

A person with a beard, wearing a dark blue jacket, is shown from the chest up, looking down at a magazine they are holding. The magazine is open, and the pages are visible. The background is dark and out of focus.

**MEDIA KIT 2022**

# Preaching

THE PROFESSIONAL JOURNAL FOR MINISTRY LEADERS

**MAGAZINE+NEWSLETTER+WEB**

**P MISSION  
STATEMENT**

*Preaching* magazine is a quarterly publication designed to equip and encourage pastors and church leaders in proclaiming biblical truth.

# Preaching

The Professional Journal for Ministry Leaders

For over 35 years, *Preaching* magazine has been equipping thousands to effectively teach and preach the Gospel.



Some of our Advertising Partners...



# Brand Channels

*Preaching* reaches a large targeted audience of pastors and ministry leaders.

*Here's how:*

## *Preaching*

A quarterly professional publication which targets and influences many of the nation's key pastors and church leaders.



## Preaching.org

The official website of *Preaching* magazine reaches a broad audience and offers both premium ad spaces.



## PreachingNow eNewsletter

This newsletter is delivered weekly via email and provides additional avenues to market your products and services.

# Magazine

*Preaching* magazine has been equipping thousands to effectively teach and preach the Gospel for over 35 years. Those who deliver God's Word rely on this essential journey for insightful interviews with today's top ministers, quality ideas for teachings, sermons and illustrations, reviews on all the latest resources, books and commentaries, plus humor and encouragement.



## The Typical *Preaching* Reader...



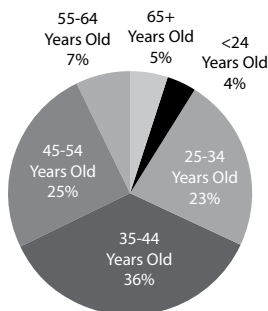
is a senior pastor of a mid-size or larger evangelical church



has multiple staff members



82% Male  
18% Female



## Our avid readers are interested in...



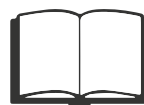
Professional Development



Events



Seminars



Books & Congregational Resources



Computers & Software



Outreach & Missions

# Print Ad Specs

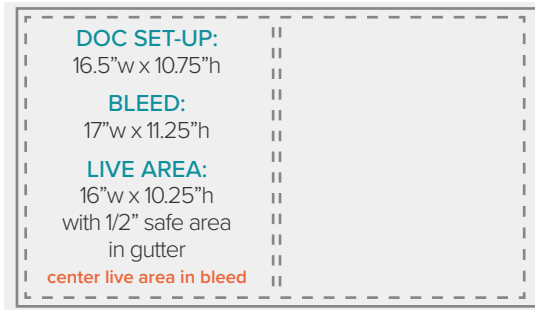
## Preaching

[Trim Size: 8.25”w x 10.75”h]

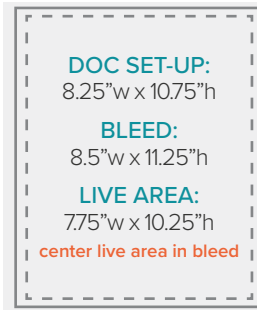
Ad measurements in decimal inches. Ads & Grid based on 8.25” x 10.75” Trim Size.

