

SOJOURNERS Advertising

BOOKS

What kind of books do Sojourners readers buy?

Current Events, History, Biography, Theology, Fantasy, Political Commentary, Contemplative Spiritual Practice, Buddhism, Mathematics, Poetry, Travel, Gardening, Essays, Pastoral Care, Nutrition, Education, Crafts, Personal Spirituality, Self-Help, Health-Wellness, Home and Garden, Fundraising, Sci-Fi, Hobby-Related, Music, Law, Childrearing, Counseling, Environmental, Psychology, Business, Archaeology, Law, Biblical Studies, Cookbooks, Children's Fiction, Academic Research

DID WE MENTION THEY BUY BOOKS?

Our subscribers are avid readers who continue the pursuit of knowledge long after they've finished their degrees. They're looking for books to challenge and change them. Are they looking for you?

Our readers buy books:

80% purchased between six and 100+ books per year

Our readers are highly educated:

55% have graduate degrees (doctorate and master's)

28% have a degree in a religion-related field

Top five book genres purchased by Sojourners readers:

1. History/Current Events
2. Fiction
3. Theology
4. Personal spirituality
5. Political commentary

Online shopping and purchases:

91% shopped online in the last six months

90% made a purchase or donation online in the last six months

MAKE SURE YOUR MESSAGE IS HEARD.

Contact Sojourners Advertising today at advertising@sojo.net or visit us at www.sojo.net/advertising and find out how you can reach this extraordinary group of readers.