



2019 MEDIA KIT

Welcome to *Lorehaven*! We find truth in fantastic stories, starting with our thriving web community at Lorehaven.com and affiliate online portals. Our quarterly magazine is open to free subscribers. We share in-depth articles about faith and fantasy, and review the best Christian-made fantasy, science fiction, and other speculative novels.

Note: Print ad rates have not changed, but sponsored review rates have increased since 2018. However, 2018 rates are still available if the sponsored review is paid before Dec. 31.

About Lorehaven

OUR MISSION To serve fans in the Church—anyone who loves and worships Jesus as we explore his gift of fantastical imagination.

LOREHAVEN LIBRARY We list every Christian-made fantastical published novel in our online library.

SPECULATIVE FAITH At our sister website, volunteer Christian speculative fiction authors and fans explore truth and fantasy for God's glory.

BOOK CLUBS We organize book clubs for your local church, family, and friends.

Readership information

Lorehaven seeks to attract Christian fans of speculative fiction—the perfect audience for Christian speculative fiction authors. Lorehaven.com is partnered with other affiliate sites, including Speculative Faith. (More website partners are planned in the future.)

This table lists the our total digital outlets' reach as of Oct. 15, 2018. Note that, thanks in part to the *Lorehaven* project, **we have nearly quadrupled our reach in 2018 so far.**

Note: Due to social media algorithms that can often feel unreliable, we prioritize website growth and email subscriptions over social media advertising. For example, all of our Facebook and Twitter growth at the Speculative Faith platforms has been through organic (non-paid) reach.

<i>Lorehaven</i> magazine subscribers	590+
Websites views and visitors (2017)	24,690 views 11,562 visitors
Websites views and visitors (2018 so far)	97,156+ views 40,549+ visitors
Speculative Faith social media (Facebook)	910+ followers
Speculative Faith social media (Twitter)	1,212+ followers
Lorehaven social media (Facebook)	422+ followers
Lorehaven social media (Twitter)	310+ followers

2019 advertising rates and specs

Lorehaven offers print magazine and (starting in 2019) website ads, as well as sponsored reviews for qualifying novels. See the below tables for costs, sizes, and discount rates.

These rates apply only to placement of an ad graphic in *Lorehaven* Magazine and/or the website. These rates do not cover ad design costs. If you work with the designer whom we recommend, that cost is billed separately, as you work directly with the designer.

Print magazine ads

Lorehaven Magazine places graphic advertisements in our quarterly publication. This is made available to (free) subscribers as a PDF file that can be downloaded from our website. Physical magazine copies are also distributed to any reader who requests them. In the future, we plan to distribute digital copies of the magazine in other ways.

Print magazine ads also show alongside magazine article that are made available on our webpage. These pages are also locked to free *Lorehaven* subscribers only. Ad resolution may be downscaled for device support, and can include a link to the advertiser's website.

AD TYPE	COST	SIZE	MULTI-ISSUE DISCOUNT
Quarter-page	\$50	4 ¼ in. by 5 ½ in. (1275px by 1650px)	20% (\$40 per ad)
Half-page	\$75	8 ½ in. by 5 ½ in. (2250px by 1650px)	20% (\$60 per ad)
Full-page	\$150	8 ½ in. by 11 in. (2250px by 3000px)	20% (\$120 per ad)
Two-page spread	\$250	17 in. by 11 in (5100px by 3000px)	20% (\$200 per ad)
Inside front cover page	\$250	8 ½ in. by 11 in. (2250px by 3000px)	20% (\$200 per ad)
Back cover	\$400	8 ½ in. by 11 in. (2250px by 3000px)	20% (\$300 per ad)

Graphic specs: Advertisements in *Lorehaven Magazine* must meet these standards.

- Print quality—ads must be professionally laid out, colored, lettered.
- Safety margins—keep vital ad elements (like text) at least 0.25" from edges.
- High resolution PNG—each ad must be in .png format and include 300 dpi.

Multi-issue discounts are applied per ad type. For example, signing up for two quarter-page ads would cost \$40 each (\$80 total) while signing up for a quarter-page and a half-page ad would cost \$50 and \$75 respectively (\$125 total). Please also note that if you want to take advantage of the discount rate, we do need the amount paid in full by the deadline for the first ad. This way, we know we can hold space in our next issue for another ad.