## Bleed Ad Specs

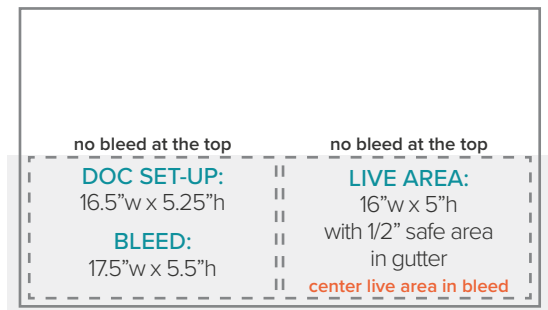
### 2 Page Spread



### Full Page

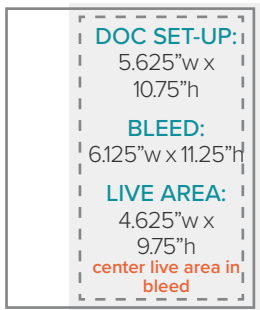


### 1/2 Page Spread



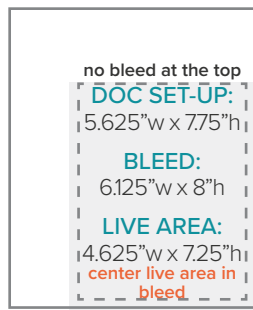
### 2/3 Page

Vertical



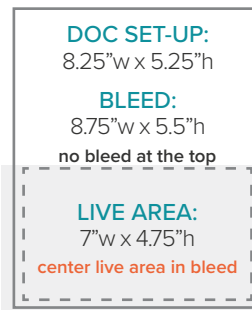
### 1/2 Page\*

Vertical



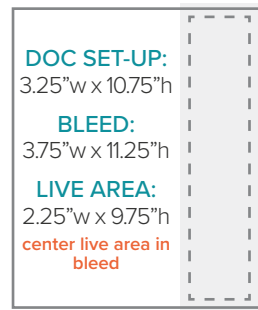
### 1/2 Page

Horizontal



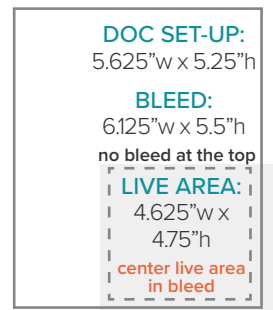
### 1/3 Page

Vertical



### 1/3 Page\*

Box



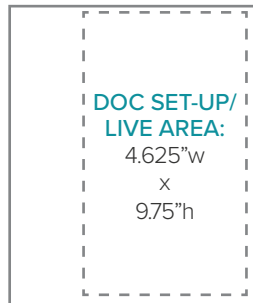
## Non-Bleed Ad Specs

### Full Page



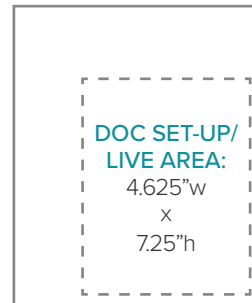
### 2/3 Page

Vertical



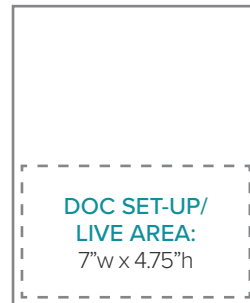
### 1/2 Page\*

Vertical



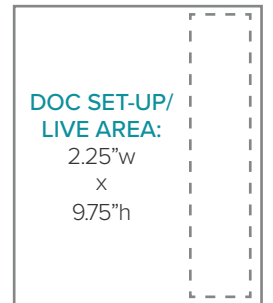
### 1/2 Page

Horizontal



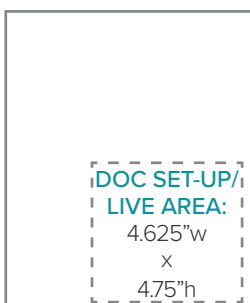
### 1/3 Page

Vertical



### 1/3 Page\*

Box



### Live Area

ALL “live” or vital copy, photos, logos, etc., must be inside this specified area. Any copy, photos, logos, etc., that extend beyond the “Live Area” may be trimmed. Your “Safe Area” is the listed “Live Area” specs and should be centered within the specified Bleed specs.

### Bleed Area

Note: Partial ads have a large amount of Bleed allowance. Since we do not know if your ad will be RHP or LHP placement at the time you create it, this extra Bleed allowance gives us flexibility in placing your ad in the final product. Please extend the Bleed in your ad to the amount specified in the specs and on the diagrams.

\* Asterisks denote that these ads are subject to certain position restrictions. Check with your sales executive for details. Partial ads may be placed on RHP or LHP at publishers discretion.

