

# FRIENDS PUBLISHING CORPORATION



## MEDIA KIT

Friends Publishing's mission is simple:  
to communicate the Quaker experience in order to connect and deepen  
spiritual lives.

Our readers and viewers trust us to connect them with organizations  
and businesses aligned with Quaker values.

In print or online, deliver your message to a motivated  
and loyal audience.

Please contact [margaret@friendsjournal.org](mailto:margaret@friendsjournal.org),  
(215) 563-8629, ext. 5405, to reserve your space today.

FRIENDS  
JOURNAL

Interviews with modern Friends

Quaker **Speak**

# Print Magazine:

Discounts on print advertising increase with the number of ads run at any size.

Print magazines are mailed to ~5,000 households a month.

| Size   | Frequency |         |         |         |         |
|--|-----------|---------|---------|---------|---------|
|  | 1x        | 3x      | 6x      | 9x      | 11x     |
| Center Spread (15.52" x 9.5")                | \$2,760   | \$1,795 | \$1,655 | \$1,520 | \$1,520 |
| Back Cover (7.5" x 10")                      | \$1,815   | \$1,180 | \$1,090 | \$1,000 | \$1,000 |
| Inside Front Cover (7.375" x 9.5")           | \$1,745   | \$1,135 | \$1,045 | \$1,045 | \$1,045 |
| Inside Back Cover (7.375" x 9.5")            | \$1,670   | \$1,085 | \$1,000 | \$920   | \$920   |
| Full Page (7.375" x 9.563")                  | \$1,455   | \$945   | \$875   | \$795   | \$725   |
| 2/3 Page (4.875 x 9.5")                      | \$1,060   | \$690   | \$640   | \$585   | \$530   |
| 1/2 Page (7.375" x 4.625")                   | \$860     | \$555   | \$515   | \$470   | \$425   |
| 1 Column (2.375" x 9.5")                     | \$625     | \$410   | \$375   | \$345   | \$315   |
| 1/3 Page Square (4.875" x 4.625")            | \$625     | \$410   | \$375   | \$345   | \$315   |
| 1/6 Page (4.855" x 2.25" or 2.375" x 4.625") | \$395     | \$255   | \$235   | \$215   | \$195   |
| 1/12 Page (2.375" x 2.25")                   | \$205     | \$135   | \$120   | \$115   | \$100   |
| By Column-Inch (each 1" x 2.375")            | \$100     | \$70    | \$65    | \$60    | \$50    |

1/8 of an inch should be added to all sides of a full-page ad that "bleeds" (extends beyond the edge of the printed page).

Print advertisers should supply art at 300 DPI in PDF format. QR codes should be a minimum size of 2x2 cm.

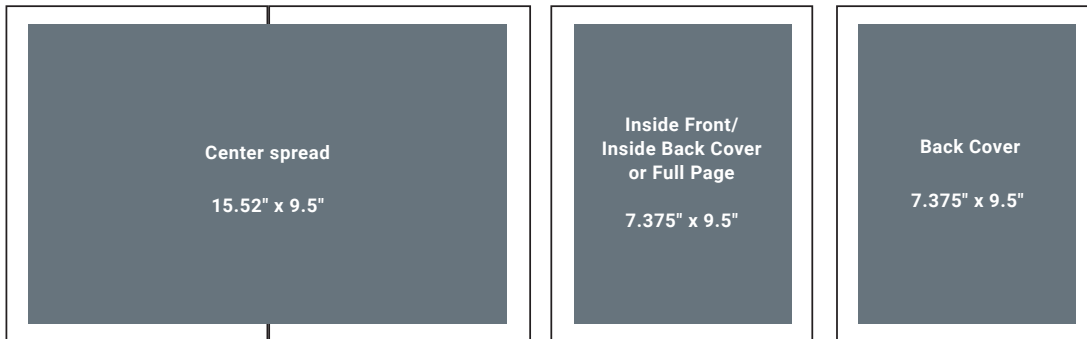
FRIENDS  
JOURNAL

Interviews with modern Friends  
QuakerSpeak

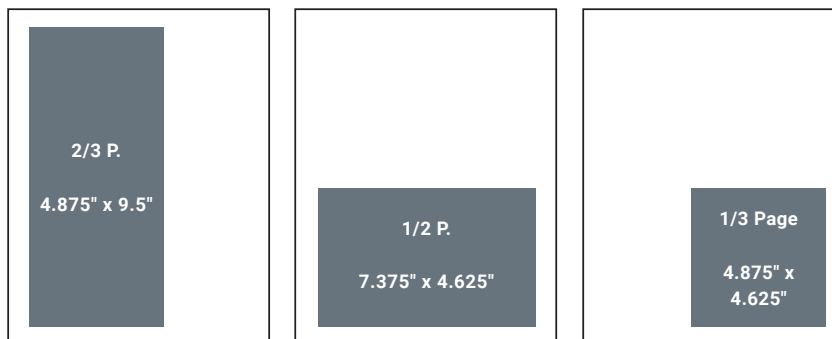
# Display Advertising

Ad deadlines are available online: [friendsjournal.org/advertise](http://friendsjournal.org/advertise)

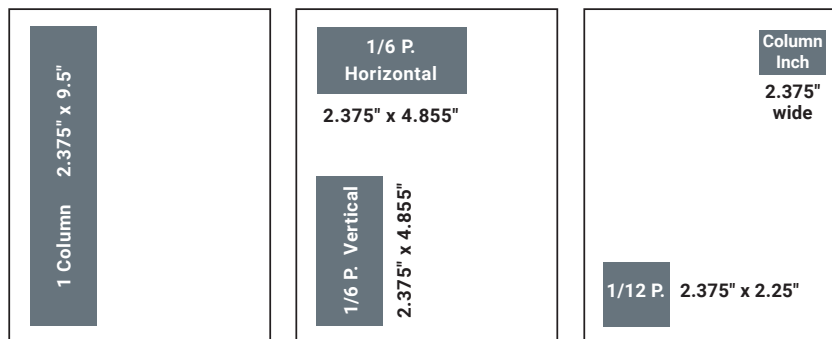
Use these sizes for maximum impact



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.

