Sojourners reaches more than 5 million readers annually through our award-winning monthly magazine, Sojourners, our online publication at sojo.net, and our email newsletters.

**5 MILLION READERS**

- 62,000 Sojourners Magazine Readers
- 206,000 Email Newsletter Subscribers
- 268,000 Social Media Followers
- 100,000 Subscribers Receive Sponsored Emails Monthly
- 2.5 Million Users at Sojo.net
- 5.6 Million Pageviews Annually for Sojo.net

**Awards**

Awarded Award of Excellence for National / International Magazine by Associated Church Press

**Featured Content**

- WHO AM I? WHAT DNA DOESN’T TELL US ABOUT IDENTITY
- A CHURCH TAKES ON SEXUAL ABUSE
  - PAGE 28
- WALTER BRUEGEMANN ON GOD’S PECULIAR HOPE
  - PAGE 32
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**CONTACT US**

<table>
<thead>
<tr>
<th>SANDRA SIMS</th>
<th>ROSE URANKAR</th>
<th>LOGAN BROCK</th>
</tr>
</thead>
</table>
| Senior Director of Advancement  
ssims@sojo.net  
202-745-4601 | Advertising Sales Manager  
rurankar@sojo.net  
202-745-4626 | Advertising Assistant  
advertising@sojo.net  
202-745-4641 |

Contact with questions about ad specs and material deadlines / to send in ad materials

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Sojourners readers seek new ways to grow personally, professionally, and in relationship with their families and faith communities. They seek out meaningful books, educational opportunities, and socially responsible ways to spend. They support charitable causes and care for the environment. They are interested in cultivating spiritual and social awareness, and they are acting to create a more just world.

### Reader Demographics*

#### Age

<table>
<thead>
<tr>
<th>Range</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readers</td>
<td>1%</td>
<td>3%</td>
<td>4%</td>
<td>8%</td>
<td>26%</td>
<td>58%</td>
</tr>
<tr>
<td>Followers</td>
<td>1%</td>
<td>7%</td>
<td>8%</td>
<td>11%</td>
<td>27%</td>
<td>44%</td>
</tr>
</tbody>
</table>

#### Gender

- **Male**: 33%
- **Female**: 65%

#### Education

- Hold a bachelor’s degree or higher: 89%
- Have a graduate degree: 44%
Our constituents reflect a broad range of Christian traditions, along with the valued perspectives of interfaith and secular voices. We stand together to envision a future in which people of faith act in passionate pursuit of racial and social justice, life and peace, and environmental stewardship.

**FAITH DEMOGRAPHICS**

<table>
<thead>
<tr>
<th>Faith Tradition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roman Catholic</td>
<td>13%</td>
</tr>
<tr>
<td>United Methodist</td>
<td>12%</td>
</tr>
<tr>
<td>Episcopal</td>
<td>11%</td>
</tr>
<tr>
<td>Presbyterian</td>
<td>10%</td>
</tr>
<tr>
<td>Nondenominational Christian</td>
<td>9%</td>
</tr>
<tr>
<td>Other Christian Tradition</td>
<td>9%</td>
</tr>
<tr>
<td>Lutheran</td>
<td>8%</td>
</tr>
</tbody>
</table>

15% of our readers are clergy, on a church staff, or in a religious order.

“[I’ve been a supporter of Sojourners since 1979. It was one of the signs in my life that nudged me to attend seminary and stayed with me through my years of ministry.](sojo.net/advertise)"

— Rev. Pamela J. Tinnin
Planning your advertising based on Sojourners’ special features, in addition to your own marketing goals, will generate optimal engagement with our audience and a greater return on your investment.

### Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation Date</th>
<th>Materials Deadline</th>
<th>Mail Date</th>
<th>Special Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>Apr. 10</td>
<td>Apr. 17</td>
<td>June 6</td>
<td>Summit Sponsorship</td>
</tr>
<tr>
<td>August</td>
<td>May 24</td>
<td>May 31</td>
<td>July 5</td>
<td>Readership Study</td>
</tr>
<tr>
<td>Sept-Oct</td>
<td>June 21</td>
<td>June 28</td>
<td>Aug. 1</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Aug. 16</td>
<td>Aug. 23</td>
<td>Sep. 26</td>
<td>Ad Section: Great Reads</td>
</tr>
<tr>
<td>December</td>
<td>Sep. 20</td>
<td>Sep. 27</td>
<td>Oct. 31</td>
<td>Ad Section: Just Giving Guide</td>
</tr>
<tr>
<td>February 2020</td>
<td>Nov. 16</td>
<td>Nov. 26</td>
<td>Jan. 3</td>
<td>Ad Section: Service Showcase</td>
</tr>
<tr>
<td>March 2020</td>
<td>Dec. 20</td>
<td>Dec. 27</td>
<td>Jan. 30</td>
<td></td>
</tr>
<tr>
<td>April 2020</td>
<td>Jan. 17</td>
<td>Jan. 24</td>
<td>Feb. 27</td>
<td>Ad Section: Travel Guide</td>
</tr>
<tr>
<td>May 2020</td>
<td>Feb. 14</td>
<td>Feb. 21</td>
<td>Mar. 26</td>
<td>Ad Section: Great Reads</td>
</tr>
<tr>
<td>June 2020</td>
<td>Mar. 20</td>
<td>Mar. 27</td>
<td>Apr. 30</td>
<td></td>
</tr>
</tbody>
</table>

