

# Sojourners Media Kit

Sojourners is an ecumenical and progressive organization reaching more than **1.5 million readers** annually in print, online, and email.

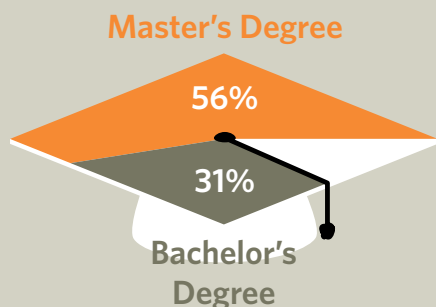
Being in *Sojourners* over the years has helped with our branding. We know that it's reaching the right audience. We frequently hear from new clients who see our ads in *Sojourners*—**including a client who made a \$20,000 investment after seeing our full-page ad.** We keep advertising in *Sojourners* because it works!

LEAH GAGE, OIKOCREDIT



# Reader Profile

## Our Readers' Education



Through advertising with Sojourners, you will reach highly engaged readers who are influencers in their communities—both through their professional and personal connections.

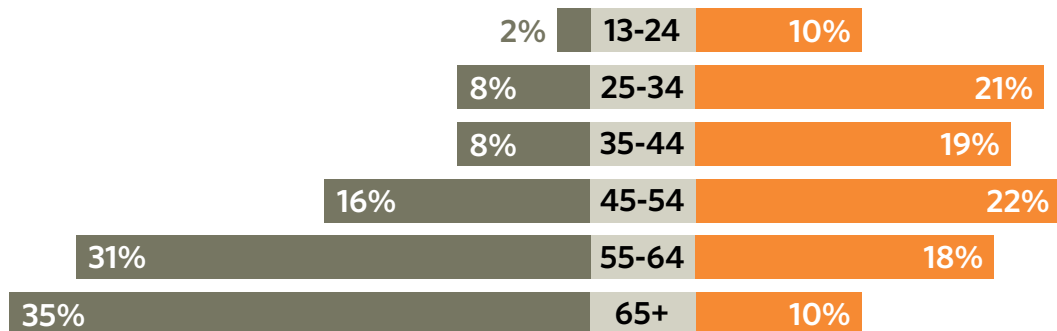
## Sojourners readers...

**92%** are college graduates  
**26%** are retired  
**26%** are clergy or church staff  
**65%** have an annual income of \$60,000 or more

**42%** serve in a lay leadership role in their church  
**29%** serve on the board of a nonprofit organization  
**52%** do volunteer work on a regular basis

**Female 56%** **Male 44%**

## Reader / Viewer Ages



**Facebook** is the highest driver of our web traffic, at 32%

Sojourners / Email Publications

Sojourners' Facebook Reach

# Reader Profile

## Top 10 Political/Social Concerns

- Poverty
- Environment
- Health care
- Education
- Gun violence
- Human rights
- War and peace
- Immigration
- Money in politics
- Racism

We envision a future in which Christians put their faith into action in the passionate pursuit of racial and social justice, life and peace, and environmental stewardship.

CONCERNS/FAITH

“

While we do a lot of work with our denominational publications, **Sojourners** helps us reach out to a broader audience that values our mission.

JAMES ROLLINS,  
UMC COMMITTEE ON RELIEF

”

## Sojourners’ readers are part of a diverse community of faith:

Roman Catholic	17%	Progressive	68%
Methodist	14%	Protestant	39%
Lutheran	10%	Ecumenical	36%
Episcopalian	10%	Contemplative	32%
Presbyterian	10%	Mainline	30%
Other Christian	17%	Evangelical	19%
United Church of Christ (UCC)	6%	Emergent	15%
Baptist	4%	Reformed	9%
Anglican	3%	Spiritual but	
Mennonite	2%	not religious	7%
Disciples of Christ	2%	Charismatic	6%
Other Religion	1%		

