

SOJOURNERS Advertising

TRAVEL

Sojourners readers TRAVEL for different reasons ... to refresh and renew, to expand their worldview, or to serve others.

Sojourners readers are socially conscious consumers who demonstrate their values. They are a unique blend of people who seek both refreshment and renewal from their time away from work and also view traveling as an opportunity to learn or serve others. While 20% of our readers are retired people in the prime of their lives, another 54% are clergy, teachers and academics, and nonprofit and business professionals who actively seek retreat and learning opportunities. They will find you at Sojourners!

We want them to come visit you!

Seeking Renewal

66% attended between one and five+ church, family, or spiritual retreats in the last three years

Serving Others

71% have done mission or volunteer work in the U.S.

32% have done mission or volunteer work internationally

Adventurous Travelers

52% have traveled internationally in the last three years

Our readers want more than just to do well.

They want to do good. Our readers want more than just a vacation—they want to make a difference in their own lives and in the lives of others.

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.