

SOCIETY
SEX
SCIENCE

SALVO

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www.salvomag.com contact: editor@salvomag.com

Media Kit ▶ WHAT IS SALVO?

Salvo magazine: A print magazine with an extensive online archive at salvomag.com (articles going back to Fall 2006), with timeless articles intended to aid Christians in their personal growth, help them think through their faith, and to give them the tools necessary to stand up to an increasingly hostile culture.

The collage displays the print magazine's content and its online presence. The top row shows three magazine covers: Issue 50 (Fall 2019) with 'On the Front Lines of the Sexual Counterrevolution', Issue 51 (Winter 2019) with 'THE CENTER CANNOT HOLD', and Issue 51 (Spring 2019) with 'Who Made Whom?'. The bottom row shows a screenshot of the website's article page for 'A Big Bang of Religions Sets the Stage for God' by Regis Nicoll, featuring a large image of ancient stone statues.

A full-color, quarterly print issue.

An online resource updated daily, digital editions of the print magazine, and an active social media presence.



Why We Fight

Our Opening Salvo

by Executive Editor, James M. Kushiner

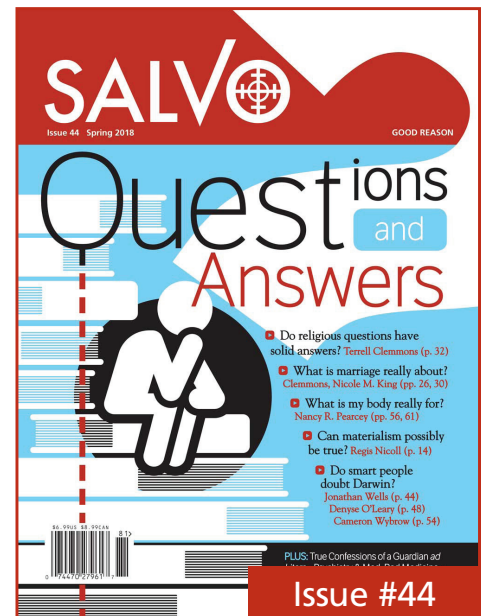
Critics of *Salvo* often complain about our quasi-military language. “Why not adopt a more irenic tone?” they say. My reply is that we use these terms, albeit figuratively, to describe our engagement in the realm of ideas *against an aggressor*. Now, some people don’t fancy a fair fight. We do.

Salvo seeks to defend truths that have shaped the civilization that can best, if imperfectly, ensure freedom for man to flourish as he was meant to. Those last two words, “meant to,” are crucial. For we believe man *has* a given nature and purpose. In keeping with the Declaration of Independence, for example, we hold certain truths to be self-evident, because they are “in the nature of things” and not subjective “values.” These include certain inalienable rights that come from the Creator, not from the state.

Throughout history, the state—whether through monarchs, elected bodies, totalitarian dictators, or collectivizing tyrants—has often looked rapaciously on three targets in its quest to acquire more power: the individual, the family, and the local community. In modern times, the state has participated in a three-pronged attack against these targets with increasingly sophisticated siege-engines.

SCIENCE ■

First, science, which historically was the progeny of Christian theology, is now being used to attack the individual by denying the special status of man as more than a mere animal. We are told that we are only “chemicals in a bag,” and that



evolutionary forces can explain our very thoughts and most deeply held beliefs.

SEX ■

Second, sex education is being used to subvert sex; the very term is a camouflage for the sexualization and homosexualization of children. Sex ed is used to attack not only the individual but also the husband and wife who together are the procreative parents of the family, which is the irreplaceable foundation of all societies. The



right understanding of marital sexual union is being subverted and replaced with a view of “sex” as any activity between any two (or more) persons that results in orgasmic sensation. The biological reality of male and female is being deconstructed into a mere “social construct” so that gender confusion reigns.

SOCIETY

Third, when the state denies the sanctity of individual human lives and the unique marital status of a man and woman bound together for the creation of a family, it undermines society at its roots. But the state also undermines society when it encroaches upon and subordinates institutions that traditionally have nurtured both the individual and the family unit: extended families, churches, schools, local communities, and the myriad voluntary associations founded for cultural, business, philanthropic, and educational purposes.

