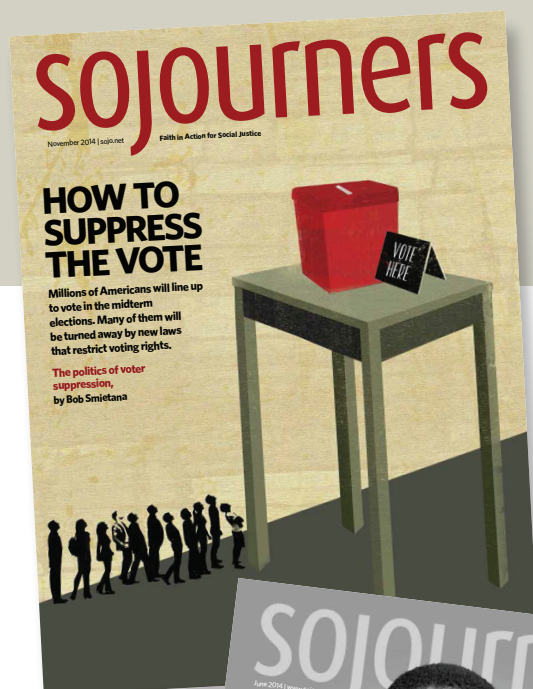


# Sojourners Media Kit

Sojourners is an ecumenical and progressive organization reaching more than **2.5 million readers** annually in print, online, and email.



“

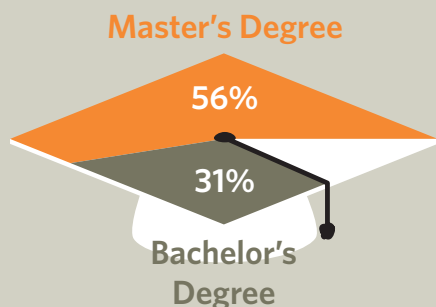
“Sojourners’ advertising has helped us reach an active and engaged new audience who have helped to spread the antislavery message. The Sojourners staff are always available to run ideas by and have been great to work with.”

JESSICA HOLLINSHEAD,  
WALK FREE

”

# Reader Profile

## Our Readers' Education



Through advertising with Sojourners, you will reach highly engaged readers who are influencers in their communities—both through their professional and personal connections.

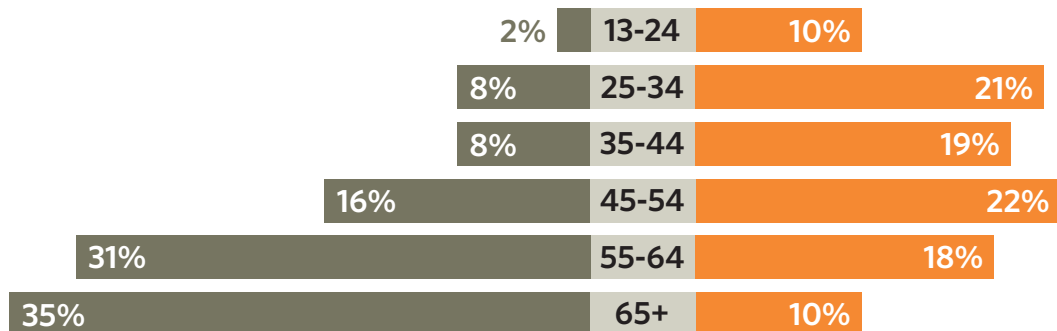
## Sojourners readers...

**92%** are college graduates  
**26%** are retired  
**26%** are clergy or church staff  
**65%** have an annual income of \$60,000 or more

**42%** serve in a lay leadership role in their church  
**29%** serve on the board of a nonprofit organization  
**52%** do volunteer work on a regular basis

**Female 56%** **Male 44%**

## Reader / Viewer Ages



**Facebook** is the highest driver of our web traffic, at 43%

Sojourners / Email Publications

Sojourners' Facebook Reach

# Reader Profile

## Top 10 Political/Social Concerns

- Poverty
- Environment
- Health care
- Education
- Gun violence
- Human rights
- War and peace
- Immigration
- Money in politics
- Racism

We envision a future in which Christians put their faith into action in the passionate pursuit of racial and social justice, life and peace, and environmental stewardship.



