

Anabaptist World Media Kit 2024

Anabaptist World is an **award-winning journalistic ministry** launched in September 2020. We are the product of a merger of two previous publications — *Mennonite World Review* and *The Mennonite*. We have the **largest subscription list of any Mennonite periodical in the United States.**

7,000

print subscribers

9,800

email subscribers

12,000+

social media followers

485,818

annual unique
website visitors at
AnabaptistWorld.org

40,000

average monthly
website visitors

Reader Demographics

Anabaptist World readers take following Jesus seriously. They work to grow personally in their faith and with their communities. They seek out meaningful books, educational opportunities, travel, and faithful 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.

HIGHLY-EDUCATED READERSHIP:

67%

hold graduate or
professional degrees

DEEPLY ENGAGED WITH THEIR CHURCH:

23%

are pastors or other kind
of church worker

84%

attend religious services
once a week or more

15%

are non-staff volunteer
leaders in their church

60%

participate in a church-
related small group for
study or prayer

VACATION AND TRAVEL:

61%

plan on taking a vacation
in the next year

12%

will travel for business

47%

have traveled
internationally in the
last three years

AVID READERS:

95%

have purchased a book
in the last year

64%

say they have purchased
five or more books in the
past year

SOCIALLY RESPONSIBLE INVESTING:

87%

are interested or slightly
interested in learning
more about socially
responsible investing.

FINANCIALLY COMFORTABLE:

77%

have an annual
household income of
\$50,000 or more

26%

have an income of
\$100,000 or more

GENEROUS:

99%

have made a charitable
donation in the last year

87%

have donated to a
religious organization or
local house of worship

BALANCED GENDER READERSHIP:

53% Male

46% Female

READERS REPRESENT A SPECTRUM OF ANABAPTIST AND OTHER TRADITIONS:

Denominations and
traditions include:
Mennonite Church USA,
Mennonite Brethren,
Evana,
Bruderhof,
LMC,
Beachy Amish,
Quaker,
United Methodist,
Nondenominational,
Roman Catholic,
Reform Jewish,
Pentecostal
and more.

Media Kit 2024

Anabaptist World Inc.

P.O. Box 568
Newton, KS 67114
316.283.3670

Digital advertising:

To schedule an ad or for more information about open rates, audience size, and demographics, contact daniellek@anabaptistworld.org.

WEBSITE ADS:

Website ads appear on the Anabaptist World's homepage and throughout article pages. The AW website rotates ads so that multiple ads can be scheduled on overlapping dates.

Due one week prior to when you want them to run.

Submit ads in .jpg or .gif format.

- **Large ad:** \$165/week
 - Runs on the homepage and every article page on our site
 - Provide ad in two sizes: 970x250 pixels for desktop display; 300x600 for mobile display.
- **Small ad:** \$125/week
 - Runs on the homepage and every article page on our site
 - 300x250 pixels in .jpg or .gif format

EMAIL ADS:

AW Headlines, our weekly email newsletter is sent every Saturday. It has about 9,800 subscribers and a 35-40% open rate.

Ad files are due the Monday prior to when you want them to run.

- **Large ad:** \$200/week
 - 320x480 pixels in .jpg or .gif format
- **Small ad:** \$150/week
 - 300x250 pixels in .jpg or .gif format

PODCAST ADS:

Anabaptist World Inc., in partnership with other organizations, produces podcasts available at anabaptistworld.org, Apple iTunes, Stitcher and other podcasting platforms. For information about listenership and distribution, contact daniellek@anabaptistworld.org.

- 30-second featured audio spot: \$100/episode

SPONSORED EMAILS:

Anabaptist World is willing to run a sponsored email campaign for your agency or organization. Each email is priced \$100 per 1,000 subscribers. At the time of making this media kit, the *AW Headlines* email has about 9,800 subscribers and growing. Please email DanielleK@anabaptistworld.org to schedule a dedicated email and to check the current price.

Classifieds:

Classifieds with Anabaptist World are \$1.80 per word and are posted in our print issues and on our website. Please submit the classified by the ad due date of each issue. Classifieds may be submitted online at anabaptistworld.org/classifieds or by emailing Classifieds@anabaptistWorld.org.

For an additional charge of \$150, we will also include your classified ad in our weekly email newsletter, *AW Headlines*.

Print magazine inserts:

Reach our audience directly by including your own printed material, bundle or inserted into one of our print issues. Inserts in *Anabaptist World* cost \$1,800 plus printing, trimming, and postage.

- Advertising alongside relevant editorial boosts the impact of your campaign and means you reach an audience who are engaged with the content
- Stands out from traditional display advertising
- Flexible and tactical
- Suitable campaigns include newsletters or informational packets, holiday brochures, travel agency tour brochures, small catalogues, and more

Print magazine ad rates:

Size	Cost
Full-page	\$1,500
1/2	\$790
1/3 square	\$575
1/3 tall	\$575
1/6	\$300

Print issue frequency discount:

	1x	4x	8x	12x
Full-page	\$1,500	\$1,350	\$1,200	\$1,250
1/2 page	\$790	\$711	\$632	\$592.50
1/3 page (tall or square)	\$575	\$517.50	\$460	\$431.25
1/6 page	\$300	\$270	\$240	\$225

Print magazine ad dimensions:

Please be sure to follow measurements below exactly. Values listed are in inches.

Full-page	8.375 x 11.125 (full bleed) 8.125 x 10.875 (trim)
1/2	7.12 x 4.625
1/3 square	4.6875 x 4.625
1/3 tall	2.25 x 9.44
1/6	2.25 x 4.625

Media Kit 2024

Print magazine issue dates*:

2024 issues	Ad reservations due	Ad files due	Mail date
January	Dec. 21	Jan. 4	Jan. 12
February	Jan. 18	Jan. 25	Feb. 2
March	Feb. 15	Feb. 22	March 1
April	March 14	March 21	March 29
May	April 11	April 18	April 26
June	May 9	May 16	May 24
July	June 13	June 20	June 28
August	July 11	July 18	July 26
September	Aug. 15	Aug. 22	Aug. 30
October	Sept. 12	Sept. 19	Sept. 27
November	Oct. 10	Oct. 17	Oct. 25
December	Nov. 7	Nov. 14	Nov. 22
2025 issues			
January	Dec. 5	Dec. 12	Dec. 20
*Ads are due one week after the ad reservation due date			

Contact:

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Anabaptist World Inc.
P.O. Box 568, Newton, KS 67114
316.283.3670 | daniellek@anabaptistworld.org

All advertisements are subject to approval by Anabaptist World Inc.

Anabaptist World reserves the right to refuse publishing any advertising and all advertising is subject to approval. Ads that challenge or denigrate Anabaptist World's policies, programs or personnel are not accepted. Ads or inserts that Anabaptist World's staff find in poor taste or inappropriate may not be accepted. Ads that do not fit with our mission or values may also not be accepted.

1/3 TALL
2.25" x 9.44"

1/6
2.25" x 4.625"

1/6
2.25" x 4.625"

1/3 SQUARE
4.6875" x 4.625"

$\frac{1}{2}$
7.12" x 4.625"

$\frac{1}{2}$
7.12" x 4.625"

FULL PAGE

Full bleed:
8.375" x 11.125"

Trim size:
8.125" x 10.875"