

# FRIENDS PUBLISHING CORPORATION



## MEDIA KIT

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

Our readers, viewers, and listeners 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 Wood at [margaret@friendsjournal.org](mailto:margaret@friendsjournal.org) or  
(215) 563-8629, EXT 5405, to reserve your space today.

FRIENDS  
JOURNAL

Quaker  
SPEAK

QUAKERS  
TODAY

QUAKER.ORG

# Print Magazine

Discounts on print advertising increase with the number of ads run at any size per 12 month cycle. Print magazines are mailed to ~5,000 households a month.

Size	Frequency				
	1x	3x	6x	9x	11x
Center Spread (15.52" x 9.5")	\$3,175	\$2,065	\$1,905	\$1,750	\$1,750
Back Cover (7.5" x 10")	\$2,085	\$1,355	\$1,255	\$1,150	\$1,150
Inside Front Cover (7.375" x 9.5")	\$2,005	\$1,305	\$1,225	\$1,200	\$1,200
Inside Back Cover (7.375" x 9.5")	\$1,920	\$1,250	\$1,150	\$1,060	\$1,060
Full Page (7.375" x 9.563")	\$1,675	\$1,085	\$1,005	\$915	\$835
2/3 Page (4.875 x 9.5")	\$1,220	\$795	\$735	\$675	\$610
1/2 Page (7.375" x 4.625")	\$990	\$640	\$590	\$540	\$490
1 Column (2.32" x 9.5")	\$720	\$470	\$430	\$395	\$360
1/3 Page Square (4.875" x 4.625")	\$720	\$470	\$430	\$395	\$360
1/6 Page (4.843" x 2.25" or 2.32" x 4.843")	\$455	\$295	\$270	\$245	\$225
1/12 Page (2.32" x 2.25")	\$235	\$155	\$140	\$130	\$115
By Column-Inch (each 2.25" x 1")	\$115	\$75	\$75	\$70	\$60

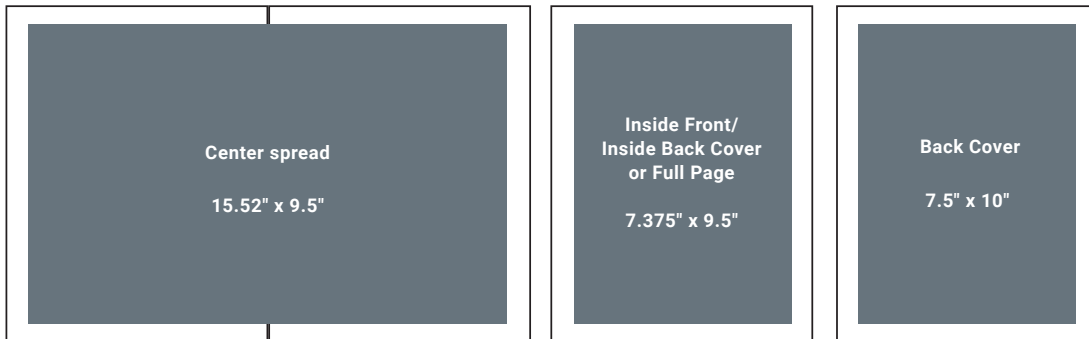
1/8 of an inch should be added to all sides of a full-page ad that "bleeds"  
(extends beyond the edge of the printed page).

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

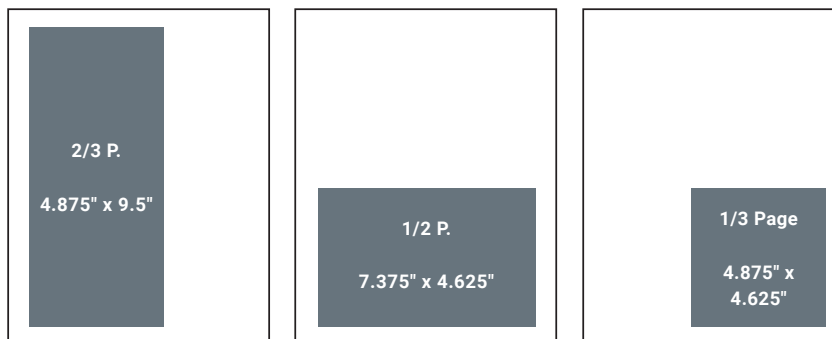
# Display Advertising

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

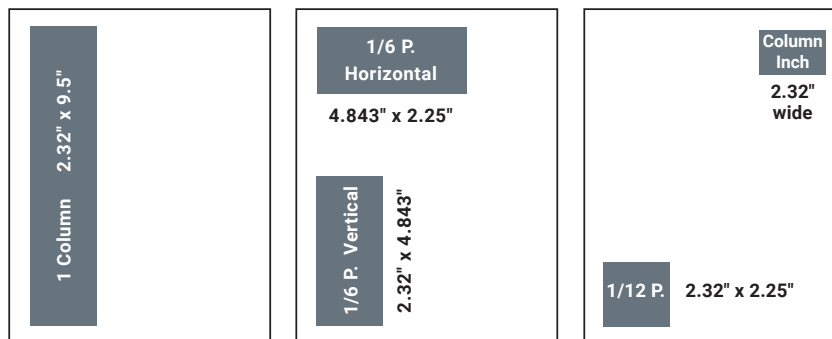
Use these sizes for maximum impact



Ad sizes for significant impact



Ad sizes for impact 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.