## Have taken action based on information in *Sojourners* magazine, email or website:

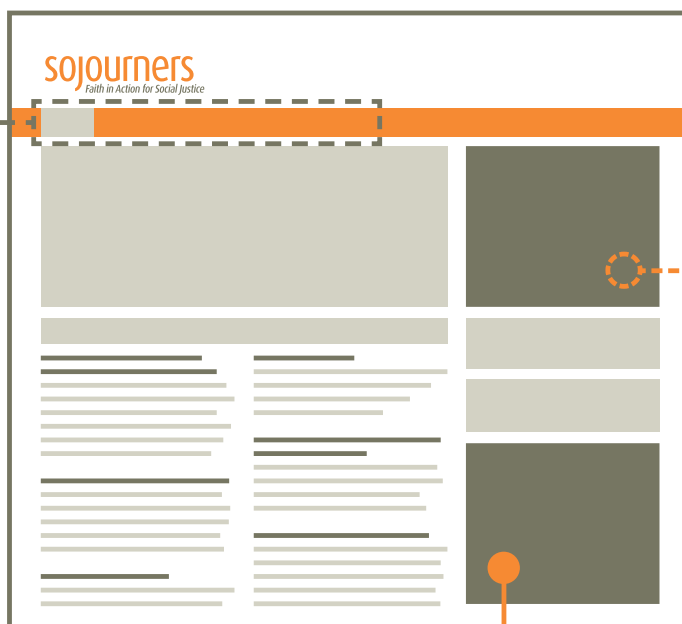
- 81% Signed a petition
- 69% Emailed an elected representative
- 19% Called an elected representative
- 13% Attended a rally, protest or demonstration
- 19% Participated in or led a small group study at church

# Website

Sojo.net is a leading source for progressive Christians as they explore the intersections of faith, justice, politics, and culture, attracting **4.8 million pageviews annually**. *(That's the population of Chicago and Houston —combined!)*

## Geo-Targeting

Customize your message for audience segments across the country with regional, state, or city ad targeting.



### Channel Targeting

Home page, blog, or magazine channel

### Banner Advertising

Standard 300x250 rectangle; 300x600 half page

### Placement Targeting

Choose premium positions higher on the page

### Creative Opportunities

Exclusive sponsorship by channel, site takeover, or geo-targeting.

# Email Publications

## Email Template



Banner Ads

- Text Links

Our weekly, daily, and monthly email publications provide a way to directly reach our audience. Single banner ads or text ads are the most cost-effective option. For the most impact, ask us about exclusive sponsorships.



### SojoMail

Jim Wallis and friends' weekly newsletter

**195,000**  
subscribers



### Weekly Wrap

A summary of the week's top 10 news stories

**21,000**  
subscribers

The best way to begin the day is by reading Sojourners' daily meditation: **Verse and Voice.**

CHERYL HOCKADAY



### Verse & Voice

Scripture and a reflection to start the day  
Daily: M-F

**30,000**  
subscribers



### Faith in Action

Lisa Sharon Harper's monthly newsletter to clergy and community organizers

**8,000**  
subscribers



# Magazine

For more than 40 years, our award-winning monthly magazine has inspired and engaged readers as it speaks biblical truth to power.

**Best in Class,**  
general interest  
magazine

ASSOCIATED CHURCH  
PRESS, 2012

**Best Religious/  
Spiritual magazine**

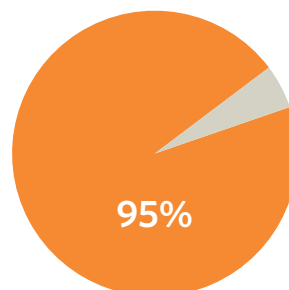
FOLIO AWARDS 2013

## Sojourners Magazine

Award-winning *Sojourners* magazine has a reputation as the place Christians turn to for a faithful perspective on news and culture. Each issue features renowned authors such as:

- Bill McKibben
- Michelle Alexander
- Shane Claiborne
- Lynne Hybels
- Brian McLaren
- E.J. Dionne Jr.
- Lisa Sharon Harper
- Richard Rohr
- Jim Wallis, *Sojourners'* editor-in-chief

## Magazine Circulation



**Paid Subscriptions**

## Renewal Rate

**Sojourners** 65%

**Industry Standard** 50%

# Editorial Calendar

Circulation **31,000**

Readership **65,000**



MAGAZINE

Issue	Special Ad Promotion	Reservation	Materials	Mail Date
<b>2014</b> Jan		Oct 25	Nov 1	Dec 6
Feb	Extra 6,000 copies distributed	Nov 20	Nov 27	Jan 3
Mar	Travel Guide	Jan 2	Jan 7	Feb 4
Apr		Jan 24	Jan 31	Mar 7
May	Spring Books	Feb 21	Feb 28	Apr 4
June	50% off all print	Mar 28	Apr 4	May 8
July	The Summit*	Apr 25	May 2	June 5
Aug		May 23	May 30	July 3
Sept/Oct		June 20	June 27	July 31
Nov	Fall Books	Aug 29	Sept 5	Oct 9
Dec	Just Giving Guide	Sept 26	Oct 3	Nov 6

\* 300 copies of this issue will be distributed at The Summit.  
For sponsorship information see [SummitForChange.com](http://SummitForChange.com)

# Rate Card

Expand awareness of your product or service through all our platforms—*Sojourners* magazine, email publications, and website banner advertising.