FRIENDS  
JOURNAL

Interviews with modern Friends  
**Quaker Speak**

## Digital Ad:

80-85K page views a month on the *Friends Journal* website. Your ad is on every article page on the website for the month, including archived issues.

| Digital Advertisement— <i>Friendsjournal.org</i> , <i>QuakerSpeak.com</i> , and <i>Quaker.org</i> | Frequency Discount |       |
|---|--------------------|-------|
|   | 1x                 | 2x    |
| Sidebar Ad (344 px x 300 px) high-resolution image  | \$500              | \$400 |
| Premium Banner Ad (800 px x 190 px) high-resolution image   | \$1,000            | \$900 |

We offer sidebar digital advertising on *Friendsjournal.org*, *QuakerSpeak.com*, and *Quaker.org*.

The three websites combined got an average of 101,600 pageviews a month in 2022.

Premium banner advertising is available only on *Friendsjournal.org* and *QuakerSpeak.com*.

Frequency discounts are 1x per month, per website and 2x per month, per website.

Contact [margaret@friendsjournal.org](mailto:margaret@friendsjournal.org).

Digital advertisers should provide artwork in JPG or PNG format.

15% premium for an animated GIF with these specifications:

Max 10 frames. Minimum 2 seconds between frames. Maximum animation length 30 seconds.

Maximum file size 100kB. No audio.

## QuakerSpeak:

A video sponsorship includes: a 30-second outro, your logo, and an ad insert in our popular Thursday *QuakerSpeak.com* email newsletter. New videos are published every other Thursday during the March–November broadcast season and are posted to our QuakerSpeak YouTube channel with your ad. QuakerSpeak has approximately 27.5k followers on YouTube, and its email newsletter reaches approximately 4600 subscribers. The QuakerSpeak website gets approximately 9,000 page views a month.

### QuakerSpeak Video Sponsorship

|                            |       |
|----------------------------|-------|
| Outro and Email Newsletter | \$500 |
|----------------------------|-------|

FRIENDS  
JOURNAL

Interviews with modern Friends

QuakerSpeak

**eNewsletters** are a \$100 cost per insert. The *Friends Journal* email newsletter (Mondays, Wednesdays, and Fridays) reaches ~6,700 subscribers. The QuakerSpeak email newsletter (Thursdays) reaches ~4900 subscribers.

#### Friends Journal and QuakerSpeak Weekly Email Newsletter

|                                  |       |
|----------------------------------|-------|
| Friends Journal Email Newsletter | \$100 |
| QuakerSpeak Email Newsletter     | \$100 |

Every Monday, Thursday, and Friday, we send our subscribers feature articles, poetry, Quaker news, and a link to the weekly QuakerSpeak video via the *Friends Journal* and QuakerSpeak email newsletters.

Reservations are accepted a week prior to a scheduled run and include: 25–30 word blurb, 300 x 300 pixels high-resolution image in PNG or JPG format and a link to your landing page.

Save any campaign-specific text details for the "blurb" of your ad.

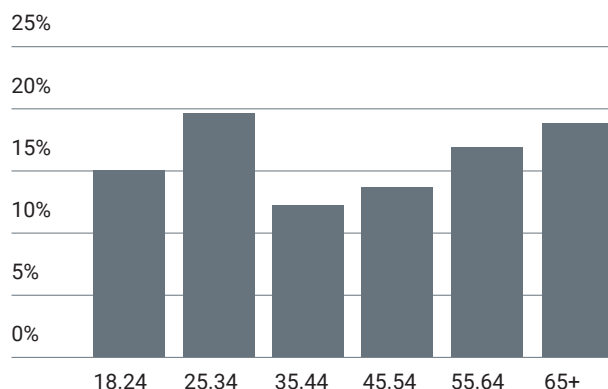
Submit a logo or picture with little or no text.

Please contact [margaret@friendsjournal.org](mailto:margaret@friendsjournal.org).

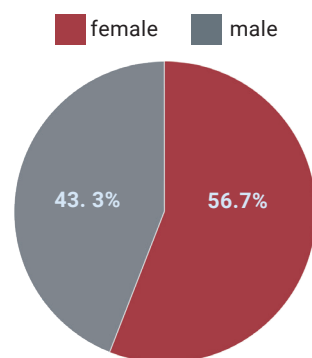
**Classifieds** are listed online at *Friendsjournal.org* for a flat fee of \$30 per month. Includes your logo/picture, link, and map pin. Classifieds are easy to edit online using your account log-in and may be updated as often as you like. Classified click-throughs are at ~500 per month.

#### Friends Journal and QuakerSpeak Viewership Demographics

##### Age 28.09% of total users



##### Gender 28.21% of total users



**FRIENDS  
JOURNAL**

Interviews with modern Friends

**QuakerSpeak**