While we do a lot of work with our denominational publications, **Sojourners** helps us reach out to a broader audience that values our mission.

JAMES ROLLINS,  
UMC COMMITTEE ON RELIEF



## Sojourners' readers are part of a diverse community of faith:

Roman Catholic	17%	Progressive	68%
Methodist	14%	Protestant	39%
Lutheran	10%	Ecumenical	36%
Episcopalian	10%	Contemplative	32%
Presbyterian	10%	Mainline	30%
Other Christian	17%	Evangelical	19%
United Church of Christ (UCC)	6%	Emergent	15%
Baptist	4%	Reformed	9%
Anglican	3%	Spiritual but	
Mennonite	2%	not religious	7%
Disciples of Christ	2%	Charismatic	6%
Other Religion	1%		

## Have taken action based on information in *Sojourners* magazine, email or website:

- 81% Signed a petition
- 69% Emailed an elected representative
- 19% Called an elected representative
- 13% Attended a rally, protest or demonstration
- 19% Participated in or led a small group study at church

# Website

Sojo.net is a leading source for progressive Christians as they explore the intersections of faith, justice, politics, and culture, attracting **5.4 million pageviews annually**. *(That's more than the population of Chicago and Houston —combined!)*

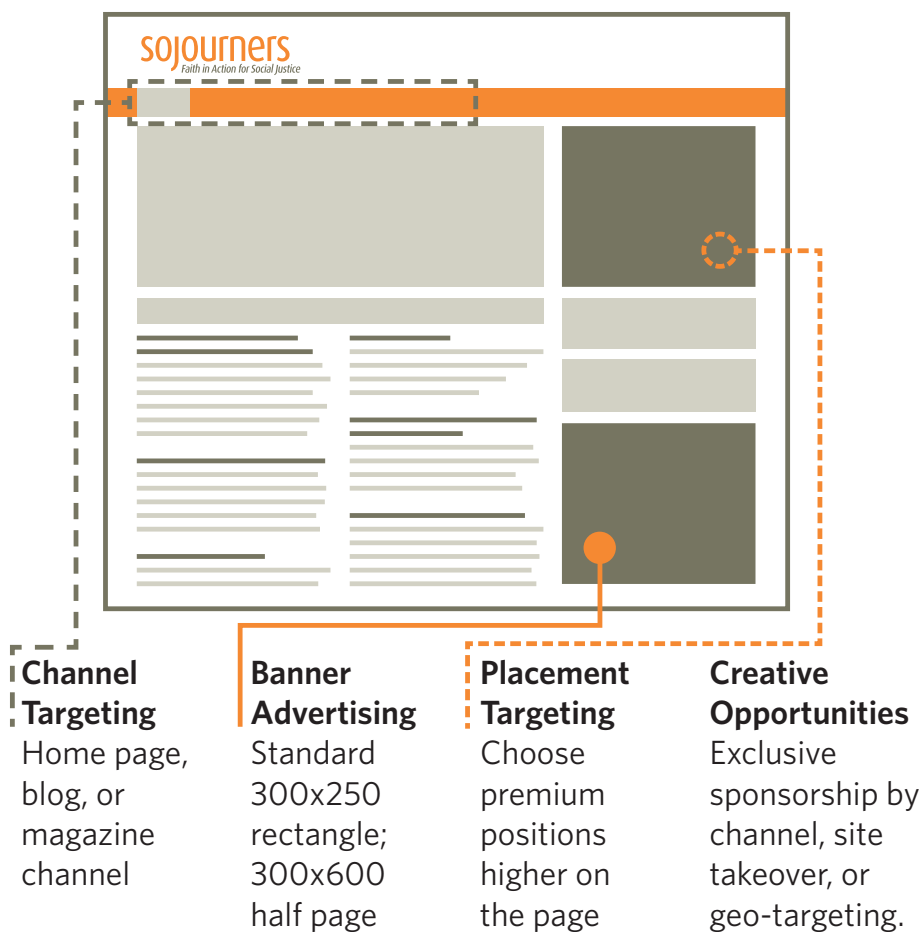
## MOBILE



### Mobile Devices

Mobile ad — adjusts to screen size, stays in place as user scrolls to read content. Size 974x120.

