

FRIENDS JOURNAL

Media kit
2013

Advertising Sales Manager

1-800-471-6863

www.friendsjournal.org/advertise

adsales@friendsjournal.org

215-568-1377 (fax)

1216 Arch Street, Suite 2A
Philadelphia, PA 19107

The best way to deliver your message to a vibrant Quaker audience

Your advertisements in *Friends Journal* and on friendsjournal.org will reach a remarkable group of loyal and motivate readers. With over fifteen thousand readers, there is no better way to reach Friends.

A wide range of businesses and organizations rely on *Friends Journal* as an important part of their ongoing promotional program. They advertise because of the strong response they get from our loyal community of readers. Our readers are doers. They are effective agents of change who value simplicity, integrity, equality, community, peace. In our pages, you'll reach inquisitive readers for whom questions are as vital as answers.

Each issue of *Friends Journal* features photos, articles, and art that express the inner life of our readers. Your ad will be placed in a context of simple beauty and quiet strength. This is a magazine of personal journeys, thoughtful voices, and surprising insights.

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Readers are rewarded with satisfying content in each issue.

In addition to your advertising, issues of *Friends Journal* include:

Among Friends — a letter from the Executive Director, reflecting on contemporary Quaker concerns.

Forum — an opportunity for readers to share in a spirited discussion about past articles or current topics.

Viewpoint — a provocative op-ed piece to begin the issue and prompt further conversation among readers.

Features — articles written by Friends and non-Friends on a wide range of topics, covering Quaker thought and life today.

Book Reviews — commentary on new releases focusing on topics of interest to Quakers and likeminded individuals.

Bulletin Board — a listing of upcoming events, such as yearly meetings and retreats, mingling with news from Friends worldwide.

Milestones — announcements of births, deaths, marriages, and other events and developments.

Meeting Directory — a five-times-a-year and online listing of Quaker meetings around the world, allowing readers to worship and connect no matter where their lives lead them.

Get an extra boost by placing your ad in special theme issues.

Each issue of *Friends Journal* offers feature articles on a compelling variety of topics. Most months also have focus topics around timely themes of concern to Friends. In addition, twice per year the magazine puts together a special theme issue dedicated to a topic sure to engage the audience. These special issues have an even wider readership than normal. Many of these issues have been award winners in the religious press, and the strong track record of excellence typically prompts significant advance orders and special sales. Because these issues offer an impressive collection of articles on a central topic, they are widely used by meetings, schools, and discussion groups. They're also keepsakes to which readers return again and again. Your ad in one of these issues is bound to get multiple viewings. Below you will find the editorial calendar for upcoming issues.

Please contact the advertising sales manager at adsales@friendsjournal.org to learn more about upcoming themes. Topics are subject to change. Advance reservations are strongly recommended.



2013 Issue Topics

January	Privilege
February	[open]
March	Sexuality
April	Conflict and Eldering
May	The Arts
June/July	Special Issue: Quaker Testimonies

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Outstanding demographics to enrich your next campaign

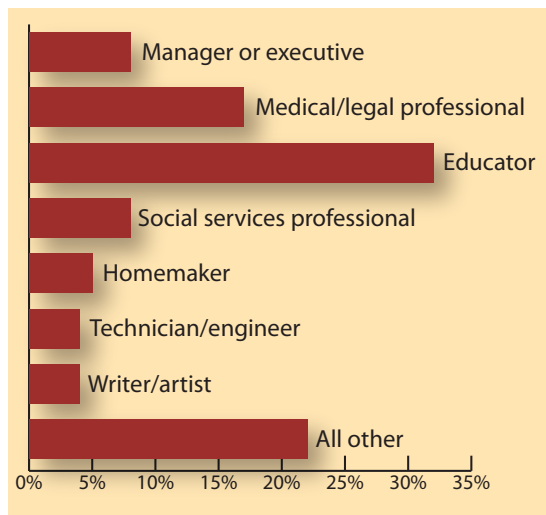
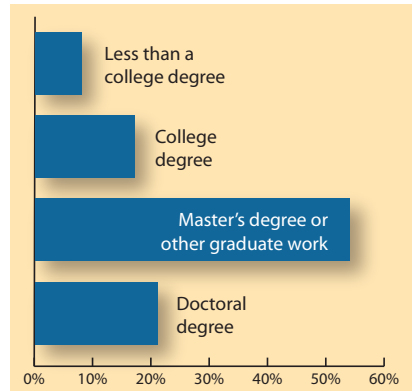
Educated advocates

Bachelor's degree or higher	92%
Master's degree or higher	63%
Doctoral degree	21%

Affluent humanitarians

Median household income (2008) \$71,356

This is approximately 142% of the median household income in the United States.



Influential leaders

Educators	32%
Medical and legal professional	17%
Managers and business executive	8%
Social service professionals	8%

Approximately 4% are students or unemployed, while 48% are employed and another 48% are retired.