MAG/EMAIL/WEB

Print	Rate	3x (15%)	6x (30%)
2 Page spread	\$5,000	\$4,250	\$3,500
Covers	\$3,000	\$2,550	\$2,100
Full Page	\$2,600	\$2,210	\$1,820
2/3 Page	\$2,200	\$1,870	\$1,540
1/2 Page	\$1,800	\$1,530	\$1,260
1/3 Page	\$1,400	\$1,190	\$980
1/6 Page	\$750	\$638	\$525

Email Publication	Rate	3x (15%)	6x (30%)	Frequency	Size	Subscribers	Open Rate
SojoMail Slot 1	\$650	\$553	\$455	Weekly: Thurs	300x250	195,000	16%
SojoMail Slot 2 or 3	\$550	\$468	\$385		300x250		
SojoMail Sponsorship	\$1,300	\$1,105	\$910		300x600 (1) + Footer + Text Links (2)		
SojoMail Footer	\$125	\$94	\$88	Daily: Ad appears each day M-F	728x90	30,000	26%
Text Links	\$125	\$94	\$88		35 words max		
Verse & Voice Slot 1 or 2	\$650	\$553	\$455		300x250 (2 available)		
Verse & Voice Sponsorship	\$1,300	\$1,105	\$910		300x250 (2) or 300x600 (1) + Text Links (2)		
Text Links	\$125	\$94	\$88		35 words max		
Weekly Wrap	\$100	\$85	\$70	Weekly: Fri	300x250 (2 available)	21,000	22%
Weekly Wrap Sponsorship	\$200	\$170	\$140		300x250 (2) or 300x600 (1) + Text Links (2)		
Text Links	\$50	\$42	\$35		35 words max including link		
Faith & Action (Clergy & Activists)	\$100	\$85	\$70	Monthly: 3rd Tues	300x250 (3 available)	8,000	22%
Welcoming the Stranger (Immigration)	\$100	\$85	\$70	Monthly: 2nd Wed	300x250 (3 available)	29,000	25%
Solo Emails	CPM based on number sent. \$75, \$50 nonprofit. Minimum 20,000. Maximum 100,000 per month.						

Website	Slot 1	Slot 2-3	Random	Size
Standard CPM rates	\$20	\$15	\$10	300x250, 300x600 (slot 3 only)
100K+ 20% discount	\$16	\$12	\$8	
200K+ 30% discount	\$14	\$10	\$6	

All banner ads on the website are cost per thousand impressions (CPM). Minimum 20,000 impressions.

**Classifieds:** \$25/week - Job posting and event listings only


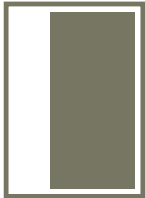
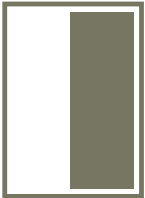
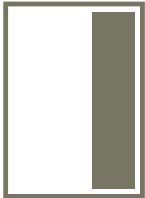

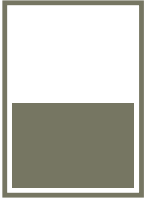
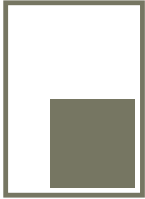
Site buyout: all banner ad spaces for 24 hours \$1,000

Channel targeting and geo-targeting at no extra charge.



# Ad Specs

- All ads must have a border.
- Email your advertisement to: **advertising@sojo.net**
- Sojourners does not offer graphic services to edit, alter, or amend ad copy received.
- 300 x 250 pixels; maximum file size: 100kb
- File type: Send image as a JPG or GIF file. We accept animated GIF images for the website, but not for email. No audio.
- Please send a URL for your ad to be hyperlinked to.
- **Required:** A TIFF or PDF/X-1A file, at 266 dpi. All colors must be specified as standard four-color process (CMYK). (Non-CMYK files do not print correctly and will not be accepted.)
- We do not accept: film negatives, low-resolution print-outs, or desktop publishing files.
- For full-page ads, add .25" bleed to each side of magazine trim size.

Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
8.1875"x 10.875"	4.625"x 9.75"	3.75"x 9.75"	2.3125"x 9.75"	2.3125"x 4.875"
				
+.25" bleed on outside				
		7.3125"x 4.875"	4.875"x 4.875"	

# Contact Us

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**We chose Sojourners**  
because we felt  
the readers of your  
publication have similar  
values, concerns, and  
interests, and are  
aligned to our mission  
and work. We believed  
we were recruiting to a  
good target audience.

BETH PARSON,  
TEN THOUSAND VILLAGES



## Sojourners Advertising Team

Katie Zimmerman, Sandra Sims,  
Sophia Har, and Stacey Schwenker.