

# Media Kit 2021

## Print magazine inserts:

Inserts in *Anabaptist World* cost \$1,300, 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

## Digital advertising:

To schedule an ad or for more information about open rates, audience size, and demographics, contact [daniellek@anabaptistworld.org](mailto:daniellek@anabaptistworld.org).

### WEBSITE ADS:

Due one week prior to when you want them to run

- **Large ad:** \$165/week
  - Runs on the homepage and every article page on our site
  - 970x250 pixels in .jpg or .gif format
- **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 email newsletter, is sent every Saturday. It has about 5,000 subscribers and a 50-60% open rate.

Due the Monday prior to when you want them to run

- **Large ad:** \$165/week
  - 600x150 pixels in .jpg or .gif format
- **Small ad:** \$125/week
  - 300x250 pixels in .jpg or .gif format

### PODCAST ADS:

Anabaptist World Inc., in partnership with other organizations, produces podcasts available at [anabaptistworld.org](http://anabaptistworld.org), Apple iTunes, Stitcher and other podcasting platforms. For information about listenership and distribution, contact [daniellek@anabaptistworld.org](mailto: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 \$560. Our current subscription list is 5,600 people. Please email [daniellek@anabaptistworld.org](mailto:daniellek@anabaptistworld.org) if you would like to schedule a campaign.

## Classifieds:

Classifieds with Anabaptist World are \$1.30 per word and are posted in our print issues and online. Please submit the classified by the ad due date of each issue. Classifieds may be submitted online at [anabaptistworld.org/classifieds](http://anabaptistworld.org/classifieds) or by emailing Dana Neff at [DanaN@anabaptistWorld.org](mailto:DanaN@anabaptistWorld.org).

