

2012 Media Kit

sojourners

AUGUST 2012 UPDATE



sojourners

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- ✓ **Responsive Ad Placements**
- ✓ **Dynamic Online Community**
- ✓ **Quality Mailing Lists**

OUR READERS RESPOND

Spiritually minded and culturally engaged: Sojourners readers respond. They actively make buying decisions that reflect environmental and social values. They're enthusiastic and committed—giving both time and money to political and social advocacy groups. Best of all, they tell other people what they're buying and doing to make the world a better place.

SOJOURNERS is an ecumenical and progressive organization reaching hundreds of thousands of well-educated and culturally engaged readers through our website, Sojo.net, online e-newsletters, and *Sojourners* magazine, an influential national voice exploring the crossroads of faith, politics, and culture.

Reach the progressive faith community here on a broader and deeper scale than you can anywhere else.

Sojourners magazine

For more than 40 years, our award-winning monthly print magazine has inspired and engaged readers as it speaks biblical truth to power. **Total distribution: 35,000**

Online e-newsletters

Engaging our online community on a weekly and daily basis.

SojoMail: 215,000 subscribers

Weekly e-newsletter featuring reflections and commentary from Jim Wallis and friends.

Daily Digest: 25,000 subscribers

Summary of each weekday's top 10 news stories.

Daily Verse and Voice: 35,000 subscribers

Meditative e-newsletter with Bible verses, a compelling quote, and a prayer. Delivered each weekday.

Sojo.net

With its huge archive of material and daily updates, Sojourners' website is a nationally recognized place for networking, study, and action. Sojo.net is also home to the blog of Jim Wallis and friends, which can also be found at sojo.net/blogs.

From July 2011 to June 2012: Unique visitors: 1,263,163 • Page views: 4,476,318

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DEMOGRAPHICS

Sojourners Reader Profile

HIGHLY EDUCATED PROFESSIONALS

- Bachelor's degree or higher 87%
- Graduate degree..... 56%

AFFLUENT ADVOCATES

- Household income
- Less than \$20,000 6%
- \$20,000 to \$39,999..... 13%
- \$40,000 to \$59,999..... 17%
- \$60,000 to \$79,999..... 15%
- \$80,000 to \$99,999..... 12%
- \$100,000 to \$149,999 15%
- \$150,000 to \$199,999 5%
- \$200,000 to \$499,999 3%

PUBLIC POLICY ACTIVISTS

- 88% have signed a petition in the last year
- 83% have written or called a politician in the last year
- 96% have made a financial contribution to a non-profit organization or cause in the last 12 months

CULTURAL CONNOISSEURS

- 87% have watched public broadcasting television in the last 12 months
- 92% have listened to public/listener-supported radio stations in the last 12 months
- 72% purchased between six and 100+ books last year
- 49% have traveled internationally in the last three years

CONSCIOUS CONSUMERS

- 74% think of themselves as progressive/liberal
- 99% have recycled products in the last 12 months
- 65% are interested in socially responsible investing
- 82% expressed a willingness to pay more for a product if it is fairly traded
- 54% participated in environmental groups or causes in the last 12 months

OCCUPATION

- Retired..... 27%
- Clergy/Church Staff..... 14%
- Private/Business Professional 14%
- Teacher/Academic/Administrator 13%
- Nonprofit/Faith-based/Humanitarian..... 9%
- Student 3%
- Government/Politician 3%
- Other 8%

TOP SOCIAL/POLITICAL CONCERNS

1. Poverty
2. Human rights
3. War and peace

DENOMINATIONS

- Roman Catholic..... 15%
- Methodist..... 12%
- Presbyterian..... 10%
- Lutheran..... 8%
- Other Christian 7%
- Nondenominational..... 6%
- Baptist 5%
- Mennonite/Brethren 3%

MALE.....45%

FEMALE.....55%

AGE

- 35 and younger 10%
- 36 to 50 15%
- 51 to 65 43%
- 66+ 32%

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MAGAZINE

In *Sojourners* magazine, you'll find:



Hearts & Minds: *Sojourners* editor-in-chief Jim Wallis offers cutting-edge political and social analysis from his perspective as a nationally recognized progressive evangelical leader.