11 issues per year
91% subscription
7% free distribution
2% newsstand
72% subscription renewal rate

Subscribers Include:
585 libraries
91 seminaries
265 universities (other than seminaries)
1,632 churches

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Ask us about current opportunities!

Our magazine is frequently distributed to thousands of attendees of national Christian conferences.
Sojourners Media Kit 2019

PRINT ADVERTISING: SPECIAL ADVERTISING OPPORTUNITIES

Great Reads Book Guide
The “Great Reads” special book section is a cost-effective option to build awareness about new titles. We do all of the layout and production on these 1/8 page ads—all you need to do is provide the book description and print-quality cover art. Other size ads are available.

Prices begin at $350

Travel Guide
Feature your upcoming events, conferences, retreats, or travel opportunities with a 1/8 or 1/3 page ad in this section. Your ad includes a complimentary four-week listing in our online classifieds “events” section.

Prices begin at $350

Just Giving Guide
Each year the “Just Giving Guide” provides our readers a way to choose gifts for their loved ones with justice in mind. This section is perfect for: faith-inspired gifts, fair trade foods, eco-friendly products, handmade jewelry and artistic items, and unusual gifts from diverse cultures. A digital version is available online and is included with your ad package.

Prices begin at $350

Service Showcase
Advertise your service opportunities such as mission trips, short term volunteer service, internship programs, or other social justice-related programs in this annual special section.

Prices begin at $350

Inserts and Bundling
You can reach our audience directly by including your own printed material, bundled or inserted into Sojourners magazine. Small items such as postcards can be inserted into the pages of the magazine and grab readers’ attention. Larger pieces, such as catalogs, can be bundled with the magazine. The maximum size for items to be bundled is 8” x 10.5”—folded or flat.

Bundle collateral is $6,500.
Bind-in card insert is $3,500.

Great Reads Book Guide

Travel Guide

Just Giving Guide

Service Showcase
Expand awareness of your product or service by advertising in *Sojourners* magazine. You’ll automatically get a frequency discount when booking ads in multiple issues under the same contract.

**PRINT ADVERTISING RATES**

COST PER ISSUE

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1 Issue</th>
<th>3 Issues (10% Discount)</th>
<th>6 Issues (15% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spreads</td>
<td>$4,200</td>
<td>$3,780</td>
<td>$3,570</td>
</tr>
<tr>
<td>Cover</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,125</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,100</td>
<td>$1,890</td>
<td>$1,785</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,275</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,100</td>
<td>$990</td>
<td>$935</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$850</td>
<td>$765</td>
<td>$722</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$650</td>
<td>$585</td>
<td>$553</td>
</tr>
<tr>
<td>1/8 Page*</td>
<td>$350</td>
<td>$315</td>
<td>$298</td>
</tr>
</tbody>
</table>

* Note: special sections only

Custom Packages

Call us at 202-745-4626 for a customized package that meets your budget and marketing needs.
Sojo.net is a leading source for Christians eager to explore the intersections of faith, justice, politics, and culture. With daily updates on social justice issues, news, and commentary, Sojourners’ website is a nationally recognized online destination.

On sojo.net, you will see:
- Mobile-first website design
- Print magazine content available to digital subscribers
- Unique video content
- Original reporting
- A faith-based perspective on national news
- Book and film reviews

Options for advertising on sojo.net include:
- Premium banner ads
- Cost-effective sitewide banners
- Sponsored articles and other content
- Geotargeting by state, region, or country available

5.6 million pageviews per year!
Email marketing continues to be a reliable channel to deliver a message, whether for lead generation, branding, or direct sales. Sojourners thoughtfully emails our subscribers in ways that are relevant and valued by our audience.

