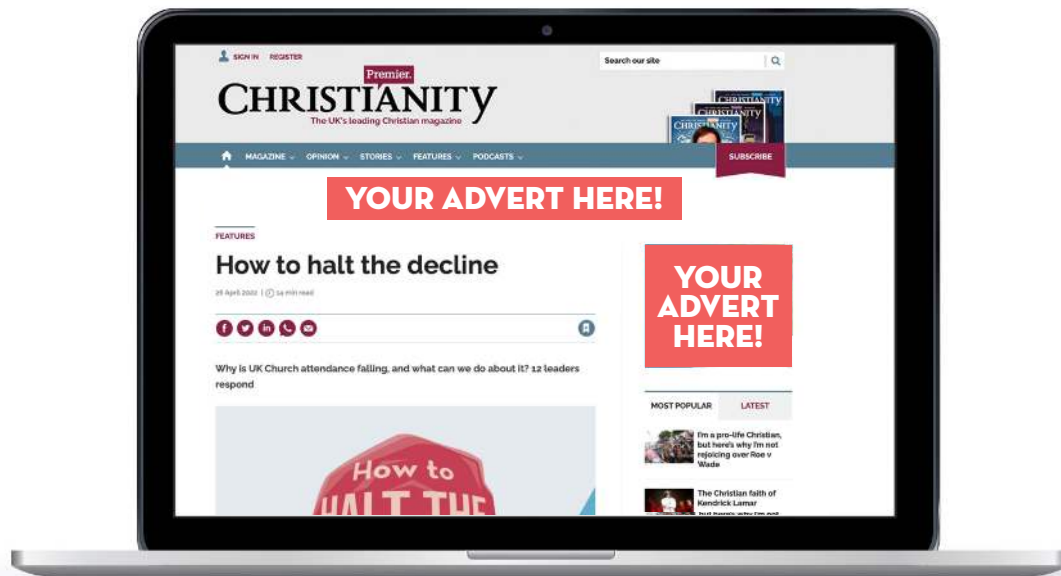
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Advertising

Print and Digital Advertising working together



When print and digital advertising work together the results can be dramatic.

By taking advantage of print advertising and partnering it with a digital campaign you can leverage the power of both platforms to create the highest levels of brand awareness and produce the best returns on your advertising investment.

Submissions



We commission a range of articles, including topical long-read features that delve into the complex world of faith and ethics, shorter online opinion pieces responding to the daily news agenda, historical accounts of Christian figures, cultural commentary on the latest films, TV shows and books, plus much more besides.

If you have a way with words and a desire to explore our world through the lens of faith, then please get in touch:

- Submit ideas for longer print articles to the deputy editor, Megan Cornwell, at megan.cornwell@premier.org.uk. Pitches should take the form of an outline of 200-300 words, sketching out what you would like to say and who you would speak to.
- Ideas for online opinion pieces should be sent to emma.fowle@premier.org.uk. We are especially interested in pitches related to topics which are prominent in the day's mainstream or Christian news.

Please note that while we do try and make every effort to respond to emails, if you have not heard from us within six weeks of submitting your idea, please assume we do not want to publish it. It is not possible to give feedback on unsuccessful submissions.