

Sophisticated Relevant Inspiring Spirit-filled Engaging Sensational Sassy Life-Giving Irresistible
Memorable Candid Provocative Soul-Stirring Deep Novel Unique Outstanding Colorful Modern
Bold Spontaneous Edgy Compelling Cutting-Edge Insightful Revolutionary Relatable Irreplaceable
Sincere Elegant Genuine Exuberating Prolific God-Fearing Heart-to-Heart Sophisticated Relevant
Inspiring Spirit-filled Engaging Sensational Sassy Life-Giving Irresistible Memorable Candid
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Exuberating Prolific God-Fearing Heart-to-Heart Sophistica **Love, Pearls, And Swine Magazine**
Relevant Inspiring Spirit-filled Engaging Sensational Sassy Novel Unique *Live Out Your Faith*
Soul-Stirring Deep Novel Unique Outstanding Colorful Modern Bold Spontaneous Edgy
Compelling Cutting-Edge Insightful Revolutionary Relatable Irreplaceable Sincere Elegant Genuine
Exuberating Edgy Compelling Cutting-Edge Insightful Prolific God-Fearing Heart **Media Kit 08/09**



Live Out Your Faith!

LOVE, PEARLS, AND SWINE (LPS) is the modern Christian woman's breath of fresh air! It is a compelling quarterly conversation about God, Love, and Life amongst multicultural women of faith.

It affirms the voices and the experiences of Christian women who desire to live authentic, engaged lives without feeling like they are betraying their love for and faith in God. Never have there been so many definitions for what it means to be Christian than in our present world. The pressure to appear as a "true" Christian leads many of us to deny, bury or even vilify the emotions and reactions that are a real part of our lives.

LPS Magazine supports the 21st Century woman of faith in living a dynamic spiritual lifestyle - one that is not enclosed in an unaffected bubble. She gets intimate with her peers by candidly discussing everything from growing pains on a progressive faith walk to fashion, health and beauty.

Welcome to LPS Magazine. You are now free to be yourself. Live out *your* faith!



Please contact Tiffany Allen - tiffany@lpsmag.com for more information about LPS Magazine!
www.lpsmag.com



Live Out Your Faith!

Our Mission

LPS Magazine is an online lifestyle and relationship magazine for the modern Christian woman, who is learning to love God in her own form and language; who desires to live a God-fashioned life and not settle for just-convenient; who wants to engage the world around her through heartfelt conversations with other women.



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What Is In A Name?

We admit it is an atypical name. But it's for an atypical Magazine edited for atypical women.

Not every woman lives an obviously spiritual life in a blatantly secular world. The LPS Woman is well aware of the paradox her life has become once she embarked on her faith journey (... she is in but not of this world). However, everything about her faith is so delicate - she is still questioning things, feeling through things and deepening roots into her spiritual love life each day.

While pearls represent everything pure, swine is the ultimate symbol of ignorance. At any point in time, the LPS woman may find herself somewhere between these two extremes. Therefore, she is constantly seeking to attain a healthy balance between the Godly and the secular. She must learn, for herself, how to engage and impact the world around her so that her faith underlines her *entire* life not just the spiritual.

Love, Pearls, And Swine clearly denotes the dynamic nature of the Christian woman's life. She doesn't live two lives: one that is obviously holy and another that may be secretly shameful - she embraces who she is and who she is becoming in Christ and shares that reality with the world!



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Editorial Philosophy

- ❖ Reckless transparency; change is best inspired by the courage of others
- ❖ Refrain from monologues – friendships are made of an intimate collection of give and takes
- ❖ Religion is boring; Faith when ignited is exhilarating
- ❖ Information incites power – besides, if we don't tell her; who will?
- ❖ Staying alive is hard enough (Eccl. 9:9 MSG); Keep this simple!
- ❖ Befriend. Challenge. Inspire.



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Audience Profile

LPS Magazine is targeted to urban Christian women ages 24 – 44.

Growing Audience

Since her market test release in April 2008, LPS Magazine has served

- over **1,000 readers** each spending ...
- ... an average of **5 minutes** (compared to industry avg. of about 22secs) enjoying ...
- ... about **4 pages** of content.

*An official launch slated for **February 3rd 2009** will serve an additional **10,000 readers** in 2009.*

Engaged and Networked Audience

The LPS Magazine reader knows it's not everyday one discovers a gem and eagerly shares it with her friends and loved ones.

- **65%** of website traffic is from direct links and email referrals.
- Returning readers spend an average of **6 minutes** reading **5 more pages** of content

Widespread Audience

LPS Magazine is being read widely in the US and beyond in countries such as UK, Canada, South Africa, India, Australia, France, Nigeria, Argentina and Brazil

* Statistics taken from Google Analytics for lpsmag.com from April 8th to Dec 1st



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What's Inside ...