**DIGITAL ADVERTISING: EMAIL NEWSLETTERS**

**SojoMail**
198,000 subscribers.
Weekly commentary from Jim Wallis and other leaders.

**Verse & Voice**
37,000 subscribers.
Daily (M-F) meditative email with Bible verses, a compelling quote, and a prayer.

Your ad appears in each email during a one-week period. Highly effective for book publishers.

**Weekly Wrap**
15,000 subscribers.
Weekly summary of the top 10 news stories from a justice perspective.

**She Shall Prophesy**
9,000 subscribers.
Bimonthly update on Sojourners’ women and girls campaigns and action alerts.

**To Cultivate and Keep**
900 subscribers.
Bimonthly update on Sojourners’ climate justice campaigns and action alerts.

**Welcoming the Stranger**
16,000 subscribers.
Bimonthly update on Sojourners’ immigration campaigns and action alerts.

**Inscribed**
NEW!
Monthly recap of arts and culture content.

---

"The best way to begin the day is by reading Sojourners’ daily meditation: Verse & Voice."
— Cheryl Hockaday
Sojourners reader
DEDICATED EMAIL BLASTS

With Sojourners’ dedicated email blasts, you can reach up to 100,000 of our email subscribers for better and deeper engagement with our audience.

OUR READERS TAKE ACTION!

Dedicated email blast performance in 2018 and 2019:

<table>
<thead>
<tr>
<th>Advocacy</th>
<th>20%</th>
<th>8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CTR</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>21%</th>
<th>4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CTR</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Events</th>
<th>23%</th>
<th>6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CTR</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Publishing</th>
<th>19%</th>
<th>6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CTR</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SPONSORED CONTENT ONLINE

With our newest form of native advertising, Sojourners will publish an article written by your organization. This is a chance for your brand to join the Sojourners legacy, with content remaining on sojo.net permanently.

Your article will be featured on our homepage and promoted through our own digital advertising channels.
D I G I T A L  A D V E R T I S I N G  R A T E S

EMAIL NEWSLETTERS

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Item</th>
<th>1X Rate</th>
<th>3X Rate (10% discount)</th>
<th>6X Rate (15% discount)</th>
<th>Ad Size</th>
<th>Subscribers</th>
<th>Open Rate</th>
<th>Publication Days</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOJOMAIL</strong></td>
<td>Slot 1</td>
<td>$550</td>
<td>$495</td>
<td>$468</td>
<td>300x250</td>
<td>198,000</td>
<td>16%</td>
<td>Every Thursday</td>
</tr>
<tr>
<td></td>
<td>Slot 2</td>
<td>$480</td>
<td>$432</td>
<td>$408</td>
<td>300x250</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text Link</td>
<td>$150</td>
<td>$135</td>
<td>$128</td>
<td>50 words</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>VERSE &amp; VOICE</strong></td>
<td>Slot 1 or 2</td>
<td>$550</td>
<td>$495</td>
<td>$468</td>
<td>300x250</td>
<td>37,000</td>
<td>30%</td>
<td>Daily M-F</td>
</tr>
<tr>
<td></td>
<td>Text Link</td>
<td>$150</td>
<td>$135</td>
<td>$128</td>
<td>50 words</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WEEKLY WRAP</strong></td>
<td>Slot 1 or 2</td>
<td>$75</td>
<td>$68</td>
<td>$64</td>
<td>300x250</td>
<td>15,000</td>
<td>21%</td>
<td>Every Friday</td>
</tr>
<tr>
<td></td>
<td>Text Link</td>
<td>$45</td>
<td>$41</td>
<td>$38</td>
<td>50 words</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WEBSITE BANNERS

<table>
<thead>
<tr>
<th>Ad Location</th>
<th>CPM</th>
<th>30,000</th>
<th>50,000</th>
<th>100,000</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium Slot 1</strong></td>
<td>$12</td>
<td>$360</td>
<td>$600</td>
<td>$1,200</td>
<td>300x250</td>
</tr>
<tr>
<td><strong>Run of Site (Slot 2-4)</strong></td>
<td>$10</td>
<td>$300</td>
<td>$500</td>
<td>$1,000</td>
<td>300x250</td>
</tr>
<tr>
<td><strong>Geographic Targeting</strong> (Any Size or Positioning)</td>
<td>$20</td>
<td>$600</td>
<td>$1,000</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td><strong>Leaderboard</strong> (Homepage and Special Sections)</td>
<td>$15</td>
<td>$450</td>
<td>$750</td>
<td>$1,500</td>
<td>728x90</td>
</tr>
<tr>
<td><strong>Mobile Adhesion Banners</strong> (Smartphone &amp; Tablet)</td>
<td>$20</td>
<td>$600</td>
<td>$1,000</td>
<td>$2,000</td>
<td>728x90</td>
</tr>
</tbody>
</table>