Editorials: Political commentary on current topics in church, society, and the world by leading thinkers and practitioners.

Letters: *Sojourners* readers respond to what they've read in our pages.

Features: Profiles, interviews, Bible studies, best practices articles, think pieces, essays, and reporting on the critical issues of the day from the perspective of faith.

Poetry: A well-crafted poem to inspire our readers on issues of faith and justice.

Eyes & Ears: Leading cultural commentator and *Sojourners* contributing editor Danny Duncan Collum keeps an eye on American culture at its best and worst.



Living the Word: Authors explore the links between personal faith and social transformation in this examination of weekly scripture readings used in most lectionary-based churches around the world.

The Hungry Spirit: *Sojourners* associate editor Rose Marie Berger fuses theology, spirituality, and our contemporary world, offering inspiration with an edge.

CultureWatch: Reviews of the best books, movies, music, and cultural trends that matter to today's Christians.

H'rumpus: An award-winning monthly humor column in which *Sojourners* art director Ed Spivey Jr. pokes fun at the church, the world—and himself.

PLUS:

- Up-to-the-minute information on how to save the planet, from environmental writer-activist **Bill McKibben**.
- Bulletins from the front lines of faith in American life, written by pop culture analyst **Cathleen Falsani** and Interfaith Youth Core founder (and Muslim activist) **Eboo Patel**.
- **On Film:** Critic (and cinema lover) Gareth Higgins looks at the movies.

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MAGAZINE

Sojourners Awards of Excellence

Sojourners magazine

Sojourners crosses boundaries and builds bridges, between people, issues, and movements—which is why it has been recognized as one of the most influential forces in religious publishing.

HONORS

Sojourners has been honored for magazine excellence by the Independent Press Association, the Utne Best of the Independent Press awards, and *Folio*, which gave *Sojourners* two first place Gold awards in 2011, including Best Religious/Spiritual magazine. And *Sojourners* magazine is a consistent winner in both the Associated Church Press and Evangelical Press associations:

Associated Church Press—Best in Class 2009, 2008, 2006, 2005, 2004

- 2011 – 10 awards, including five Awards of Excellence (first place)
- 2010 – 15 awards, including six Awards of Excellence (first place)
- 2009 – 14 awards, including six Awards of Excellence
- 2008 – 13 awards, including three Awards of Excellence
- 2007 – 17 awards, including seven Awards of Excellence
- 2006 – 16 awards, including eight Awards of Excellence
- 2005 – 12 awards, including three Awards of Excellence
- 2004 – 13 awards, including four Awards of Excellence

Evangelical Press Association—Best in Class 2009, 2008

- 2011 – 12 awards, including five Awards of Excellence (first place)
- 2010 – 14 awards, including four Awards of Excellence (first place)
- 2009 – 13 awards, including four Awards of Excellence
- 2008 – 9 awards
- 2007 – 11 awards
- 2004-2006 – Honored in 18 EPA categories

In 2008 and again in 2009, *Sojourners* was honored as the “Best In Class” by both the Evangelical Press Association and the Associated Church Press, an achievement that had never before been accomplished. These associations represent two very different constituencies, and yet each one recognized *Sojourners* as the top publication in its field.

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MAGAZINE

Editorial Calendar 2012-2013

Sojourners Magazine

Content subject to change.

