

# SOJOURNERS Advertising

## CHANGE

**Sojourners readers are SOCIALLY CONSCIOUS consumers who reflect their values with more than just words.**

They know their purchasing decisions will impact the world either for better or worse. That's why Sojourners readers look for more than just a product. They look for ways to make a positive change. An ad with Sojourners ensures they are looking for you!

**OUR READERS: Expressed a willingness to pay higher prices for products if they have the following attributes:**

Product is healthier or organic.....	76%
Product is <b>environmentally friendly</b> .....	81%
Product is made by a company he or she trusts .....	53%
Product is <b>fairly traded</b> .....	86%

**OUR READERS: Progressive thinkers and socially responsible:**

- 72% think of themselves as progressive or liberal
- 98% have recycled products in the last 12 months
- 75% are interested in socially responsible investing
- 58% participated in environmental groups or causes in the last 12 months

**OUR READERS: People who do food right:**

- 46% purchased gourmet or specialty food in the last six months

**Where readers shopped for food in the last 12 months:**

Farmer's market .....	69%
Independent health/natural food store .....	44%
Supermarket (natural foods section).....	67%
Organic foods chain supermarket (i.e., Whole Foods/Fresh Fields) .....	46%
Other grocery store.....	80%

**Our readers want more than just to do well.**

**They want to do good.** Make sure your message is heard. Contact Sojourners Advertising today at [advertising@sojo.net](mailto:advertising@sojo.net) or visit us at [www.sojo.net/advertising](http://www.sojo.net/advertising) and find out how you can reach this extraordinary group of readers.