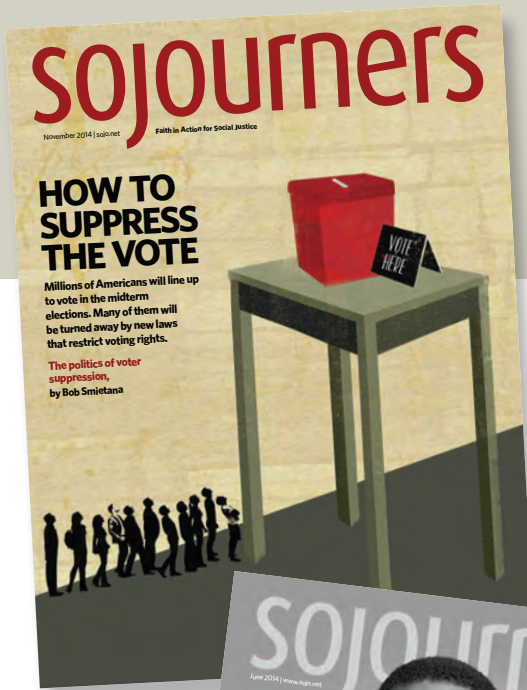


Sojourners Media Kit 2015

Sojourners is an ecumenical and progressive organization reaching more than **2.5 million readers** annually in print, online, and email.



“

“Sojourners’ advertising has helped us reach an active and engaged new audience who have helped to spread the antislavery message. The Sojourners staff are always available to run ideas by and have been great to work with.”

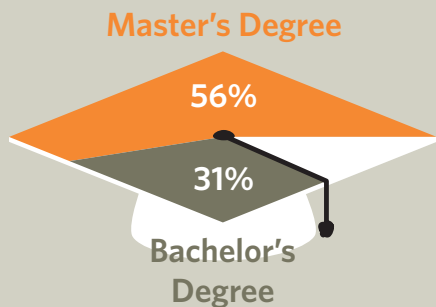
JESSICA HOLLINSHEAD,
WALK FREE

”

Updated July 2015

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.

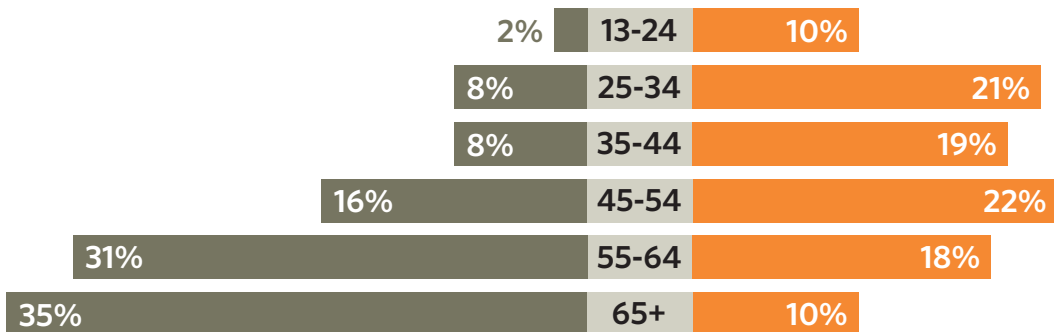
Sojourners readers...

- 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 43%

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.



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 not religious	7%
Mennonite	2%	Charismatic	6%
Disciples of Christ	2%		
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 **5.4 million pageviews annually**. *(That's more than the population of Chicago and Houston —combined!)*

MOBILE



Mobile Devices

Standard 300x250 ad automatically adjusts to screen size.

DESKTOP



Banner Advertising

Standard 300x250 rectangle

Placement Targeting

Choose premium positions higher on the page

Creative Opportunities

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

Email Publications

Email Template



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.

Banner Ads
- Text Links

Sponsored Emails

Sometimes called e-blasts, sponsored emails are one of the most effective ways to reach our audience. Sojourners' email subscribers receive a maximum of two per month, and the list is filtered for quality. Dates are limited, so please inquire about availability.



SojoMail
Jim Wallis and friends' weekly newsletter
143,000 subscribers



Weekly Wrap
A summary of the week's top 10 news stories
17,000 subscribers



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

CHERYL HOCKADAY



Verse and Voice
Scripture and a reflection to start the day
Daily: M-F
23,000 subscribers



Faith in Action
Monthly newsletter to clergy and activists
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.

