Sojourners Media Kit 2014

OVERVIEW

Sojourners is an ecumenical and progressive organization reaching more than 1.5 million readers annually in print, online, and email.

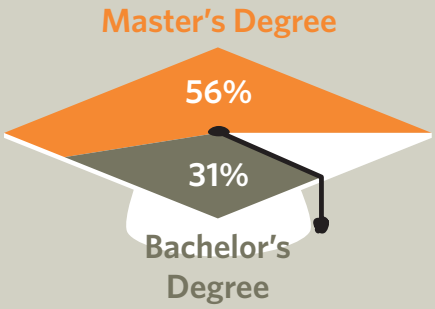
> Being in *Sojourners* over the years has helped with our branding. We know that it's reaching the right audience. We frequently hear from new clients who see our ads in *Sojourners*—**including a client who made a $20,000 investment after seeing our full-page ad.** We keep advertising in *Sojourners* because it works!
>
> LEAH GAGE, OIKOCREDIT

Updated: August 2014

Reader Profile

EDUCATION/VOCATION

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

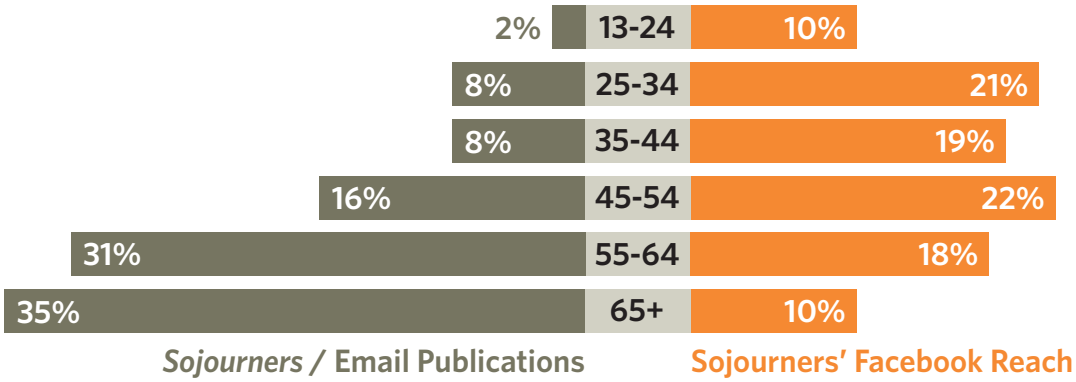
65% have an annual income of $60,000 or more

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

Reader / Viewer Ages



Facebook is the highest driver of our web traffic, at 32%

Reader Profile

CONCERNS/FAITH

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 not religious	7%
Mennonite	2%	Charismatic	6%
Disciples of Christ	2%		
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

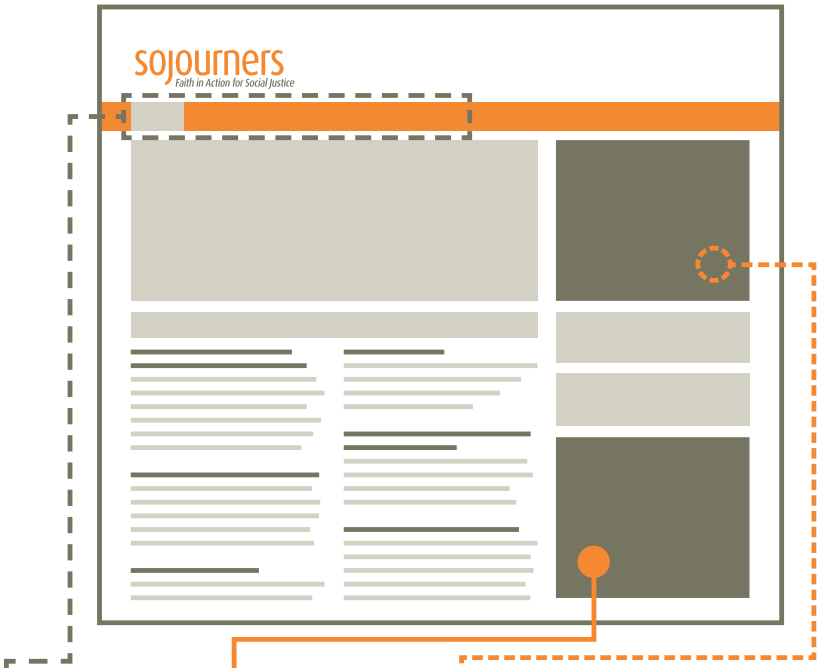
Website

SOJO.NET

Sojo.net is a leading source for progressive Christians as they explore the intersections of faith, justice, politics, and culture, attracting 4.8 million pageviews annually. ***(That's the population of Chicago and Houston —combined!)***

Geo-Targeting

Customize your message for audience segments across the country with regional, state, or city ad targeting.



Channel Targeting
Home page, blog, or magazine channel

Banner Advertising
Standard 300x250 rectangle; 300x600 half page

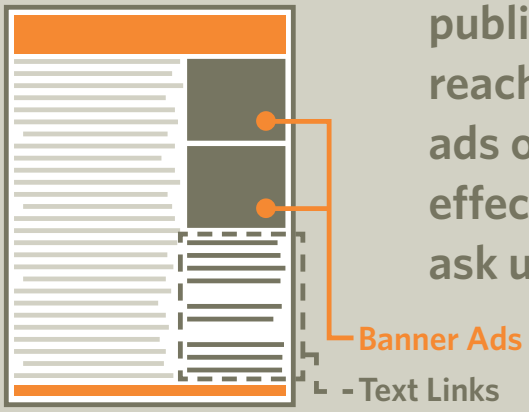
Placement Targeting
Choose premium positions higher on the page

Creative Opportunities
Exclusive sponsorship by channel, site takeover, or geo-targeting.

