

# Media Kit 2022

## 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:

Website ads appear on the Anabaptist World's homepage and throughout article pages. The AW website rotates ads so that multiple ads can be scheduled on overlapping dates.

**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 weekly email newsletter is sent every Saturday. It has over 6,600 subscribers and growing with a 40-45% open rate.

**Ad files are 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 priced \$100 per 1,000 subscribers. At the time of making this media kit, the *AW Headlines* email has over 6,600 subscribers and growing. Please email [DanielleK@anabaptistworld.org](mailto:DanielleK@anabaptistworld.org) to schedule a dedicated email and to check the current price.

## 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 inserts:

Reach our audience directly by including your own printed material, bundle or inserted into one of our print issues. 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

## 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 issue frequency discount:

	1x	4x	8x	12x	16x
<b>Full-page</b>	\$1,500	\$1,350	\$1,200	\$1,250	\$1,050
<b>1/2 page</b>	\$790	\$711	\$632	\$592.50	\$553
<b>1/3 page</b> (tall or square)	\$575	\$517.50	\$460	\$431.25	\$402.50
<b>1/6 page</b>	\$300	\$270	\$240	\$225	\$210

## Print magazine ad dimensions:

Please be sure to follow measurements below exactly. Values listed are in inches.

<b>Full-page</b>	8.375 x 11.125 (full bleed) 8.125 x 10.875 (trim)
<b>1/2</b>	7.12 x 4.625
<b>1/3 square</b>	4.6875 x 4.625
<b>1/3 tall</b>	2.25 x 9.44
<b>1/6</b>	2.25 x 4.625



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## Print magazine issue dates\*:

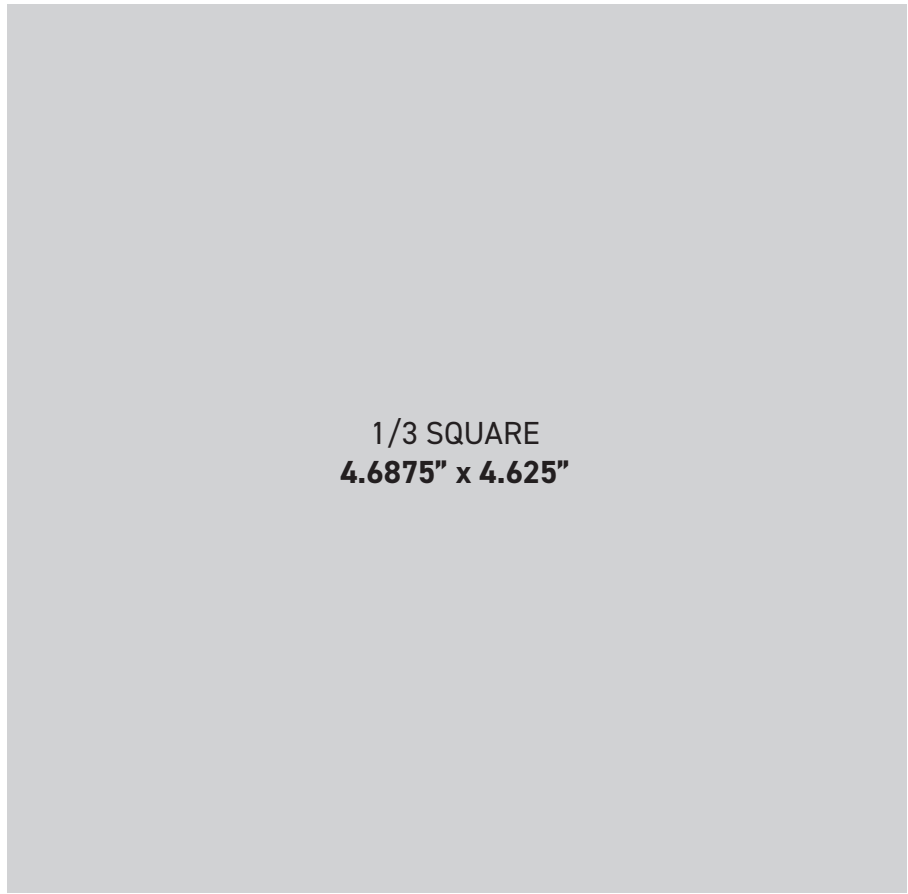
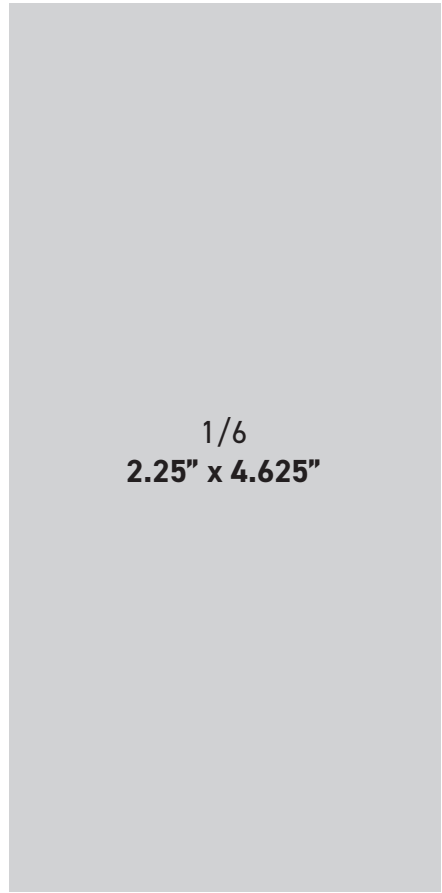
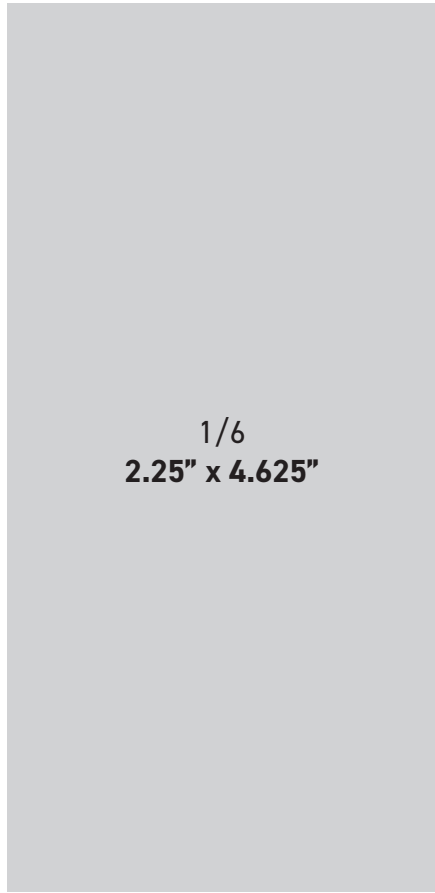
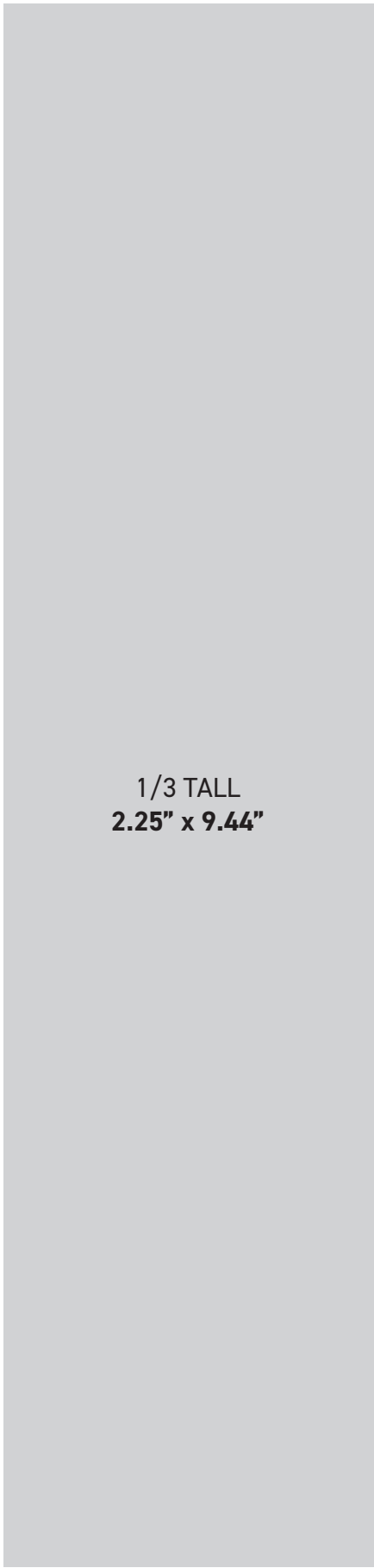
2022 issues	Ad reservations due	Ad files due	Mail date
Jan. 21	Dec. 30	Jan. 6	Jan. 14
Feb. 11	Jan. 20	Jan. 27	Feb. 5
March 4	Jan. 10	Jan. 17	Feb. 25
March 25	March 3	March 10	March 18
April 15	March 24	March 31	April 8
May 6	April 14	April 21	April 29
May 27	May 5	May 12	May 20
June 17	May 26	June 2	June 10
July 8	June 16	June 23	July 1
Aug. 5	July 14	July 21	July 29
Aug. 26	Aug. 4	Aug. 11	Aug. 19
Sept. 23	Sept. 1	Sept. 8	Sept. 16
Oct. 14	Sept 22	Sept. 29	Oct. 7
Nov. 4	Oct 13	Oct. 20	Oct. 28
Nov. 25	Nov. 3	Nov. 10	Nov. 18
Dec. 23	Dec. 8	Dec. 15	Dec. 16
2023 issues			
Jan. 20	Dec. 29	Jan. 5	Jan. 13

\*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"**