# Advertising Rates (Print & Digital)

## Preaching Magazine Print Ad Rates

Full Color	1x	4x
Cover 2	\$2,880	\$2,660
Cover 3	\$2,770	\$2,560
Cover 4	\$3,080	\$2,850
Page 3 (1st RHP, opposite Cover 2)	\$2,590	\$2,275
Page 5 (2nd RHP, opposite TOC1)	\$2,590	\$2,275
2 Page Spread	\$4,730	\$4,380
Full Page	\$2,250	\$2,030
1/2 Page (Horizontal)	\$1,620	\$1,460
1/2 Page (Vertical)	\$1,620	\$1,620
1/3 Page (Horizontal)	\$1,190	\$1,070
1/3 Page (Vertical)	\$1,190	\$1,070



## 2022 Print Production Schedule

Cover Date	Schedule	Ad Closes	Ad Files Due
Winter 2022	Jan/Feb/Mar	1/3/22	1/15/22
Spring 2022	Apr/May/Jun	4/8/22	4/14/22
Summer 2022	Jul/Aug/Sep	7/8/22	7/13/22
Fall 2022	Oct/Nov/Dec	9/30/22	10/5/22

# Advertising Rates (Web & Email)

## Preaching.org Ads

Each website banner position may rotate up to 4 advertisers per calendar month. The above banner rates are sold at a 25% share of voice.

### Description

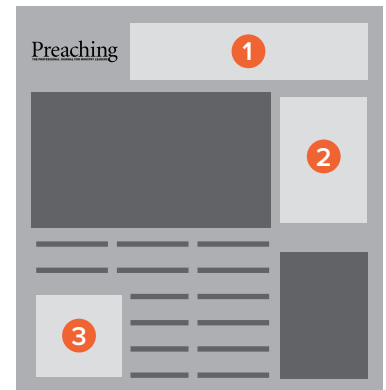
- 1 728x90 Leaderboard
- 2 300x600 Runner
- 3 300x250 Block

### Rates

- \$595 per month
- \$495 per month
- \$395 per month

\*Advertorials are subject to approval.

*These diagrams are examples only. They are not to scale and may not reflect the final dimensions and layout of preaching.org. In addition, preaching.org is a mobile-friendly website. Dimensions and layout will change for mobile devices to provide our visitors with the best experience. Preaching reserves the right to pull ads that are controversial or do not reflect the values of Preaching magazine.*



## PreachingNow eNewsletter Ads

The PreachingNow newsletter is delivered weekly via email. This newsletter is an opt-in service and features exclusive content developed and curated to encourage and equip pastors and ministry leaders.

### Description

- 4 Up to 580 x 250 Newsletter Banner
- 5 300x250 Newsletter Square

### Rates

- \$495 per week
- \$395 per week



## Dedicated eBlast

**Dedicated eBlast** can be any length but must be no wider than 580 pixels. This material can be jpg or html. All html assets should be compressed along with the file. Make sure that you also provide us with a suitable subject line for your eBlast. Spots are limited as only one of these are posted per week.

### Rate

- \$595 per send
- Approx. 7,000 Subscribers



*All digital components must be sent two weeks prior to posting. If you are unable to send the required files within the appointed time, let us know so we can get you rescheduled.*

# Contact Info

## Magazine Content Inquiries

All content enquiries should be directed to:

**Michael Dudit**

*Executive Editor*

Michael@preaching.org

864.328.1809

## Advertising Inquiries

All advertising inquiries should be addressed to:

**Rick Edwards**

*National Advertising Representative*

ads@preaching.org

615.423.8336

## Print Artwork Submissions

All print materials should be sent to:

**Ross Cluver**

*Production*

printmedia@preaching.org

615.497.4467

## Digital Artwork Submissions

All website/newsletter materials should be sent to:

digitalmedia@preaching.org

## Business Office

**Preaching**

*Clamp Divinity School/Anderson University*

316 Boulevard Box 1082

Anderson, SC 29621

business@preaching.org

864.328.1809