## 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 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

## Print magazine issue dates\*:

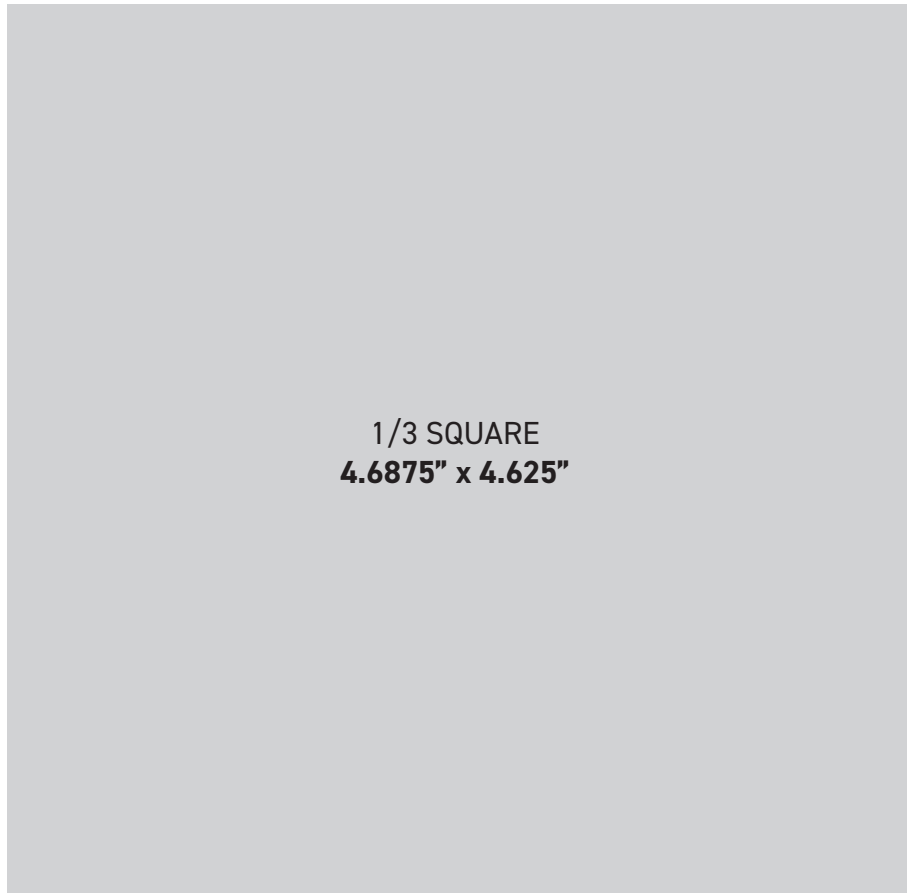
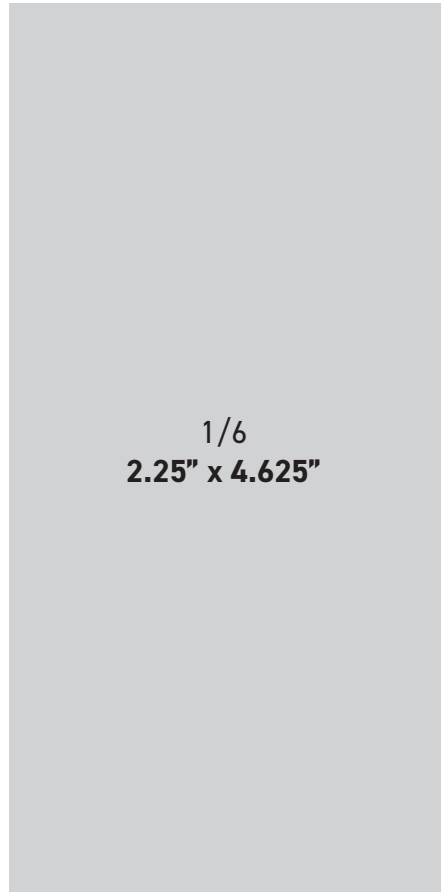
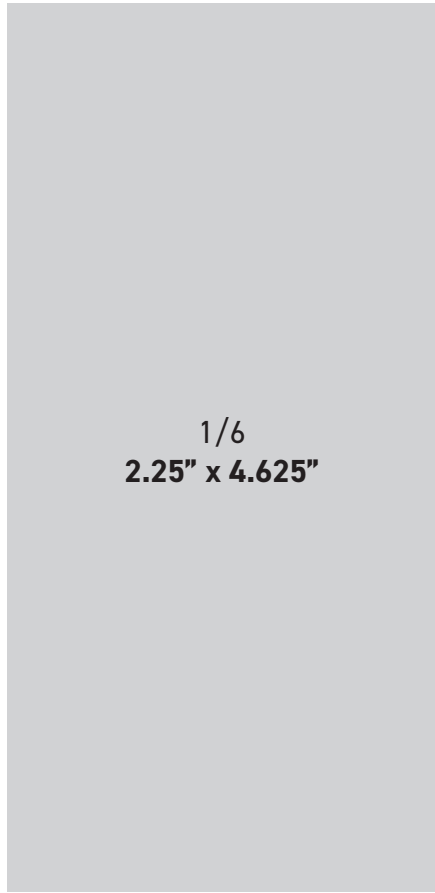
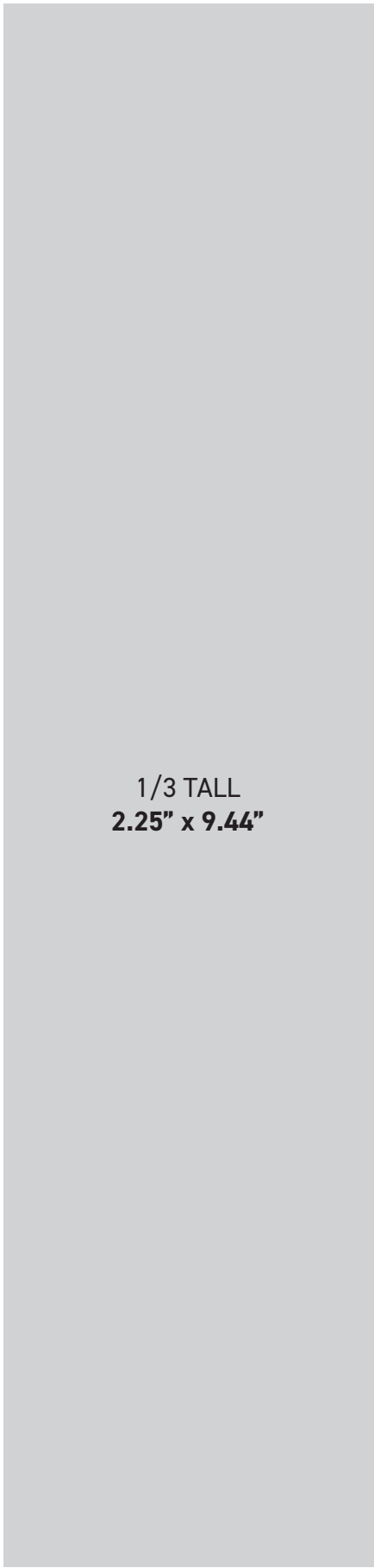
2021 issues	Ad reservations due	Mail date
Jan. 22	Dec. 30	Jan. 15
Feb. 12	Jan 21	Feb. 5
March 5	Feb 11	Feb. 26
March 26	March 4	March 19
April 16	March 25	April 9
May 7	April 15	April 30
May 28	May 6	May 21
June 18	May 28	June 11
July 9	June 17	July 2
Aug. 6	July 15	July 30
Aug. 27	Aug 5	Aug. 20
Sept. 17	Aug 26	Sept. 10
Oct. 8	Sept 16	Oct. 1
Oct. 29	Oct 7	Oct. 22
Nov. 26	Nov 4	Nov. 19
Dec. 24	Dec 2	Dec. 17

\*Ads are due one week after the ad reservation due date

## Contact:

**Danielle Klotz**  
 Anabaptist World Inc.  
 P.O. Box 568, Newton, KS 67114  
 316.283.3670 | [daniellek@anabaptistworld.org](mailto:daniellek@anabaptistworld.org)

All advertisements are subject to approval by Anabaptist World Inc.



1/2  
7.12" x 4.625"

1/2  
7.12" x 4.625"

FULL PAGE

Full bleed:  
**8.375" x 11.125"**

Trim size:  
**8.125" x 10.875"**