

Green Guide

sojourners

May 2015 issue of *Sojourners* magazine

Sojourners convenes, builds alliances among, and mobilizes people of faith, focusing on racial and social justice, life and peace, and environmental stewardship. We teach respect for all creation and work to protect this beautiful and fragile planet through advocacy and education.

Sojourners reaches more than **2.5 million readers** annually in print, online, and email. This special advertising section provides a cost-effective way to reach *Sojourners* magazine loyal readership of 30,000 print subscribers for a total readership of 65,000.

In a readership survey, we discovered that:

- 44% of readers rated environmental responsibility as one of their top 5 issues of concern
- 72% are more likely to respect and trust companies that appear in *Sojourners* magazine
- 30% visited a company's website or made a phone call after seeing an ad in *Sojourners* magazine

The Green Guide is perfect for:

- Reusable and recycled products
- Eco-friendly cleaning products
- Organic clothing and accessories
- Sustainable home building materials
- Rain barrels and sustainable gardening
- Environmental education

One-sixth page ad only \$550
save \$150 off the regular rate

Optional – add online options such as email and web advertising for greater reach!

Ad size: 2.3125" x 4.875"

6 ads on a page, example at right

Reservation Deadline: **February 20, 2015**

Ad Materials Deadline: **February 27, 2015**

Contact advertising@sojo.net to reserve your space