# Digital Ads

80-85K pageviews a month on the *Friends Journal* website. Your ad is on every article including our archive and podcast pages.

Digital Advertisement— <i>Friendsjournal.org</i> , <i>QuakerSpeak.com</i> , and <i>Quaker.org</i>	Frequency	
	1x	2x
Sidebar Ad (688 px x 600 px) high-resolution image	\$675	\$540
Premium Banner Ad (1600 px x 200 px) high-resolution image	\$1,350	\$1,215

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 2023. Premium banner advertising is available only on *Friendsjournal.org* and *QuakerSpeak.com*.

Two or more digital ads per year, per website will save \$135 per ad.

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 Friday *QuakerSpeak.com* eNewsletter. New videos are published every other Friday during the February–November broadcast season and are posted to our QuakerSpeak YouTube channel with your ad. QuakerSpeak has 32.5K subscribers and over 5.6 million views on YouTube, and its eNewsletter reaches approximately 4,400 subscribers. The QuakerSpeak website gets approximately 9,000 page views a month.

## QuakerSpeak Video Sponsorship

Outro and eNewsletter	\$675
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# Quakers Today

There are two Podcast season sponsorship spots available with equal fanfare. A season sponsorship includes for every episode: 1) A thank you to the Sponsor, “This episode is brought to you by . . .” intro, plus a longer acknowledgment (a 20-second script provided by the Sponsor) at the end; 2) An ad insert in our Tuesday eNewsletter announcing the Podcast; 3) A thank you title on all *Quakers Today* audiograms posted through the *Quakers Today* and *Friends Journal* social media channels.

## Quakers Today Sponsorship

Season sponsor (two available spots)	\$2,700
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**eNewsletter Ads** cost \$135 per insert. The *Friends Journal* eNewsletter reaches ~7,500 subscribers. The QuakerSpeak and *Quakers Today* podcast eNewsletter both reach ~4,400 subscribers and have a typical open rate of 40–50 percent.

## Weekly Email Newsletters

<i>Friends Journal</i> eNewsletter (1200 px x 232 px)	\$135
QuakerSpeak eNewsletter (1200 px x 232 px)	\$135
<i>Quakers Today</i> eNewsletter (1200 px x 232 px)	\$135

The eNewsletter schedule: Mondays and Thursdays feature *FJ* articles, Wednesdays feature *FJ* book reviews, Fridays feature QuakerSpeak videos, and Tuesdays feature the *Quaker.org* “Look to the Light” and the *Quakers Today* podcast.

Reservations are accepted 10 days prior to a scheduled run and include: 1200 x 232 pixels image in PNG or JPG format and a link to your landing page.  
Please contact [margaret@friendsjournal.org](mailto:margaret@friendsjournal.org).

# Takeover eNewsletter

Maximize your promotional impact by sending a dedicated message to our opt-in list. With a Takeover, all newsletter real estate is 100% dedicated to your message. These opportunities are available once a month on a weekend day for \$850 and require a 10-day lead time to facilitate the best quality advertising.

## Takeover eNewsletter

Dedicated message	\$850
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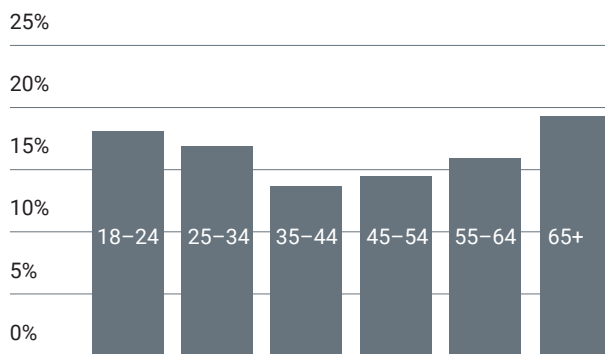
# Classifieds

are listed online at *Friendsjournal.org* for a flat fee of \$30 per month. Includes your logo/picture, link, and map pin. Classified click-throughs are at ~475 per month.

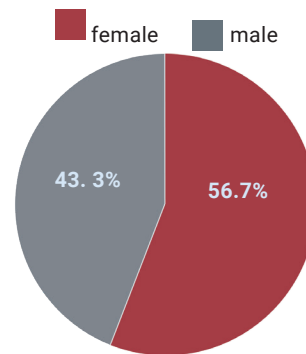
**Cross Platform Discounts:** A 5% cross-platform discount applies to contracts totaling over \$4,000 using a combination of Print, Sidebar, and Banner ads. eNewsletter ads are not included in this promotion and will not be discounted or count toward a contract's total. Cross-platform discounts may be applied only once in a calendar year. The discount is only available when customers commit to a cross-platform package in advance. No discounts will be added to a previously booked contract.

## Friends Journal and QuakerSpeak Viewership Demographics

### Age 28.09% of total users



### Gender 28.21% of total users



“I am reaching out to let you know how pleased I have been with the results from my advertising of my knives these past few years.

Thanks again for the good work of the *Journal*. A wonderful resource and important contributor to the life and future of Friends of all stripes!

—Henry Freeman