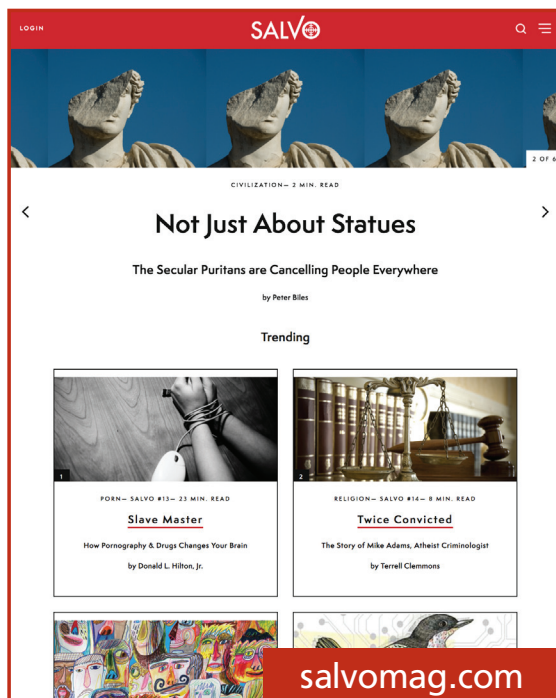
As the state increases its control over more and more aspects

No society that treats its young in this manner can long survive. So *Salvo* pursues both a rescue or salvage operation and a counter-offensive by boldly pointing out errors and proclaiming the truth. We think the future of society is at stake. We think that each person, each family, and each community is worth fighting for.

of everyday life, our families and institutions become strained by the ideological demands made upon them. They are pressured to conform to the views of the state on matters touching even faith and family. For example, if the state believes “gay marriage” is in its interest, it requires parents to hand over their children for “gay-friendly” sex education, thus denying the rights of parents to educate their own children in their most deeply held convictions. The state will also fine pastors who preach from the Bible’s texts calling homosexual acts sinful. In Massachusetts, a statewide Catholic adoption agency shut down

rather than place orphans with “gay partners” as mandated by the state.

The ammunition for this assault on men, women, and children often consists of disinformation veneered with quasi-scientific language, such as that used by “sexologists” and psychologists to promote “guilt-free” sexual experimentation by minors. For the new science, which is now touted as our best guide for ongoing social progress, managed by the state, there is no



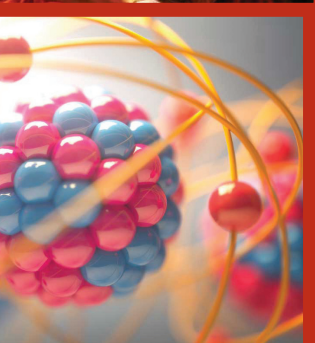
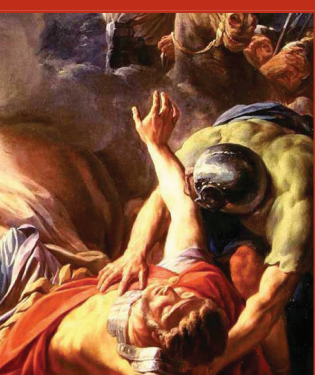
hard line between vice and virtue. The young are groomed for self-destructive promiscuity, with only subsidized condoms to defend their bodies against disease and nothing at all to safeguard their souls.

No society that treats its young in this manner can long survive. So *Salvo* pursues both a rescue or salvage operation and a counter-offensive by boldly pointing out errors and proclaiming the truth. We think the future of society is at stake. We think that each person, each family, and each community is worth fighting for. Thus, we do what we can to resist the attacks against them—keeping in mind that resistance for the Truth is never, ever futile. ☉

Top 10 online articles 2020

- #10 **COVID-Driven Envy?** Contemporary Insight from the Ancient Wisdom of St. James
- #9 **Software for Sex:** Successful Mating Habits Require Intelligent Programming by Richard W. Stevens
- #8 **It's the "Thought" that Counts:** When it Comes to Public Caring by Emily Morales
- #7 **Fashionable Fascists:** Jordan Peterson & the Toxic Ideology of Identity Politics by Robin Phillips
- #6 **Progressive Puritans:** If You Really Want Social Justice, Lose the Scientism by Peter Biles
- #5 **It's Beyond Us:** Extraordinary Claims Need an Extraordinary Cosmos by Regis Nicoll
- #4 **Not "Born That Way" After All:** Huge Scientific Study Demolishes a Favorite Myth
- #3 **The Good Life:** It's to Know, Serve & Love the Truth by James Altena
- #2 **Where Are the Men?** A Public-School Teacher Confronts Gender Illusions & Sexual Reality by Joshua Pauling
- #1 **Slave Master:** How Pornography Drugs & Changes Your Brain by Donald L. Hilton, Jr.





***Salvo* is a cultural delta for the rising generation where all the tributaries flow from our Christian worldview, converging in a way that is vibrant, timely, foundational.** Its relevance is the thing, and the magazine shows a flair and dexterity that appeals.

—Tim Goeglein,
Vice President for External Relations, Focus on the Family

I especially recommend *Salvo* for parents who have children in high school and college. A glossy pop-culture presentation with pithy commentary on culture and science, ***Salvo* magazine will provide you all the ammo you need to combat the arguments against faith and reason that your children bring home from school.**

—Fr. Greg Markey, St. Mary Church, Norwalk, CT.