NOVEMBER 2012

Special focus: Fall books

- The presidential elections: The missing stories, by Jim Wallis
- How Christians should approach the elections, by Tim King and Duane Shank
- What churches are doing about gun violence
- A profile of Debbie Little-Wyman, by Charles Howard

DECEMBER 2012

Going Deeper

- How to plant deep roots for our activism
- The story of the “Slow church movement”
- A profile of the Church of the Saviour’s “Strength to Love” program (working with people returning from prison)
- The things capitalism can’t deliver
- How the “picture the homeless” program is changing lives, by Robert Hirshfield

JANUARY 2013

Death Penalty

- Is it time to abolish the death penalty?
- A profile of Jefferson Street Baptist Church and its civic outreach
- A Bible study on congregation-based organizing

FEBRUARY 2013

- After the elections: What does the new political moment say to Christians?
- The wealth gap
- A theological reflection on Silence
- Efforts against violence in Mexico

MARCH 2013

- Excerpt from the new book by Jim Wallis
- How reading the Bible affects political views
- RJ Reynolds & farmworkers

APRIL 2013

- 50th anniversary of the Letter from Birmingham Jail
- A profile of activist Steven Kim
- Growing urbanization worldwide

MAY 2013

- Climate change
- Graphic spread – climate change and migration

JUNE 2013

- Sexuality & scripture
- Images of women in advertising
- Toward a Christian sexual ethic
- A theology of immigration
- A profile of Narayan Desai

JULY 2013

- Rural poverty
- Why evangelism matters

AUGUST 2013

- Environment/community – the building of an eco-house

SEPTEMBER-OCTOBER 2013

- Women in the church
- Catholic social gardening

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MAGAZINE

SOJOURNERS

Sojourners Advertising Rates

Monthly Rates	Open	3X	6X	9X	11X
2-Page Spread	\$3,500	\$3,200	\$2,800	\$2,500	\$2,350
Inside or Back Covers	\$2,590	\$2,444	\$2,180	\$1,904	\$1,628
Full Page	\$2,390	\$2,122	\$1,835	\$1,605	\$1,375
2/3 Page	\$1,950	\$1,725	\$1,541	\$1,352	\$1,156
1/2 Page	\$1,525	\$1,329	\$1,179	\$1,035	\$886
1/3 Page	\$1,150	\$950	\$840	\$736	\$633
1/6 Page	\$650	\$558	\$495	\$432	\$374

Ad placement in the first half of the magazine is guaranteed for an additional 15% charge.

INSERTS: Call for pricing

SUBSCRIBER LIST RENTAL: \$90/thousand

Mechanical Requirements for Magazine

Full page $8 \frac{3}{16}"$ x $10 \frac{7}{8}"$ trim size (add $\frac{1}{4}"$ for bleeds)	2/3 page $4 \frac{5}{8}"$ x $9 \frac{3}{4}"$	1/2 page horizontal $7 \frac{5}{16}"$ x $4 \frac{7}{8}"$	1/2 page vertical $3 \frac{3}{4}"$ x $9 \frac{3}{4}"$
1/3 page (vertical) $2 \frac{5}{16}"$ x $9 \frac{7}{8}"$	1/3 page (square) $4 \frac{7}{8}"$ x $4 \frac{7}{8}"$	1/6 page vertical $2 \frac{5}{16}"$ x $4 \frac{7}{8}"$	

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MAGAZINE

Ad Copy Specifications/Magazine

Sojourners uses direct-to-plate technology. Please supply artwork in accordance with these specifications:

- Required: A TIFF or PDF/X-1A file, at 266 dpi. All colors must be specified as standard process color (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.
- Bleed ads are accepted at no additional charge. To calculate bleed size, add 1/4" over magazine trim size (8 3/16" x 10 7/8") to each side where bleed occurs (except gutter).
- Sojourners does not offer graphic services to edit, alter, or amend ad copy received.