Example 1: quarter-page print ads

It's almost too good to be true...

It's not test scores or athletic achievements that have brought this group of teens together for an elite social media conference. It's something deeper, something less tangible, something that goes straight to the core of who they are. It's something... supernatural.

Book one in the Rise of the Animated YA trilogy

JASON C. JOINER
LAUNCH

LittleLambBooks.com

littlelambbooks @LittleLambBooks little_lamb_books

ISBN 978-0-9986743-8-9 | Available wherever books are sold

ENTHRALLING!

★★★★★

EXCELLENT RETELLING OF A BEAUTIFUL STORY ABOUT LOVE AND FAITH...

...YOU WANT TO FOLLOW THE REST OF THEIR LIVES LONG PAST THE END OF THE STORY...

"This book was incredible to read, and the world that's created is sure to hold you fast forever!"

★★★★★

...SUNDAY SCHOOL MEETS SCI-FI... FULL OF SURPRISES AND STARK BEAUTY

★★★★★

...WELL WRITTEN AND A FUN READ...

DRAWN from the WATER

MARIAN A. JACOBS


AVAILABLE NOW

amazon.com amazon.com amazon.com

Example 2: half-page print ads

THE REMNANT TRILOGY

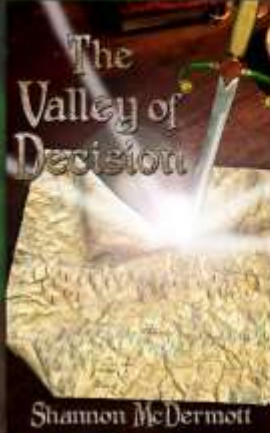

TIM CHAFFEY & K. MARIE ADAMS



Imagine living at a time when people lived over 900 years, shared a common language, and interacted with the most remarkable animals ever created. What caused the world to become so violent and corrupt that God destroyed it with the Great Flood? Walk with Noah as he navigates the trials and tragedies that helped shape him into the man who walked with God and built the Ark.

978-1-68344-105-2 978-1-68344-074-1 978-0-89051-972-1

Available at **MASTERBOOKS.COM** & other places where fine books are sold.
Where Faith Grows!




THE VALLEY OF DECISION

BY SHANNON MCDERMOTT

WHERE THE BLACK MOUNTAINS PIERCE THE SKY, THEY DIVIDE THE SOUTH FROM THE NORTH, ALAMIR FROM THE KINGDOM OF BELENUS. BELENUS, THE UNDYING MASTER OF THE NORTH, COMMANDED KEIRAN – THE CAPTAIN OF THE HOSTS – TO CONQUER ALAMIR. BUT THE CAPTAIN IS DEEP IN CONSPIRACY, AND HE HAS HIS OWN PLANS.

A SAGA OF SLAVERY, FREEDOM AND CHOICES.

\$4.99 ebook
\$11.99 hardcopy
on Amazon



Shannon is a Christian author of speculative fiction, both sci-fi and fantasy. She was born in California, raised on the East Coast, and now lives in the Midwest. Her essays on Christianity, culture, and fiction appear on SpeculativeFaith.com. You can learn more about her and her work at www.shannonmcdermott.com.

Example 3: full-page print ad

★★★★★
"FIGHTING EVIL IS ALWAYS A FEEL GOOD READ"
5 STAR AMAZON REVIEW

★★★★★
"FRIENDSHIP
SELF WORTH
FORGIVENESS"

★★★★★
"ENTERTAINS
WHILE CONTAINING
SPIRITUAL LESSONS"

SPEED OF SIGHT
A Superhero Adventure

C.R. FLAMINGBUSH

AVAILABLE NOW

amazon books kindle crflamingbush.com

Print magazine sponsored reviews

As of fall 2018, each issue offers twelve volunteer reviews of qualifying novels. These books must be Christian-made, in fantastical genres, published, and recently released.