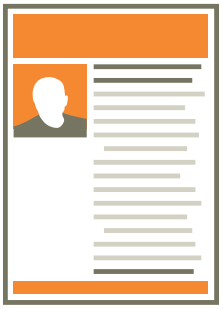
Email Publications

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.



SojoMail
Jim Wallis and friends' weekly newsletter

189,000 subscribers

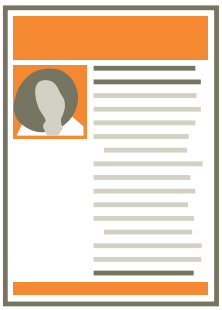
Weekly Wrap
A summary of the week's top 10 news stories

20,000 subscribers

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

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

27,000 subscribers



Faith in Action
Lisa Sharon Harper's monthly newsletter to clergy and community organizers

8,000 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

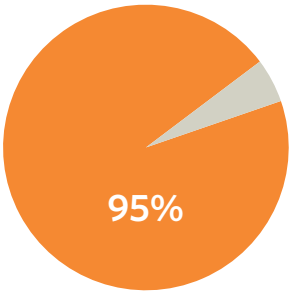
FOLIO AWARDS 2013

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
- Brian McLaren
- E.J. Dionne Jr.
- Lisa Sharon Harper
- Richard Rohr
- Jim Wallis, *Sojourners'* editor-in-chief

Magazine Circulation



Paid Subscriptions

Renewal Rate

Sojourners	65%
Industry Standard	50%

Editorial Calendar

MAGAZINE

Circulation 30,000 Readership 65,000

	Issue	Special Ad Promotion	Reservation	Materials	Mail Date
2014	Nov	Fall Books	Aug 22	Aug 29	Oct 2
	Dec	Just Giving Guide	Sept 26	Oct 3	Nov 6
2015	Jan		Oct 24	Oct 31	Dec 9
	Feb	Grad School Guide	Nov 21	Nov 26	Jan 6
	Mar	Travel Guide	Jan 2	Jan 7	Feb 5
	April		Jan 23	Jan 30	Mar 5
	May	Spring Books	Feb 20	Feb 27	Apr 2
	June		Mar 27	Apr 3	May 7

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 (30%)
2 Page spread	$4,800	$4,080	$3,360
Covers	$2,900	$2,465	$2,030
Full Page	$2,600	$2,210	$1,820
2/3 Page	$2,200	$1,870	$1,540
1/2 Page	$1,800	$1,530	$1,260
1/3 Page	$1,400	$1,190	$980
1/6 Page	$750	$638	$525

Email Publication	Rate	3x (15%)	6x (30%)	Frequency	Size	Subscribers	Open Rate
SojoMail Slot 1	$650	$553	$455	Weekly: Thurs	300x250	189,000	16%
SojoMail Slot 2 or 3	$550	$468	$385		300x250		
SojoMail Sponsorship	$1,300	$1,105	$910		300x600 (1) Text Links (2)		
Text Links	$125	$94	$88		35 words max		
Verse & Voice Slot 1 or 2	$650	$553	$455	Daily: Ad appears each day M-F	300x250 (2 available)	27,000	26%
Verse & Voice Sponsorship	$1,300	$1,105	$910		300x250 (2) or 300x600 (1) + Text Links (2)		
Text Links	$125	$94	$88		35 words max		
Weekly Wrap	$100	$85	$70	Weekly: Fri	300x250 (2 available)	20,000	22%
Weekly Wrap Sponsorship	$200	$170	$140		300x250 (2) or 300x600 (1) + Text Links (2)		
Text Links	$50	$42	$35		35 words max including link		
Faith & Action (Clergy & Activists)	$100	$85	$70	Monthly: 3rd Tues	300x250 (3 available)	8,000	22%
Welcoming the Stranger (Immigration)	$100	$85	$70	Monthly: 2nd Wed	300x250 (3 available)	27,000	25%
Solo Emails	CPM based on number sent. $75, $50 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)
100K+ 20% discount	$16	$12	$8	
200K+ 30% discount	$14	$10	$6	

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

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

Channel targeting and geo-targeting at no extra charge.

Ad Specs

ALL

- 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.

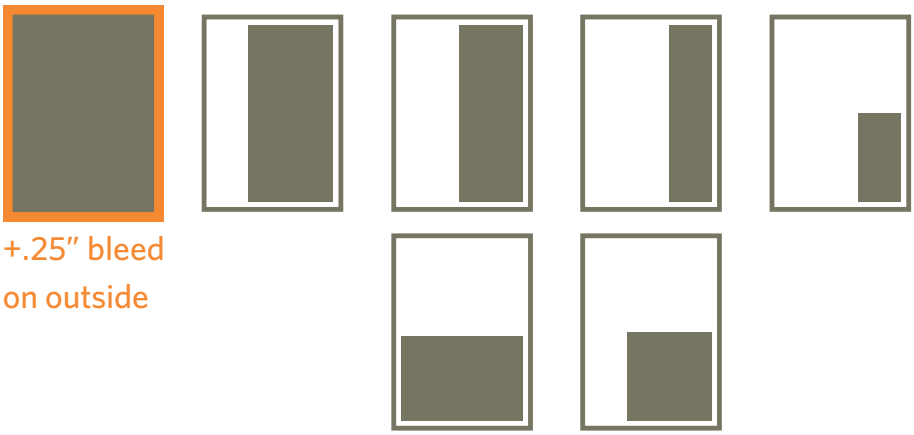
ONLINE

- 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.

PRINT

- **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

CONTACT US

Advertising@sojo.net
202-745-4639

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