Sojourners Magazine Schedule of Deadlines

Issue	Reservation Deadline	Ad Copy Deadline	Mail Date
November 2012	8/24/12	8/31/12	10/5/12
December 2012	9/21/12	9/28/12	11/2/12
January 2013	10/19/12	10/26/12	12/3/12
February 2013	11/16/12	11/21/12	1/4/13
March 2013	12/21/12	1/4/13	2/8/13
April 2013	1/25/13	2/1/13	3/8/13
May 2013	2/22/13	3/1/13	4/5/13
June 2013	3/29/13	4/5/13	5/10/13
July 2013	4/26/13	5/3/13	6/7/13
August 2013	5/24/13	5/31/13	7/8/13
September/October 2013	6/21/13	6/28/13	8/2/13

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ONLINE

Average Page Views

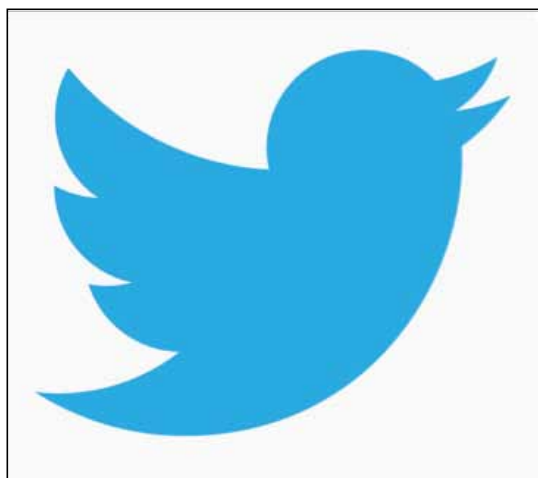
	Week	Month
Sojo.net homepage	12,000	54,000
Blogs	52,000	225,000
Magazine	9,000	37,000
Other	21,000	89,000
Total	94,000	405,000

Social Media Engagement



26,350

Facebook Followers



29,500

Twitter Followers

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ONLINE

Online Advertising Rates

All placements are based on cost-per-thousand (CPM) impressions.

We have four popular sections available for your advertising:

Sojo.net Homepage; God's Politics Blog; Topics and Sojourners Magazine.

Slot 1

	CPM	TOTAL
20k	\$25	\$500
60k	\$20	\$1,200
100k	\$17	\$1,700

Slots 2-4

	CPM	TOTAL
20k	\$17	\$340
60k	\$15	\$900
100k	\$12	\$1,200

God's Politics Blog

The screenshot shows the 'God's Politics' blog page. Four orange boxes highlight advertising slots:

- Slot #1** (300 x 250): Located at the top right of the main content area, above the 'Top Blog Posts' section.
- Slot #2** (300 x 250): Located on the right side of the page, below the 'Top Blog Posts' section.
- Slot #3** (300 x 250): Located at the bottom right of the page, below the 'Blog Tag Cloud' section.
- Slot #4** (300 x 250): Located at the bottom right of the page, below the 'Blog Tag Cloud' section.

Sojo.net Homepage

The screenshot shows the Sojo.net homepage. One orange box highlights an advertising slot:

- Slot #1** (300 x 250): Located on the right side of the page, below the 'Top Blog Posts' section.

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EMAIL

E-Newsletter Rates

SOJOMAIL: 215,000 subscribers

A weekly e-newsletter featuring reflections and commentary from Jim Wallis and friends.

Per Issue Rates	Open	4X	8X
Premium slot #1 (300 x 250)	\$650	\$600	\$565
Random placement (300 x 250)	\$525	\$445	\$365
Text link ad (35 words max.)	\$155	\$130	\$110

* Premium slot available on a first come, first served basis.

DAILY DIGEST: 25,000 subscribers

Sojourners' summary of each weekday's top 10 news stories.

Per Week Rates	Open	4X	8X
Sponsorship	\$1200	\$1050	\$950
Graphic ad	\$625	\$500	\$400
Text link	\$155	\$130	\$110

VERSE AND VOICE: 35,000 subscribers

Meditative e-newsletter with Scripture, a compelling quote, and a prayer. Delivered each weekday.