However, if an author submits an older book, or prefers his or her novel reviewed in an earlier issue, we offer sponsored reviews. Authors or publishers pay for this review, just as if purchasing an advertisement. Then the review goes through the same process as volunteer reviews. Expanded review sizes are available, based on reviewed availability:

AD TYPE	INCLUDES	COST	SIZE
Quarter-page review	Review text (120–140 words, like standard review), small book cover	\$75	4 ¼ in. by 5 ½ in.
Half-page review	Review text (about 400 words), author bio, medium book cover	\$100	8 ½ in. by 5 ½ in.
Full-page review	Review text (500–600 words), author bio, large book cover	\$200	8 ½ in. by 11 in.
Two-page review	Review text (800–900 words), author bio, book facts, pull quotes, large book cover on opposite page	\$300	17 in. by 11 in.

Example 1: half-page sponsored review



Aidan Russell self-published *Road of the Lost* in 2018. He's a Marine Corps veteran and a fantasy fan since childhood.

ReadAidanRussell.com
[@AidanInNod](https://twitter.com/AidanInNod)
Explore this novel at lorehaven.com/library/road-of-the-lost

Road of the Lost

Aidan Russell creates action-driven fantasy of all the good old things.

Every knight must have a quest. Jerah and Gratas might have hoped for better than chasing lost knights and lost Elven crystals through a haunted forest, with a condescending Elf for company and man-eating Ogres to make things interesting.

But a knight pursues his quest until it ends—or he does.

In *Road of the Lost*, Aidan Russell creates action-driven fantasy of all the good old things: knights, damsels, Elves, monsters, magic.

But despite all these sturdy standbys, the novel never has quite the feel of classic fantasy. Vampires and animated skeletons add a light shade of horror, and the fast pace and vivid sequences of violence suggest a video-game aesthetic.

The world-building is extensive, with poli-

tics, history, and religion all tangling together. At times, too many names and too little clarity foster confusion.

Road of the Lost opens with a vignette of Cain and occasionally resorts to terms like *saint*, *church*, *Pharisee*, and *Knights Templar*. Although the main protagonists are deeply religious, Christianity has almost no presence in this novel. Instead, the religion practiced and proclaimed is thoroughly pagan, from its many gods to its incantations and magic. The final scene suggests that there is a religion of only one God almost lost among other faiths. If so, this concept is held over for the sequel.

Although it turns to religion and international politics, *Road of the Lost* is above all an intense fantasy, moving rapidly from one action sequence to the next.

Best for: Adults as well as any fans of fantasy, Elves, quests, and video games.

Discern: Frequent battles; graphic violence, often including dismemberment; and moderate language.

Example 2: full-page sponsored review

SPONSORED REVIEWS



The Sorcerer's Bane

C. S. Wachter flings thematic windows open to sunlight and storms.

On the grand spectrum of emotional resonance, fantasy stories often seem rather limited in scope. There's the Old Fairy Tale—that gruesome cautionary fable. And there's the Modern Fairy Tale—that cutesy romp through wonderland.

Fantasy can be high or low, light or dark, urban or rural.

But in a genre of comedic glades and nihilistic wastes, it's rare to find a tale that spans the gamut as convincingly as *The Sorcerer's Bane*. With this first installment in her Seven Words series, C. S. Wachter flings thematic windows open to sunlight and storms.

Seven words for seven worlds. It's been a thousand years since deliverance from evil was prophesied to the portal-linked planets of Ochen, and now the time of the Light Bringer draws nigh.

But dark forces conspire in secret.

On the evening of his sixth birthday, Rayne, crown prince of Ochen and sole scion of the blessed line, is kidnapped by Sigmund, a dispossessed sorcerer obsessed with vengeance. For ten long years the prince is enslaved and brainwashed in preparation for Sigmund's coup de grâce: the day Rayne is assigned to assassinate his own parents and end the blessed line forever.

Ten years. Easy to write; not easy to live. And the reader is made to live it. With scant respite, the living nightmare of

Rayne's young life unfolds in anguished detail. The subjugation, manipulation, brutality, and vampiric abuse is unrelenting. Despair circles like a vulture. And yet as the darkness grows, pinpricks of light shine all the brighter. This isn't a cynical narrative.

How can *The Sorcerer's Bane* feel so dark and yet remain so bright? The secret's in the scale. Those petty cruelties that daily crush Rayne's spirit are matched in specificity by small kindnesses unlooked-for. Readers behold brief visions of beauty in everyday life, and simple joys like morning light, fresh snowfall, or honey on toast.

When someone is subjected to pitiless degradation, it's so much easier to appreciate the little blessings we otherwise take for granted.

