

SOJOURNERS Advertising

SOCIALLY RESPONSIBLE INVESTING

91% of Sojourners readers expressed interest in socially responsible investing.

We want them to think of you!

Sojourners readers are socially conscious consumers who demonstrate their values with more than just words. They know their investment decisions will impact the world for better or for worse. Our readers are an incredibly intelligent and responsive group of individuals and they're just looking for the right investments. They will find you at Sojourners!

Our readers are interested in socially responsible investing:

91% expressed interest in having socially responsible investments

25% currently hold socially responsible investments

Our readers have higher-than-average incomes:

53% have \$60,000 to \$500,000 in combined household income

27% have \$300,000 to \$1 million+ in net value of assets

Our readers have ideal occupations:

Retired..... 20%

Clergy/church staff..... 14%

Private/business professional..... 17%

Teacher/academic/administrator 13%

Nonprofit/faith-based/humanitarian..... 11%

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