

Christmas Alternative Gift Guide

Reservation Deadline:
September 24, 2010

Materials Deadline:
October 1, 2010



THIS PROMOTIONAL SECTION of *Sojourners* magazine will provide a resource to our readers that highlights your organization or products as an alternative to mainstream Christmas gifts.

PERFECT FOR:

- Organizations that have special giving or fund-raising programs
- Fair trade gifts
- Gifts that are made from sustainable materials and are environmentally friendly

Sojourners readers are very likely to contribute to a charitable cause:

- 74% are contributing to advocacy groups (i.e. Sierra Club, Bread for the World, Oxfam, etc.)
- 95% contributed financially to a nonprofit organization or cause in the last 12 months

Sojourners readers are very conscious consumers:

- 81% expressed a willingness to pay more for products that are environmentally friendly
- 86% expressed a willingness to pay more for products that are fairly traded
- 46% purchased gourmet or specialty food in the last 6 months

Ad placements in this section are the following sizes and rates:

FULL PAGE (6 1/2" x 8 1/2")	\$2364
2/3 PAGE (4 1/4" x 9 3/4")	\$1927
1/2 PAGE Vertical (3 3/4" x 9 3/4") Horizontal (7 1/8" x 4 7/8")	\$1478
1/3 PAGE Vertical (2 3/8" x 9 3/4") Square (4 3/4" x 4 7/8")	\$1053
1/6 PAGE (2 1/4" x 4 7/8")	\$621
1/9 PAGE (2 1/4" x 3")	\$345

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