

FRIENDS JOURNAL

Media Kit

WWW.FRIENDSJOURNAL.ORG/ADVERTISE/

FRIENDS JOURNAL'S MISSION IS SIMPLE:

To communicate the Quaker
experience in order to connect
and deepen spiritual lives.



Our readers are doers.

Let *Friends Journal* deliver
your message to a motivated
and loyal audience.



As a full-color publication,
Friends Journal truly
represents and communicates
the vibrant experience of
Quakerism today.



In addition to delighting our
core readers in print,
we're widening our appeal to new
and former subscribers by offering
our content in a wide range of media
including podcasts, our video series
QuakerSpeak, and author interviews.

Our expansion into new media
will allow readers to get to know our
advertisers in an exciting new light.
A wide range of businesses rely on
Friends Journal as an integral part of
their promotional programs.



Please explore this media kit
and then contact Sara Waxman
at (215) 563-8629 or
sara@friendsjournal.org to open
a profitable conversation.

Demographics



Approximate current circulation



Typical readers per issue



Typical Readers per copy

Dedicated Subscribers

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.



are under 18



are between 18-34



are between 35-54



are 55+

62%

identify as Female

50

US States included in readership

40

Additional countries represented

38%

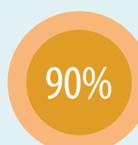
identify as Male

10

Canadian provinces

Advertising

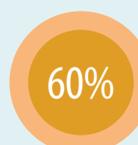
that readers consciously look for in *Friends Journal*:



Conferences, workshops, retreats



Books to purchase



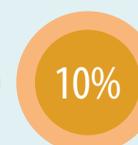
Retirement options



Service organizations



Personal services, Summer Camps



Schools, Employment Options, Music to purchase

Online

Approximate Monthly Views

friendsjournal.org

15,600

MONTHLY SESSIONS

11,600

MONTHLY UNIQUE USERS

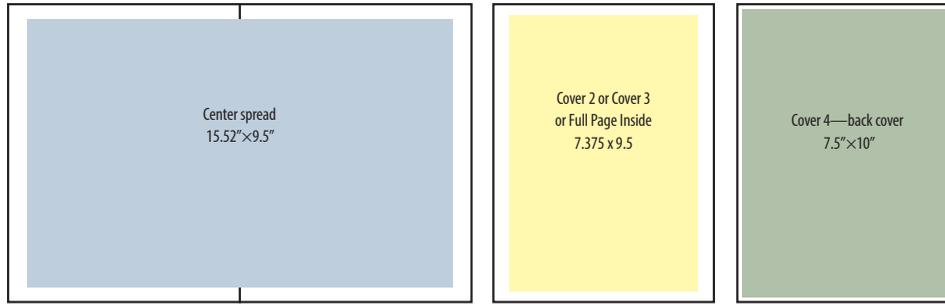
21,000

MONTHLY PAGE VIEWS

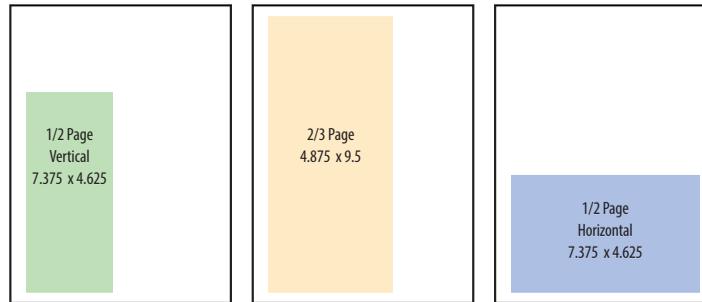
Display Advertising

Ad deadlines are available online: friendsjournal.org/advertise/

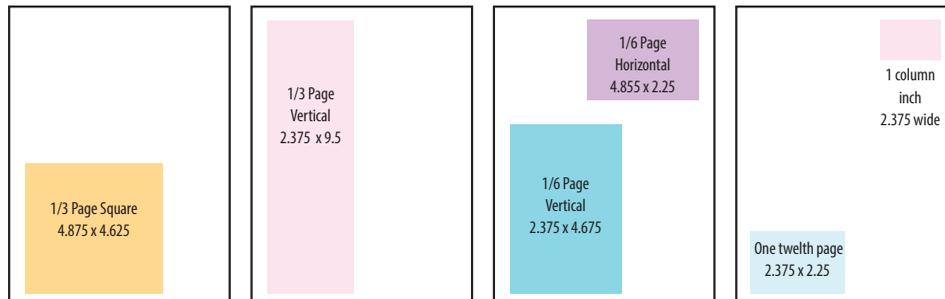
Use these sizes for maximum impact



Ad sizes for significant impact



Ad sizes with a modest cost



Please reserve ahead. *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.

Display Advertising Rates

Display Ad Size	Frequency				
	Open	3x	6x	9x	11x
Center spread 15.52"×9.5"	\$2,533	\$1,646	\$1,520	\$1,393	N/A
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"×9.5"	\$573	\$374	\$345	\$316	\$287
One-sixth page horizontal or vertical 4.855"×2.25" or 2.375"×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%

All images must have a DPI of 300 or greater, and each ad must be received as a print-ready PDF.

Design services are available for a fee, as well as business reply envelopes and postcards for insertion.

Please call (215) 563-8629 extention 105 for more information and a quote.

Classified Advertising

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

Meeting Listings

\$35 per line as laid out in the print magazine, for placement in the magazine 11 times per year and year-round placement on our meeting listings page.

Advertising Policies

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. 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 June 1, 2015, 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 designer has prepared the ad. In that case, the magazine itself will keep track of the latest version.

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

Among Friends

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



Book Reviews

commentary focusing on titles of interest to Quakers and likeminded individuals.

Forum

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



Quakers in Business

a new department that shares stories of Friends striving to align their activities in business with their spiritual lives.

Viewpoint

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



Milestones

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

Features

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



Meeting Directory

a listing of Quaker meetings around the world, allowing readers to worship and connect no matter where their lives lead them.