MAGAZINE

Best in Class,
general interest
magazine

ASSOCIATED CHURCH
PRESS, 2012

**Best Religious/
Spiritual magazine**

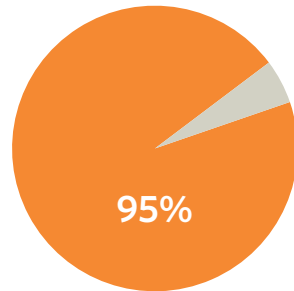
FOLIO AWARDS 2013

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
- Margaret Atwood
- Cardinal Theodore McCarrick
- Brian McLaren
- E.J. Dionne Jr.
- Lisa Sharon Harper
- Richard Rohr
- Jim Wallis, *Sojourners'* editor-in-chief

Magazine Circulation



Paid Subscriptions

Renewal Rate

Sojourners 71%

Industry Standard 50%

Circulation **30,000**

Readership **65,000**

Editorial Calendar



Issue	Special Ad Promotion	Reservation	Materials	Mail Date
Nov		Aug 21	Aug 28	Oct 1
Dec	Just Giving Guide	Sept 25	Oct 2	Nov 2
2016 Jan		Oct 23	Oct 30	Dec 8
Feb	HBCU Tour*	Nov 20	Nov 25	Jan 5
March		Jan 4	Jan 11	Feb 4
April	Travel section	Jan 22	Jan 29	Mar 3
May	Book section	Feb 19	Feb 26	Mar 31
June		Mar 24	April 1	May 5
July		April 29	May 6	Jun 8
August		May 27	June 3	July 5
Sept/Oct		June 24	July 1	Aug 4
Nov	Book section	Aug 19	Aug 26	Sept 29
Dec	Just Giving Guide	Sept 23	Sept 30	Nov 3

*The February issue will be given to 500 students as part of Sojourners campus tour to historically black colleges and universities.

Rate Card

MAG/EMAIL/WEB

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

Print	Rate	3x (15%)	6x (20%)
2 Page spread	\$4,500	\$3,825	\$3,600
Covers	\$2,700	\$2,295	\$2,160
Full Page	\$2,400	\$2,040	\$1,920
2/3 Page	\$2,000	\$1,700	\$1,600
1/2 Page	\$1,700	\$1,445	\$1,360
1/3 Page	\$1,300	\$1,105	\$1,040
1/6 Page	\$700	\$595	\$560

Email Publication	Rate	3x (15%)	6x (20%)	Frequency	Size	Subscribers	Open Rate
SojoMail Slot 1	\$585	\$497	\$468	Weekly: Thurs	300x250	143,000	23%
SojoMail Slot 2 or 3	\$495	\$421	\$396		300x250		
Text Links	\$110	\$93	\$88	Weekly: Thurs	35 words max		
Verse & Voice Slot 1 or 2	\$585	\$497	\$468	Daily: M-F	300x250 (2 available)	23,000	24%
Verse & Voice Sponsorship	\$1,200	\$1,020	\$960	Daily: M-F	300x250 (2) or 300x600 (1) + Text Links (2)		
Text Links	\$110	\$93	\$88	Any above email	35 words max		
Weekly Wrap	\$90	\$77	\$72	Weekly: Fri	300x250 (2 available)	17,000	21%
Text Links	\$45	\$42	\$36	Weekly: Fri	35 words max including link		
Faith & Action (Clergy & Activists)	\$90	\$77	\$72	Monthly: 2nd Tues	300x250 (3 available)	8,000	25%
Welcoming the Stranger (Immigration)	\$90	\$76	\$72	Monthly: 2nd Wed	300x250 (3 available)	21,000	25%

Solo Emails

CPM based on number sent. \$80, \$60 nonprofit. Minimum 20,000.

Website	Slot 1	Slot 2-3	Random	Size
Standard CPM rates	\$20	\$15	\$10	300x250,
100K+ 20% discount	\$16	\$12	\$8	

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

Just Giving Guide Directory: \$250 per year

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

Channel targeting and geo-targeting at no extra charge.

ALL RATES ARE NET.

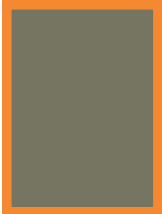
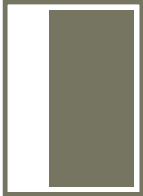
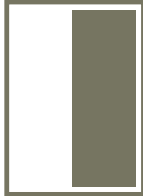
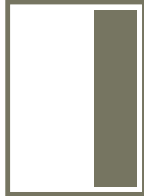



Ad Specs

ALL

ONLINE

PRINT

- 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



Sojourners advertising staff: Sandra, Abby, and Katie

Advertising@sojo.net

Sandra Sims

Director of Advertising
Sales

ssims@sojo.net
202-745-4601

Katie Zimmerman

Advertising Sales
Associate

kzimmerman@sojo.net
202-745-4626



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



Ad Materials

To send in your ad materials contact:

Abby Olcese
202-745-4641
advertising@sojo.net

Mailing List Rental

To rent the Sojourners magazine postal mailing list, please contact our list management company. Options are available for geographic targeting. The minimum rental is 3,000 names.

Rowena Gan
Atlantic List Company
Phone: 703-528-7482
Email: rgan@atlanticlist.com