LPS Magazine has three major sections:

Top of the Mind

Featured Interviews & Cover Story

Columns

Cocoon – first person stories sharing growing pains in faith walk

Arête - how-tos for different areas of life

Enduring Appeal – health, fashion, & beauty

Departments

Tablette – lists, surveys & bite-size info

Bilingual – male perspective

SoundSense – book/music/movie reviews

Fresh – interview with talented up & comer

Palette – food economics

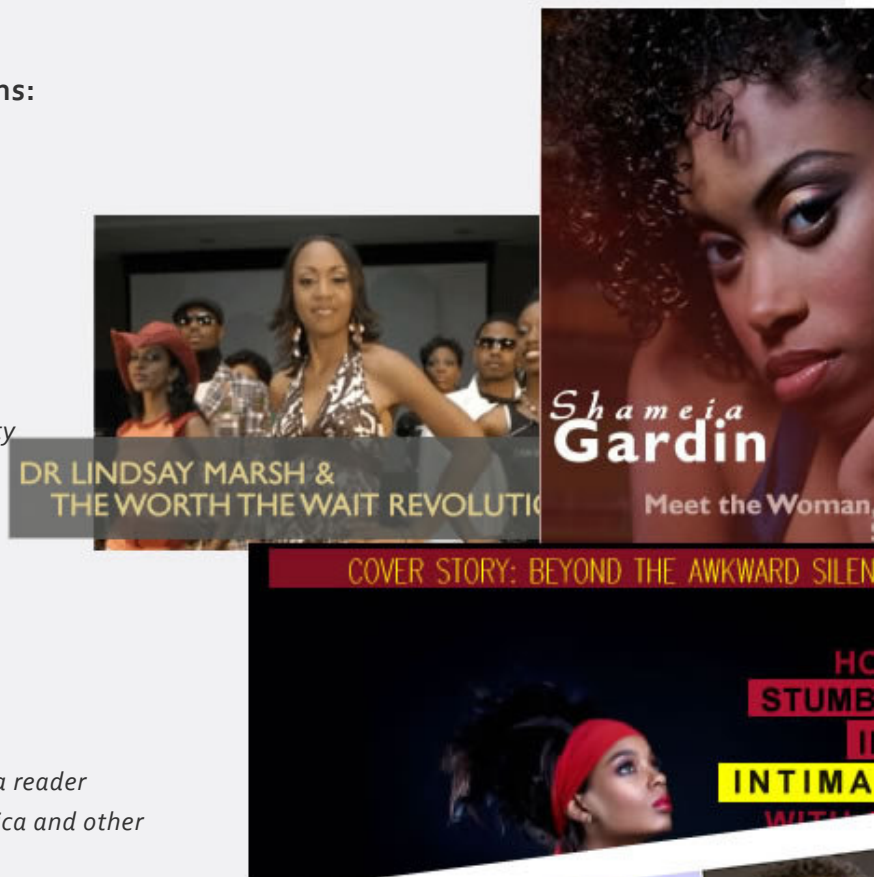
Hush – advice column

HeartSpeak – compelling, personal story of a reader

Nostalgia – highlights on life & culture in Africa and other countries around the world

Spotlight – non-profit org profile

Adlib – summing it all up with poetry & images



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Underlying Magic

An opportunity to Exhale ...

- Our community blogging feature gives readers an opportunity to share their thoughts, commentary, and stories with other readers as well as get feedback.

An opportunity to Impact ...

- A portion of the LPS Magazine subscription fee is committed to a community purse and will be used to provide scholarships to populations that typically have fewer resources available to help pay for college education such as are aged out foster children, children from single parent households, and adult learners.

An opportunity to Indulge ...

- All this soulful goodness is wrapped up in an elegant package that makes it impossible not to devour.



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The Buzz ...

I had just decided NEVER to subscribe to the Oprah Magazine again when I had lunch with a friend and she told me about your magazine. Immediately I was interested ... with such a SASSY name! Hats off to you. – Crystal B

This is awesome. The potential of what you will do with your magazine is great. You are truly a standard that God has raised for this time and for the women young and old at this place in time. Keep doing your thing. My prayers for success and prosperity is with you" – E. Little

I admire so much what you all do, we need more people realizing how beautiful it is to be a woman of God and to truly live life that way. So thank you for that encouragement. – Sarita J, EVERLIFE

I have just come across your magazine and I have to say it's a breath of fresh air. I know many Christian women who simply don't know how to "walk the Christian walk" in the modern world and still be relevant. Thanks for this, it's great. – Effie White

The Mag is getting better and better and better. I can't wait to see you one day competing with Essence and Ebony. The Kingdom comes! Great job! I am sending links to all my sister friends. – Donna B

"PHENOMENAL" – Melanie S.

Checked out your magazine and I love it! It's beautiful and well laid out. It's easy to navigate and doesn't have so many bells & whistles that I can't tell what's going on. May God continue to bless you – E Aaron

Now THIS is what I'm talking about. The Magazine looks great! – M. Smith



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Live Out Your Faith!

2009 Release Schedule

Spring Issue <i>*Official Launch</i>	Feb
Summer Issue	May
Fall Issue	Aug
Winter Issue	Nov

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