

SOJOURNERS Advertising

MEDIA

Sojourners readers look for alternative, independent, and informative media outlets.

Let's face it—that's one of the biggest reasons Sojourners readers come to us in the first place! The interests of our readers extend far beyond faith and politics to cultural interests as well. Active, engaged, highly educated—these characteristics describe our readers and shape where they get their information.

Make sure they are paying attention to you!

92% have watched public broadcasting television in the last 12 months

92% have listened to public/listener-supported radio stations in the last 12 months

Cultural connoisseurs

58% have seen one or more movies in a theater in the last 60 days

56% purchased one to five CDs in the last 12 months

32% purchased six to 50+ CDs in the last 12 months

45% purchased digital music online or downloaded music in the last 12 months

What other publications are our readers paying attention to? Here's a snapshot:

58%	daily newspaper	8%	hobby magazines
35%	weekly newsmagazine (<i>Time</i> , <i>Newsweek</i> , <i>U.S. News</i> & <i>World Report</i> , or other)	7%	<i>The Upper Room</i>
33%	<i>The New York Times</i>	7%	<i>O, The Oprah Magazine</i>
30%	denominational magazine(s)	7%	<i>Utne</i>
14%	<i>The Christian Century</i>	7%	<i>Harper's</i>
14%	<i>The New Yorker</i>	7%	<i>National Catholic Reporter</i>
12%	<i>Christianity Today</i>	6%	<i>Weavings</i>
10%	<i>Atlantic Monthly</i>	6%	<i>The Wall Street Journal</i>
14%	<i>Mother Jones</i>	6%	<i>America</i>
14%	<i>The Nation</i>		

News conscious and culturally engaged—Sojourners readers look for anything from noteworthy films and documentaries to a variety of news outlets and programs. They are looking for the valuable information and entertainment you have to offer.

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.