## DESKTOP



# Email Publications

## Email Template



Our weekly, daily, and monthly email publications provide a way to directly reach our audience. Single banner ads or text ads are the most cost-effective option. For the most impact, ask us about exclusive sponsorships.

### Dedicated Messages

Solo emails, sometimes called e-blasts or chaperoned emails, are one of the most effective ways to reach our audience. Sojourners' email subscribers receive at maximum one sponsored email per month, and the list is filtered for quality. Dates are limited, so please inquire about availability.



#### SojoMail

Jim Wallis and friends' weekly newsletter

**185,000 subscribers**



#### Weekly Wrap

A summary of the week's top 10 news stories

**20,000 subscribers**

“

The best way to begin the day is by reading Sojourners' daily meditation: **Verse and Voice.**

CHERYL HOCKADAY

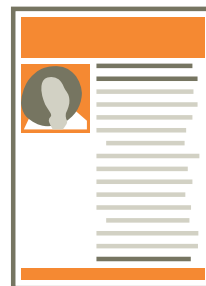
”



#### Verse and Voice

Scripture and a reflection to start the day  
Daily: M-F

**27,000 subscribers**



#### Faith in Action

Monthly newsletter to clergy and activists

**9,000 subscribers**



# Magazine

For more than 40 years, our award-winning monthly magazine has inspired and engaged readers as it speaks biblical truth to power.

**Best in Class,**  
general interest  
magazine

ASSOCIATED CHURCH  
PRESS, 2012

**Best Religious/  
Spiritual magazine**

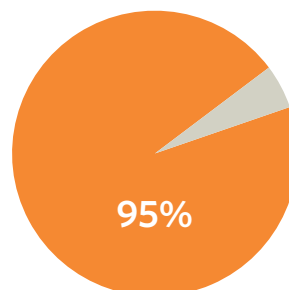
FOLIO AWARDS 2013

## Sojourners Magazine

Award-winning *Sojourners* magazine has a reputation as the place Christians turn to for a faithful perspective on news and culture. Each issue features renowned authors such as:

- Bill McKibben
- Michelle Alexander
- Shane Claiborne
- Lynne Hybels
- Margaret Atwood
- Cardinal Theodore McCarrick
- Brian McLaren
- E.J. Dionne Jr.
- Lisa Sharon Harper
- Richard Rohr
- Jim Wallis, *Sojourners'* editor-in-chief

## Magazine Circulation



**Paid Subscriptions**

## Renewal Rate

**Sojourners 71%**

**Industry Standard 50%**

**Circulation 30,000**

**Readership 65,000**

# Editorial Calendar



Issue	Special Ad Promotion	Reservation	Materials	Mail Date
<b>2015</b> January		Oct 24	Oct 31	Dec 9
February	HBCU Tour*	Nov 21	Nov 26	Jan 6
March	Travel section	Jan 2	Jan 7	Feb 5
April		Jan 23	Jan 30	Mar 5
May	Green Living	Feb 20	Feb 27	Apr 2
June		Mar 27	Apr 3	May 7
July	The Summit**	May 1	May 8	June 11
August		May 29	June 5	July 9
Sept/Oct	Book section	June 26	July 3	Aug 6
November		Aug 21	Aug 28	Oct 1
December	Just Giving Guide	Sept 25	Oct 2	Nov 2

\* 1,200 copies will be given to students as part of Sojourners campus tour to historically-black colleges and universities.

\*\* 300 copies will be given to attendees of The Summit 2015.



# Rate Card

MAG/EMAIL/WEB

Expand awareness of your product or service through all our platforms—*Sojourners* magazine, email publications, and website banner advertising.