Committed Quakers

Member of a Friends meeting	72%
Other like-minded individuals	28%

70% attend Quaker worship at least once a month; 56% weekly (or nearly so).

Seasoned readers

Age 50 and younger	14%
Age 51 to 65	44%
Age 66 to 80	27%
Age 81 and above	15%
Male	36%
Female	64%

Strong interests: Quaker beliefs and theology, integration of faith/work/home lives, spiritual reflection, social activism, public policy engagement

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Web-savvy consumers

- Online book buyers 80%
- Internet travel purchasers 72%
- Web clothing shoppers 51%
- Online gift buyers 44%
- Online donors to charitable causes 44%
- Internet arts and entertainment patrons . . . 39%
- Web-based donors to political causes 35%
- Internet music purchasers 33%

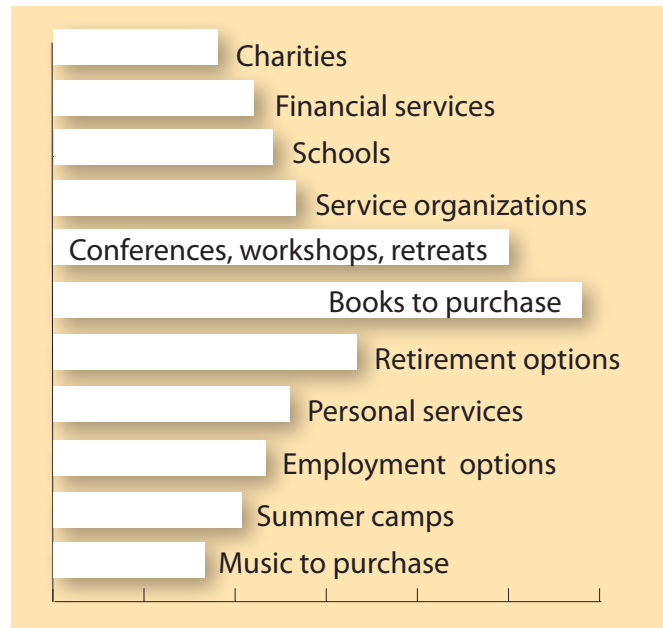
85% of Friends Journal readers use the Internet daily for personal purposes.

Dedicated subscribers

- Approximate current circulation 9,000
- Median readers per copy 2.2
- Typical readers per issue 20,000
- Median years reading *Friends Journal* 10+
- U.S. states included in readership All
- Canadian provinces included All
- Additional countries represented 40

The highest concentrations of Friends Journal readers can be found along the eastern U.S. seaboard (North Carolina to Massachusetts) and in California; subscriptions are primarily sold by direct mail and the Internet.

Advertising that readers say they consciously look for in the pages of Friends Journal



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Use these sizes for maximum impact

<p>Center spread 15.52"×9.5"</p>	<p>Back cover 7.5"×10" or or for full bleed, 8.75"× 11" plus .125" bleed all around</p>	<p>Inside front cover, Inside back cover, or Full inside page 7.375"×9.5</p>
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Ad sizes for significant impact

<p>Two-thirds page 4.875"×9.5"</p>	<p>Half page 7.375"×4.625"</p>	<p>One-third square 4.875"× 4.625</p>	<p>One-third vertical 2.375"× 9.5"</p>
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Ad sizes with a modest cost

<p>One-sixth horizontal 4.855"× 2.25"</p>	<p>One-sixth vertical 2.375"× 4.625"</p>	<p>One-twelfth square 2.375"× 2.25"</p>
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Be rewarded with substantial discounts for increased frequency

	Frequency				
	1x	3x	6x	9x	11x
Center spread (15.52"×9.5")	\$2,533	\$1,646	\$1,520	\$1,393	NA
Cover 4 (back cover) (7.5"×10")	\$1,667	\$1,082	\$1,000	\$918	N/A
Cover 3 (inside back cover) (7.375"×9.5")	\$1,533	\$995	\$918	\$842	N/A
Cover 2 (inside front cover) (7.375"×9.5")	\$1,601	\$1,040	\$961	N/A	N/A
Full inside page (7.375"×9.5")	\$1,334	\$866	\$801	\$731	\$667
Two-thirds page (4.875"×9.5")	\$971	\$632	\$585	\$538	\$486
Half page (7.375"×4.625")	\$790	\$509	\$474	\$433	\$392
One-third page (square or vertical) (4.875"× 4.625" or 2.375" x 9.5")	\$573	\$374	\$345	\$316	\$287
One-sixth page (horizontal or vertical) (4.855"× 2.25" or 2.375" x 4.625")	\$363	\$234	\$216	\$199	\$181
One-twelfth page (2.375" × 2.25")	\$187	\$123	\$111	\$105	\$94
1 column inch (2.375" wide)	\$94	\$59	\$59	\$53	\$47
Premium for right-hand page	15%	15%	15%	15%	15%