***Salvo* addresses many issues in our culture today that are not addressed in the same way anywhere else.** The tone and layout of the magazine is intriguing for those taking a cursory glance at the cover and invites them to pick it up and actually read the articles, which do not disappoint. Humor is always a good way to communicate issues which would not be read otherwise. In the case of *Salvo*, if there wasn't as much humor, the gravity of the subjects addressed would leave one crying. Personally, I'd much rather chuckle through an article than end up being depressed. The points are still made, and the word gets out to others as the magazines are still shared with friends and family. ***Salvo* preforms a great service to a country in dire need of hearing the truth.** —Mark Northrop

SALVO

Publishing Information

- Readers per issue: 5,000
- Subscription price: \$29.99
- Single-issue price: \$7.99
- Frequency: 4 times a year

About *Salvo*

Blasting holes in scientific naturalism, marveling at the intricate design of the universe, and promoting life in a culture of death. Critiquing art, music, film, television, and literature, interrupting mass media influence, and questioning the sanity of our consumerist lifestyle. Countering destructive ideologies, replacing revisionist fictions with undeniable facts, and paring away political correctness. Debunking the cultural myths that have undercut human dignity, all but destroyed the notions of virtue and morality, and slowly eroded our appetite for transcendence. Recovering the one worldview that actually works.

Editorial Personnel

Founder: Richard A. Moselle

Executive Editor: James M. Kushiner

Senior Editors: Thomas S. Buchanan, Rebecca Hagelin, Casey Luskin, Marcia Segelstein

Contributors & Columnists

Terrell Clemmons

Michael Cook

Paige Comstock Cunningham

Ann Gauger

Nicole M. King

Sean McDowell

Regis Nicoll

Denyse O'Leary

Hugh Ross

Jonathan Wells

Cameron Wybrow

Heather Zeiger

"Salvo is setting the pace for intelligent discussion and Christian cultural engagement today."

—Mark Brumley President,
Ignatius Press

"I recommend *Salvo* with enthusiasm. This stunning magazine takes direct aim at the destructive consequences that follow from the scientism embraced by some of the cognitive elites of our culture."

—Phillip E. Johnson

Professor of Law Emeritus at the University of California, Berkeley



Terms & Conditions

- ▣ All advertising requests must be confirmed by a signed purchase order or a letter of request.
- ▣ The publisher reserves the right to reject or cancel any advertising, including for unacceptable appearance.
- ▣ The publisher is not responsible for errors due to improper file preparation.
- ▣ The publisher is not responsible for errors in key numbers.
- ▣ Cancellations (and changes in insertion orders) will not be accepted by the publisher after the closing date.
- ▣ No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.

Payment

- ▣ Fifteen percent discount to recognized agencies, provided account is paid within 30 days of invoice date.
- ▣ Two percent per month interest charge on past-due accounts. First-time advertisers must pre-pay with insertion order.
- ▣ Materials are due to the publisher by the date specified and in the format specified. Late arrivals are subject to a 1% per day fee, and materials more than 5 days late will not be accepted, though payment for the reserved space is due. Any alterations to materials or resubmissions are subject to a \$25/hour charge (min. 1 hour).

Ad Sizes

Full Page w/ bleed: 8.5 x 11.125
 Full Page w/o bleed: 6.75 x 9.25
 Half Page Vertical: 3.25 x 9.25
 Half Page Horizontal: 6.75 x 4.375
 Third Page Vertical: 3.25 x 6.25
 Third Page Horizontal: 6.75 x 3.25
 Quarter Page Vertical: 3.25 x 4.375
 Quarter Page Horizontal: 6.75 x 2.25

Ad Rates

	1x	2x	4x
Full	\$750	\$700	\$600
1/2 Page	\$500	\$450	\$400
1/3 Page	\$350	\$320	\$290
1/4 Page	\$225	\$205	\$185
Cover 2-3	\$1,000	\$900	\$800
Cover 4	\$1,200	\$1,100	\$1,000

2020 Advertising Deadlines

Issue	Ad#Closes	Ads Due	Issue Ships
52 (Spring)	1/15/20	1/22/20	3/6/20
53 (Summer)	4/1/20	4/8/20	6/5/20
54 (Fall)	7/22/20	7/29/20	9/11/20
55 (Winter)	9/30/20	10/7/20	12/1/20

Design Specs

- ▣ Preferred delivery: digital files submitted via e-mail, ftp, or disk.
- ▣ Preferred file formats: Salvo is designed on Apple computers using Adobe InDesign CS. Accepted formats include: CMYK PDF files w/ image resolution at 300 dpi, Mac InDesign file w/all fonts and graphics; EPS file created in Adobe Illustrator or Quark, w/ fonts either embedded or converted to outlines; high resolution (300dpi) TIF or JPG file.
- ▣ Image resolution: 300 pixels per inch.
- ▣ Color: File must be four-color (CMYK).

Media Kit ► CONTACT

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www.salvomag.com/media-kit



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