Print	Rate	3x (15%)	6x (20%)
2 Page spread	\$4,500	\$3,825	\$3,600
Covers	\$2,700	\$2,295	\$2,160
Full Page	\$2,400	\$2,040	\$1,920
2/3 Page	\$2,000	\$1,700	\$1,600
1/2 Page	\$1,700	\$1,445	\$1,360
1/3 Page	\$1,300	\$1,105	\$1,040
1/6 Page	\$700	\$595	\$560

Email Publication	Rate	3x (15%)	6x (20%)	Frequency	Size	Subscribers	Open Rate
SojoMail Slot 1	\$585	\$497	\$468	Weekly: Thurs	300x250	185,000	16%
SojoMail Slot 2 or 3	\$495	\$421	\$396		300x250	185,000	16%
Text Links	\$110	\$93	\$88	Weekly: Thurs	35 words max	185,000	16%
Verse & Voice Slot 1 or 2	\$585	\$497	\$468	Daily: M-F	300x250 (2 available)	27,000	24%
Verse & Voice Sponsorship	\$1,200	\$1,020	\$960	Daily: M-F	300x250 (2) or 300x600 (1) + Text Links (2)	27,000	24%
Text Links	\$110	\$93	\$88	Any above email	35 words max	27,000	24%
Weekly Wrap	\$90	\$77	\$72	Weekly: Fri	300x250 (2 available)	20,000	20%
Text Links	\$45	\$42	\$36	Weekly: Fri	35 words max including link	20,000	20%
Faith & Action (Clergy & Activists)	\$90	\$77	\$72	Monthly: 2nd Tues	300x250 (3 available)	9,000	22%
Welcoming the Stranger (Immigration)	\$90	\$76	\$72	Monthly: 2nd Wed	300x250 (3 available)	27,000	25%

## Solo Emails

CPM based on number sent. \$80, \$60 nonprofit. Minimum 20,000. Maximum 100,000 per month.

Website	Slot 1	Slot 2-3	Random	Size
Standard CPM rates	\$20	\$15	\$10	300x250, 300x600 (slot 3 only), 974x120 (mobile)
100K+ 20% discount	\$16	\$12	\$8	

All banner ads on the website are cost per thousand impressions (CPM). Minimum 20,000 impressions.

**Just Giving Guide Directory:** \$250 per year

**Classifieds:** \$25/week - Job posting and event listings only


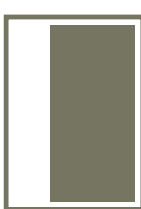





Channel targeting and geo-targeting at no extra charge.

**ALL RATES ARE NET.**



# Ad Specs

- All ads must have a border.
- Email your advertisement to: **advertising@sojo.net**
- Sojourners does not offer graphic services to edit, alter, or amend ad copy received.
- 300 x 250 pixels; maximum file size: 100kb
- File type: Send image as a JPG or GIF file. We accept animated GIF images for the website, but not for email. No audio.
- Please send a URL for your ad to be hyperlinked to.
- **Required:** A TIFF or PDF/X-1A file, at 266 dpi. All colors must be specified as standard four-color process (CMYK). (Non-CMYK files do not print correctly and will not be accepted.)
- We do not accept: film negatives, low-resolution print-outs, or desktop publishing files.
- For full-page ads, add .25" bleed to each side of magazine trim size.

Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
8.1875"x 10.875"	4.625"x 9.75"	3.75"x 9.75"	2.3125"x 9.75"	2.3125"x 4.875"
				
+.25" bleed on outside				
		7.3125"x 4.875"	4.875"x 4.875"	

# Contact Us



Sojourners advertising staff: Sandra, Abby, and Katie

**Advertising@sojo.net**

**Sandra Sims**

Director of Advertising  
Sales

ssims@sojo.net  
202-745-4601

**Katie Zimmerman**

Advertising Sales  
Associate

kzimmerman@sojo.net  
202-745-4626

**We chose Sojourners**  
because we felt  
the readers of your  
publication have similar  
values, concerns, and  
interests, and are  
aligned to our mission  
and work. We believed  
we were recruiting to a  
good target audience.

BETH PARSON,  
TEN THOUSAND VILLAGES

## Ad Materials

To send in your ad  
materials contact:

Abby Olcese  
202-745-4641  
advertising@sojo.net

## Mailing List Rental

To rent the Sojourners  
magazine postal  
mailing list, please  
contact our list  
management  
company. Options  
are available for  
geographic targeting.  
The minimum rental is  
3,000 names.

Rowena Gan  
Atlantic List Company  
Phone: 703-528-7482  
Email: rgan@  
atlanticlist.com