Per Week Rates	Open	4X	8X
Sponsorship	\$1200	\$1050	\$950
Graphic ad	\$625	\$500	\$400
Text link	\$155	\$130	\$110

SOJOMAIL
 Slot #1
 300 x 250

Slot #2
 300 x 250

Slot #3
 300 x 250

VERSE and VOICE
 verseoftheday
 voiceoftheday
 Mobilization TO END POVERTY

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EMAIL

Faith and Justice Connection

Special ad package for \$425 includes:

300 x 250 banner ad in the Faith & Justice Connection e-newsletter

- Goes to 10,000 subscribers
- Monthly e-newsletter, designed to give clergy tools for going deeper on social justice issues
- Each issue includes a feature article, tips for congregational action steps, and links to resources and relevant thought pieces on the issues

Schedule of upcoming issues of the Faith & Justice Connection

Ad Copy Deadline	Launch Date
8/15/12	August 21, 2012
9/12/12	September 18, 2012
10/10/12	October 16, 2012
11/14/12	November 20, 2012
12/5/12	December 11, 2012
1/9/13	January 15, 2013
2/13/13	February 19, 2013
3/13/13	March 19, 2013
4/10/13	April 16, 2013
5/15/13	May 21, 2013
6/12/13	June 18, 2013

Online Ad Copy Specifications

Maximum file size: 40k

FILE TYPE: Send image as a JPG or GIF file. We accept animated GIF images, but not Flash. All banners must have a border. No audio. You must send a URL for your image to be hyperlinked.

DEADLINES: The deadline for online space reservations, materials, and payment is Wednesday noon prior to the week of publication.

SENDING YOUR AD COPY: Email your advertisement to advertising@sojo.net. Please also copy your ad representative. Please clearly indicate the name of your organization and the publication for which your advertisement is intended so our production staff can make sure it arrives at the appropriate location.

If you have problems emailing your ad copy, please upload to our FTP server at www.sojo.net/advertising/upload. Once uploaded, notify your ad representative that your upload is complete. Please clearly indicate in the title of your file the name of your organization and the publication for which your advertisement is intended so our production staff can make sure it arrives at the appropriate location.

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TERMS AND CONDITIONS

Sojourners Advertising Mission Statement

Provide honest, ethical, and professional advertising expertise and solutions in support of three objectives:

1. Deliver innovative multimedia solutions to meet our advertisers' wide-ranging and ever-changing marketing objectives.
2. Present to our readers a broad spectrum of products and services deemed valuable and consistent with Sojourners' vision.
3. Develop, nurture, and grow a profit center to support the broader goals of Sojourners.

SOJOURNERS ADVERTISING POLICY

Sojourners accepts advertising that is: (a) deemed valuable and inoffensive to our readers, (b) not inconsistent with the publications' objectives and editorial convictions, and (c) not incompatible with Sojourners' vision and mission.

1. All ads are subject to review and approval by Sojourners' director of advertising sales and/or the editors.
2. Sojourners may accept or reject advertising at its sole discretion at any time with full reimbursement being made and/or request that changes are made to the advertising copy or pictures/illustrations. Furthermore, the publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
3. Sojourners does not guarantee, warrant, or endorse any product, program, or service advertised, unless otherwise indicated.

Sojourners Advertising Terms and Conditions

GENERAL

1. It is the sole responsibility of the advertiser to comply with all legal requirements relating to the marketing and sale of products or services advertised.
2. The agency and/or advertisers represent that they are authorized to publish the entire contents and subject matter represented in the ad provided.
3. In consideration of Sojourners' acceptance of such advertisements, the agency and/or advertiser will indemnify and hold Sojourners harmless from and against any loss or expense resulting from claims and suits based in the contents or subject matter of such advertisements.

PAYMENT

1. Full payment is due within 30 days of a signed contract.
2. In the event of nonpayment, Sojourners reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment due to Sojourners.

CONTRACTS

1. Cancellations must be submitted in writing and are not accepted after the materials deadline.
2. Advertising contracts must be fulfilled within one year from the first insertion. Frequency discounts are not retroactive or transferable.
3. If a contracted advertiser does not complete a contracted frequency schedule, insertions that have been published at the contract rate will be recalculated at the frequency rate that has been earned, and the difference will be billed to the advertiser.