

BIBLE.COM
PROCLAIMING GOD'S WORD TO THE NATIONS



MEDIA KIT 2012





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Welcome

Thank you for your interest in Bible.com. Whether you're new to Bible.com or a regular member, we take this opportunity to welcome you to our website. We are truly grateful for your support. Bible.com is the most visited site on the internet for Christian based content. Bible.com offers access to the largest online search engine that encompasses various translations, languages, scriptures, studies and dynamic Biblically based content. Our online Christian community provides an open forum to gather, learn, interact and share Bible teachings. Please have a look at our Demographics and Statistics on the next page. We also welcome you to explore our site and make Bible.com your homepage.

Website: Demographics & Statistics

15 years of performance delivering a proven audience that buys and enjoys Christian centered products and services. Traffic monitoring and profiling software ensure accurate analysis of our audience so you know who is online.

Audience Demographics:

Pastors and Christian Eduactors:	28%
Age:	22% 18-34 33% 35-44 20% 45-64 16% 55-64 9% 65-75+
Gender:	53% Male 47% Female
Education:	85% College Degree
Marital Status:	87% Married
Income:	83% \$45,000+/Yr.

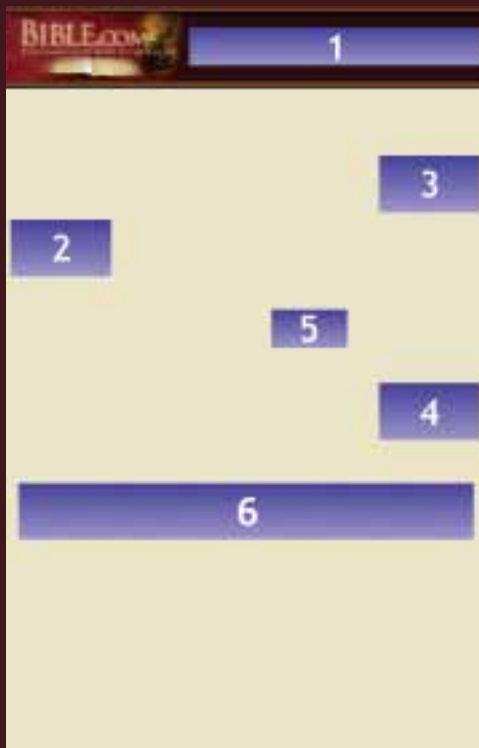
Occupation:	65% Professional
Parents w/ Children	20% None 52% 1-2 35% 3+
Geography:	36% USA NE 23% USA SE 15% USA NW 20% USA SW 4% Canada 2% International

Website Traffic:

Page Views:	16M+ Per Month
Ad Views:	90M+ Per Month
Visitors:	2M+ Per Month
Visitor Usage:	7.5+ Average Minutes 5.5 Pages Per User

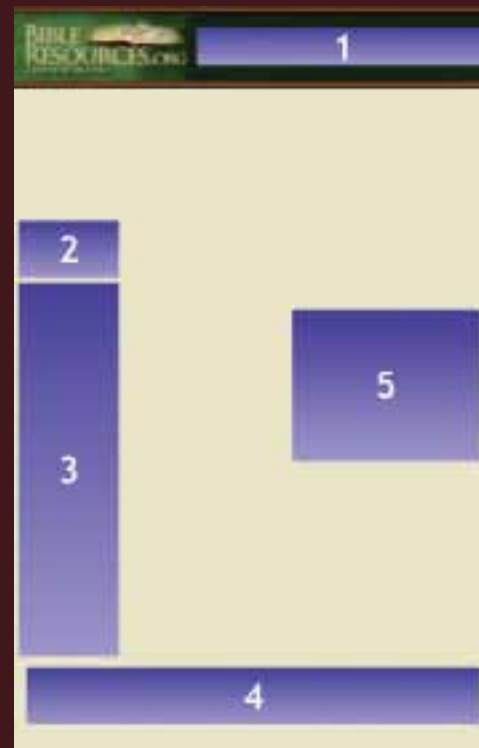
"Great is thy faithfulness." (Lamentations 3:22-23 KJV)

Ad Spots



Homepage

- 1 - 468 × 60
- 2 - 160 × 90
- 3 - 160 × 90
- 4 - 160 × 90
- 5 - 120 × 60
- 6 - 728 × 90



Bible Resources

- 1 - 468 × 60
- 2 - 160 × 90
- 3 - 160 × 600
- 4 - 728 × 90
- 5 - 300 × 250



Ad Spots (cont.)