DEDICATED EMAIL BLASTS

<table>
<thead>
<tr>
<th>Rate</th>
<th>CPM</th>
<th>30,000</th>
<th>50,000</th>
<th>100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Email Blast</strong></td>
<td>$75</td>
<td>$2,250</td>
<td>$3,750</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Email Blast With Targeting</strong></td>
<td>$85</td>
<td>$2,550</td>
<td>$4,250</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

Pricing for email blasts is based on the number of emails sent (CPM). Minimum send is 30,000, maximum is 100,000.

SPONSORED CONTENT

Sponsored posts, including a feature on our homepage. Prices start at $2,000.

Pricing is based on cost per thousand impressions (CPM), with a 30,000 minimum.
AD SPECIFICATIONS

PRINT

Size
The digital file must be 100% of the display ad size. For full-page ads, add .25” bleed to each side of magazine trim size.

File Type
Required: A TIFF or PDF/X-1A file.
We do not accept: film negatives, low-resolution files, Photoshop files, InDesign files, Word documents, or desktop publishing files.

Images and Fonts
Image resolution should be 266 dpi or above. All fonts must be embedded in the PDF file. All ads with a white or light-colored background should have a thin, dark-colored border.

Colors
All ads are four-color. All colors must be specified as standard four-color process (CMYK). (Non-CMYK files do not print correctly and will not be accepted.)

2-Page Spread
16.375” x 10.875” + .25” on outside for bleeds

DIGITAL

Banner Ad Size
Slot 1 and Run of Site banners are 300x250 pixels. Mobile Adhesion Banners require two sizes, 728x90 pixels and 320x50 pixels. Leaderboard Banners are 728x90 pixels.

Maximum file size: 100kb

Text Links
These are the materials to send:
1. Headline: 40 characters maximum including spaces
2. Link for Headline (URL)
3. Description: 50 words maximum, no hyperlinks or all caps

To submit use the webform at sojo.net/textlinks.

File Type
Send image as a JPG or GIF file. We accept animated GIF files for web only. No audio.

Images and Fonts
Image resolution should be 72 dpi or above. All fonts must be embedded in the file. All ads with a white or light-colored background should have a thin, dark-colored border.

URL
Always send a specific website URL that your ad will be linked to. Tracking URLs or tags are optional:
• IAS/DV tags—yes
• OCR/VCE tags—no
• HTML5 creative/tags—3rd party only

Dedicated Email Blasts
These are the materials to send:
1. Subject line of email
2. Body copy content can take two forms:
   i. You build it: Send us a complete HTML file with text and graphics. Note that all graphics must be loaded onto your server and cannot exceed a width of 600 pixels.
   ii. We build it: Send text and one or two larger graphics; maximum width of 600 pixels, no height restriction.
3. Text-only document, used for the plain-text version of the email
4. Email addresses that should receive test messages

Sponsored Content
These are the materials to send:
1. A fully proofed and edited article, including applicable links and headline.
2. An image that is associated with the article. Our preferred size for the image is 480X320.
3. A logo for the sponsor of the content. This must be a transparent PNG.
4. Information about the author: name, a short bio (maximum of 25 words), and a headshot.

Email all ad materials and any questions about submitting ads to the advertising assistant at advertising@sojo.net.

Please note that Sojourners' advertising team does not offer any design services.
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.

**GENERAL**

1. All ads are subject to review and approval by Sojourners’ director of advertising sales, director of advocacy, editorial staff, and/or executive management.
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.
4. 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.
5. The agency and/or advertisers represent that they are authorized to publish the entire contents and subject matter represented in the ad provided.
6. 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.

**CONTRACTS**

1. All cancellations or changes of an ad run date will incur a $100 fee per ad insertion.
2. Cancellations must be submitted in writing and are not accepted after the materials deadline.
3. Advertising contracts must be fulfilled within one year from the first insertion. Frequency discounts are not retroactive or transferable.
4. 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.

**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. After signing a contract, Sojourners’ advertising representative will send the advertiser an invoice. Invoices may be paid by check or credit card. If paying by check, it should be made payable to Sojourners and mailed to: SOJOURNERS, ATTN: Advertising Department, P.O. Box 70730, Washington, DC 20024-9997