Yes, this is a tale of endurance, but also a parable of compassion. For the friends who sustain Rayne don't know of his true nature. They cannot guess how their faithfulness in the little things—like feeding a dirty slave boy, or leading him in prayer—will shake the councils of the great and turn the knife-balanced fate of Ochen. And is it ever any different in our world?

However, at times *The Sorcerer's Bane* is numbingly repetitious. Its characters pensively speak in an oddly modern way. Its spiritual



C. S. Wachter self-published *The Sorcerer's Bane* in 2018. She lives in Lancaster County, Pennsylvania and has enjoyed Christian fantasy all her life.

CSWachter.com

[@CSWachter](https://twitter.com/CSWachter)

Explore this novel at lorehaven.com/library/the-sorcerers-bane

world has mixed elements: both mystical platitudes and Christianity-in-all-but-name.

Yet despite all this, the story avoids a sense of preachiness, even during actual sermons. That's because every drop of insight dispensed by wise old

men or wise old scrolls is a ladle of water in a desert of pain. It can't be sentimentality when it's earned with blood and tears. And in the worlds of Ochen, the bringer of light must first pass through the darkness.

Best for: Adults seeking astonishment by all of life's horror and splendor.

Discern: Pervasive sadism, emotional and physical abuse, gruesome violence and torment, brief mild language, and some suggestive humor.

Lorehaven website ads

Advertisers can increase their influence even more by opting for ads at Lorehaven.com.

- Half-banners or full banners.
- Include links to advertiser’s website.
- Appear at Lorehaven.com and affiliate pages.
- Can rotate with other ads on individual website pages).
- Or can be permanently placed on the magazine’s homepage.
- Charged monthly, with quarterly discounts (payable in advance).
- Disclaimer: can’t be tracked (e.g. as with Google or other third-party ad services).
- **But ads also cannot be hidden by in-browser ad-blocking software.** This is a great advantage of Lorehaven web ads: we host these ads with our personalized server, and so they always show, no matter the browser, device, or screen size.

Consider which Lorehaven website ad offering best fits your needs and budget:

AD TYPE	MONTHLY RATE	SIZE	WEB-ONLY DISCOUNTS
Half-banner	\$20 (\$15 bundled with print ad)	500px by 200px	5% (3 months, \$57 total) 10% (6 months, \$108 total) 15% (9 months, \$153 total) 20% (full year, \$192 total)
Full banner	\$30 (\$20 bundled with print ad)	1000px by 300px	5% (3 months, \$85.50 total) 10% (6 months, \$162 total) 15% (9 months, \$229.50 total) 20% (full year, \$288 total)
Full banner (Lorehaven.com front page)	\$100 (\$75 bundled with print ad)	1000px by 300px	5% (3 months, \$285 total) 10% (6 months, \$540 total) 15% (9 months, \$765 total) 20% (full year, \$960 total)

Editorial policy

Lorehaven Magazine is intended for audiences of Christian readers in many contexts: individuals, families, churches, schools, education groups, libraries, or book clubs.

To that end, the best advertisements will understand and connect with these readers.

We understand that not every advertiser will share our exact views of, say, the gospel of Jesus Christ or his church's mission in the world. And that's okay!

However, to ensure the benefit of our readers, our magazine staff will address each proposed advertising content on a case-by-case basis. As a rule, our staff will also reserve our rights to decline other advertising options for advertisers of material that is:

- Irrelevant or unrelated to the magazine's mission to find truth in fantastic stories.
- Overtly opposed to biblical faith and message (that is, the gospel of Jesus Christ).
- Opposed to Christian practice (this includes alternate views of romance and sex).
- Lewd or sexually suggestive (this will rule out erotic versions of fantasy genres).
- Poorly written or poorly created (we may recommend ways to improve these ads).

Contact us

To get more information, discuss ad placement in an upcoming issue, or share comments, ideas, or questions, send us an email:

- Zac Totah, ads manager: [**ads@lorehaven.com**](mailto:ads@lorehaven.com)
- General inquiries to *Lorehaven* staff: [**fanservant@lorehaven.com**](mailto:fanservant@lorehaven.com)

You can also find *Lorehaven* at [**Lorehaven.com**](http://Lorehaven.com), as well as on [**Twitter**](#) and [**Facebook**](#).