A convenient schedule for your next outreach campaign

Display Ad Deadlines	Reservation Deadline	Copy Deadline	Issue Mail Date
2013 issues			
January	Oct 29	Nov 1	Dec 5
February	Dec 3	Dec 6	Jan 9
March	Jan 8	Jan 10	Feb 14
April	Feb 5	Feb 7	Mar 14
May	Mar 12	Mar 14	Apr 18
June/July	Apr 9	Apr 11	May 15
August	Jun 11	Jun 13	July 18
September	July 9	July 11	Aug 15
October	Aug 13	Aug 26	Sep 16
November	Sep 10	Sep 12	Oct 14
December	Oct 8	Oct 10	Nov 11

Reserve ahead if you can

Friends Journal can devote only a limited amount of space in each issue to advertising. Secure your space early to ensure your presence in the magazine.



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Classified advertising is a powerful tool to reach Friends

Classified ads are great for reaching potential customers who know what they are looking for but haven't yet made a decision. If your need is not time-sensitive, consistent classified ads will deliver the best results. The classified advertising section appears in each issue as well as on our website. Discounts are offered for three-or-more as well as six-or-more insertions of the same ad.

Material for inclusion in the classified ad section should be emailed to adsales@friendsjournal.org.

Classified ad rates	Frequency		
	1x	3x	6x
Price per word	94¢	85¢	71¢
Minimum charge	\$29.70	\$26.70	\$22.25
Premium for a boxed ad	10%	10%	10%
Premium to include a small logo	\$20	\$20	\$20

	Classified ad deadline	Issue mail date
2013 Issue Deadlines		
January	Nov 5	Dec 5
February	Dec 10	Jan 9
March	Jan 15	Feb 14
April	Feb 12	Mar 14
May	Mar 19	Apr 18
June/July	Apr 16	May 15
August	Jun 18	July 18
September	July 16	Aug 15
October	Aug 20	Sep 16
November	Sep 17	Oct 14
December	Oct 15	Nov 11



Meeting Directory Listings

The magazine also offers a low-cost bimonthly directory of Religious Society of Friends meetings. This directory appears in the January, March, May, September, and November issues and online. There's a flat rate of \$22 per line per year for inclusion in the directory (with a minimum charge of \$29). In addition, a fee of \$16 applies to new or changed orders with the exception of a renewal window each April and May.

Meeting directory submissions should be emailed to marianned@friendsjournal.org. We encourage you to include a website, as all links online will be live. Materials may also be mailed to 1216 Arch Street, Suite 2A, Philadelphia, PA 19107. The annual meeting directory cost is payable in advance.

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Advertising Contract and Copy Regulations

Cancellations after the ad copy deadline may not be possible. Advertisers are financially responsible for ads canceled after the deadline and all ads under contract.

The acceptance and publication of an advertisement does not imply endorsement by either *Friends Journal* or the Religious Society of Friends. *Friends Journal* reserves the right to reject advertisements considered inconsistent with the beliefs and testimonies of the Religious Society of Friends.

When, in the opinion of the editors, an advertisement simulates editorial layout and appearance, *Friends Journal* reserves the right to reject or cancel the advertisement or to label it as an “Advertisement.”

The publisher is not responsible for errors contained in any copy submitted.

Checks from foreign advertisers must be drawn on a U.S. bank. International money orders, Visa, and MasterCard are also accepted.

Prices and information shown herein are current as of 2012 and are subject to change without notice.

When space is available, *Friends Journal* can guarantee placement of your ad on a right-hand page for an additional 15% of the normal charge. Apart from such arrangements, there is no guarantee of placement on any particular page or location in the magazine. *Friends Journal*

requires that up-to-date artwork be on file for all ads. While the magazine can make last-minute changes to an advertisement during the layout process, this can lead to consistency problems when a changed ad needs to be repeated in a future issue. Always be sure to send a clean file—even when *Friends Journal* has made last-minute changes for you. (The only exception is if *Friends Journal's* own graphic designers have prepared the ad. In that case, the magazine itself will keep track of the latest version.)

Friends Journal will send each advertiser a complimentary copy of each issue in which an ad is run.

Advertisers are responsible for checking their own ad and contacting the magazine if any additional changes are necessary for future issues.

Frequency discounts are extended only when a signed contract is on file in advance.



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Key ad info at a glance

Display ads

Prices shown are for ads ready for insertion. Display ads requiring conversion or adjustment may incur charges at \$67 per hour.

Prices shown are subject to change.

Friends Journal prefers to receive display ads as PDF files. All images should have a resolution of at least 300 dpi., and all fonts should be embedded. Inquire about other formats.

Digital files should be emailed to adsales@friendsjournal.org.

Classified ads/directory listings

All material for the classified ad section should be emailed to adsales@friendsjournal.org. Meeting listing materials should be sent to marianned@friendsjournal.org.

Both classifieds and meeting listings appear online as well as in the print magazine.

Email addresses, URLs, and phone numbers each count as two words. Classified ads must be boxed before a logo or other small artwork can be included.



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