A vertical rectangular advertisement spot with a light beige background. At the top left is the Bible.com logo. A blue horizontal bar at the top right contains the number '1'. A blue square on the left side contains the number '2'.

**Bible
Answers**

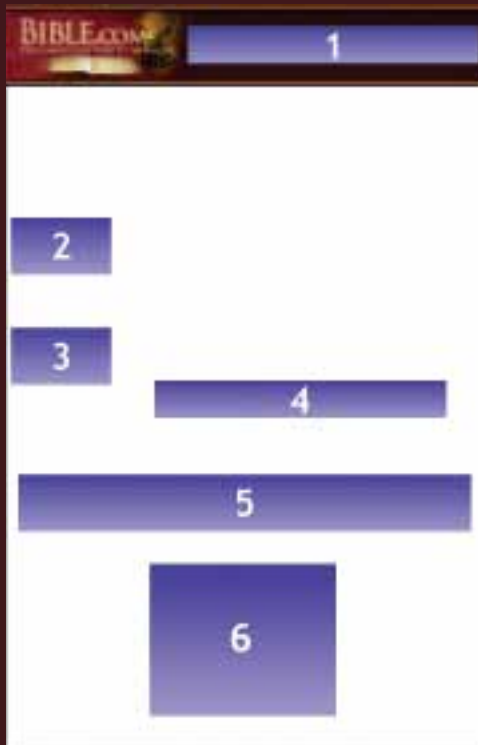
1 - 468 × 60
2 - 160 × 90

A vertical rectangular advertisement spot with a light beige background. At the top left is the Bible.com logo. A blue horizontal bar at the top right contains the number '1'. A blue square on the left side contains the number '2'.

**Daily
Devotional**

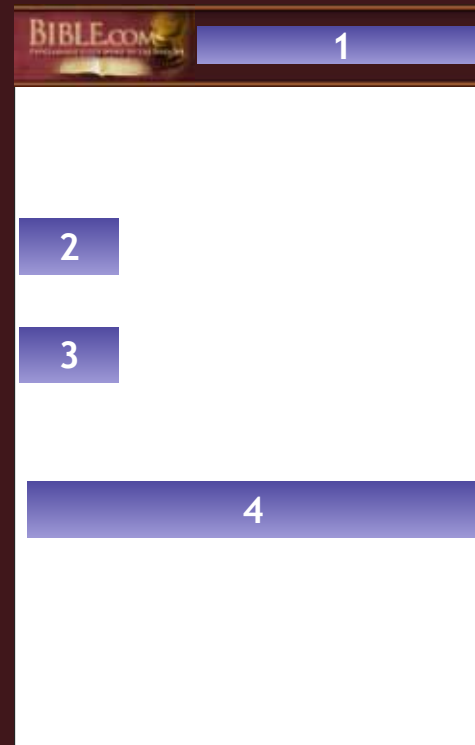
1 - 468 × 60
2 - 160 × 90

Ad Spots (cont.)



Community

- 1 - 468 × 60
- 2 - 160 × 90
- 3 - 160 × 90
- 4 - 468 × 60
- 5 - 728 × 90
- 6 - 300 × 250



News

- 1 - 468 × 60
- 2 - 160 × 90
- 3 - 160 × 90
- 4 - 728 × 90



Ad Spots (cont.)

The screenshot shows the Bible.com homepage with a dark red header. The main content area is light yellow. Four blue rectangular ad spots are overlaid on the page, labeled 1 through 4. Spot 1 is at the top right, spot 2 is on the left side, spot 3 is below spot 2, and spot 4 is a wide horizontal bar at the bottom.

Marketplace

- 1 - 468 × 60
- 2 - 160 × 90
- 3 - 160 × 90
- 4 - 728 × 90

The screenshot shows the Bible.com kids homepage with a dark red header. The main content area is white. Three blue rectangular ad spots are overlaid on the page, labeled 1 through 3. Spot 1 is on the left side, spot 2 is below spot 1, and spot 3 is a wide horizontal bar at the bottom.

Kids

- 1 - 468 × 60
- 2 - 160 × 90
- 3 - 468 × 90

Contact Information

We look forward to working with you.

For more information on advertising packages or e-mail blast opportunities,
please contact:

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