

Canada's Christian conversation

FAITH TODAY

***Faith Today* is the leading national magazine for Canada's estimated four million evangelical Christians, and has been for over 40 years.**

Faith Today connects, informs and profiles Evangelicals, equipping readers with expert research and insight into Canadian culture, Christian life and ministry. We also produce a popular semimonthly podcast.

Since 1983, *Faith Today* has hosted what we call Canada's Christian conversation on a wide range of key issues, providing profiles, analysis, opinions, book and music reviews, and practical how-to articles.

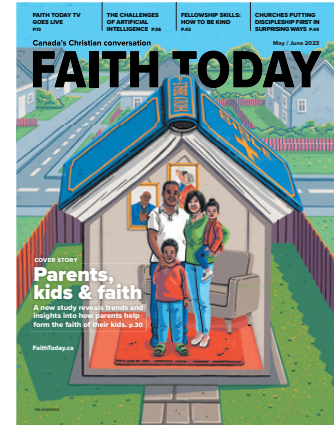
Faith Today is published by The Evangelical Fellowship of Canada, the national association of Evangelicals and the regional member of the World Evangelical Alliance.

Faith Today is available in print, with selected articles and podcast episodes also available at FaithToday.ca. Print subscriptions are free in Canada, and our growing audiences also have access to digital editions at FaithToday.ca/Digital.

Evangelically aligned Christians make up between 6% and 12% of the Canadian population and are found in every Christian tradition. Studies suggest 70% own their own homes, 82% don't smoke, 59% pray daily outside of formal religious services, 28% read the Bible or other religious material daily, and 77% have strong personal faith independent of church services.

Surveys of *Faith Today* print readers suggest 52% are male, 48% female, with ages ranges mainly from 30 to 85. Half are ministry leaders, and 36% hold a post-graduate degree. Household income is above the Canadian average, and a large majority give regularly to charities.

FaithToday.ca



Normal press run

20,000 copies

Multiple readership

**3.4 readers
per print copy**

Digital audience (unique visitors)

9,500 per issue

PRESS RUN

The *Faith Today* bimonthly press run is normally a minimum of 20,000 copies, with additional copies for special initiatives. Copies are delivered by Canada Post, retailed in Christian and secular bookstores and distributed at special events.

DISTRIBUTION BY REGION

- 55% Ontario
- 28% B.C./Alberta
- 11% Saskatchewan/Manitoba
- 6% Eastern Canada

PRINT CIRCULATION

As of September 2020, *Faith Today* moved to a free by request subscription model for Canadian addresses. Our circulation details are backed up by a publisher's sworn statement. Canada Post delivers the majority of our magazines directly to the homes, churches or offices of our readers, and we can cite their mailed or online requests as confirmation of their subscription request (a method also used by audit bureaus). The sworn statement is a common industry practice that saves us (and the donors who support our ministry) significant costs and staff time, allowing us to maintain an efficient ministry.

SUBSCRIBER QUANTITY

The 20,000 copies that *Faith Today* prints for a normal issue is split among free Canadian subscribers, foreign paid subscribers, EFC donors, copies sent to bookstores and other retail outlets, and controlled distribution. The controlled distribution is divided among institutions that are affiliated with the EFC (including churches and colleges), qualified lists obtained from partner ministries and free handouts at Christian conferences.

FAITH TODAY

RATE CARD 2023/2024

Print ads also appear in app & online library

Effective May 1, 2023

FULL-COLOUR ADS

FREQUENCY	1x rate cost per issue	3x rate cost per issue	6x rate cost per issue
Outside Cover (full colour only)	\$3,515	\$3,250	\$3,120
Inside Cover (full colour only)	\$3,175	\$3,070	\$2,960
Full Page	\$2,960	\$2,850	\$2,740
2/3-Page	\$2,450	\$2,350	\$2,290
1/2-Page Island	\$1,935	\$1,895	\$1,820
1/2-Page Horizontal	\$1,830	\$1,755	\$1,710
1/3-Page Vertical	\$1,550	\$1,475	\$1,430
1/3-Page Square	\$1,550	\$1,475	\$1,430
1/6-Page Vertical	\$1,180	\$1,120	\$1,100
1/6-Page Horizontal	\$1,180	\$1,120	\$1,100
Double Network Business Card *	\$755	\$665	\$575
Network Business Card *	\$470	\$415	\$360

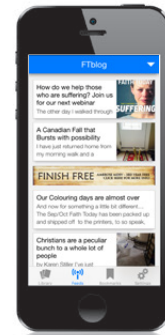
*Available only on Network Section – up to 10 per page

16-page supplement \$10,810

Printed and bound into centre of *Faith Today* issue.
Ideal for special anniversaries, events and major promotions.

CLASSIFIED ADVERTISING IN PRINT AND ONLINE

Online-only ads are \$2 per word for 60 days. Online plus print are \$3 per word.
For professional ads requiring logos or pictures, display advertising rates would apply.



**REACH OUR
DIGITAL
AUDIENCES
NOW!**

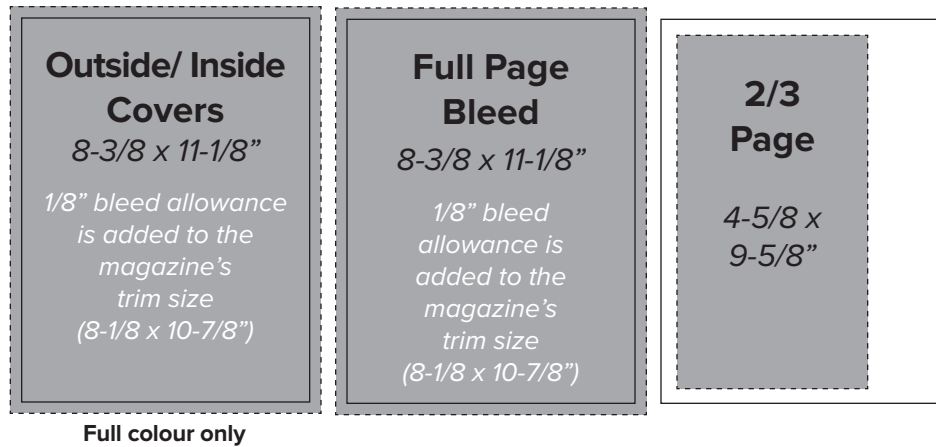
**Digital two months:
\$850**

Our digital package gives you two months of **prominent exposure** on FaithToday.ca (homepage and inner pages) and in our twice-a-month newsletters.

See following pages for details.

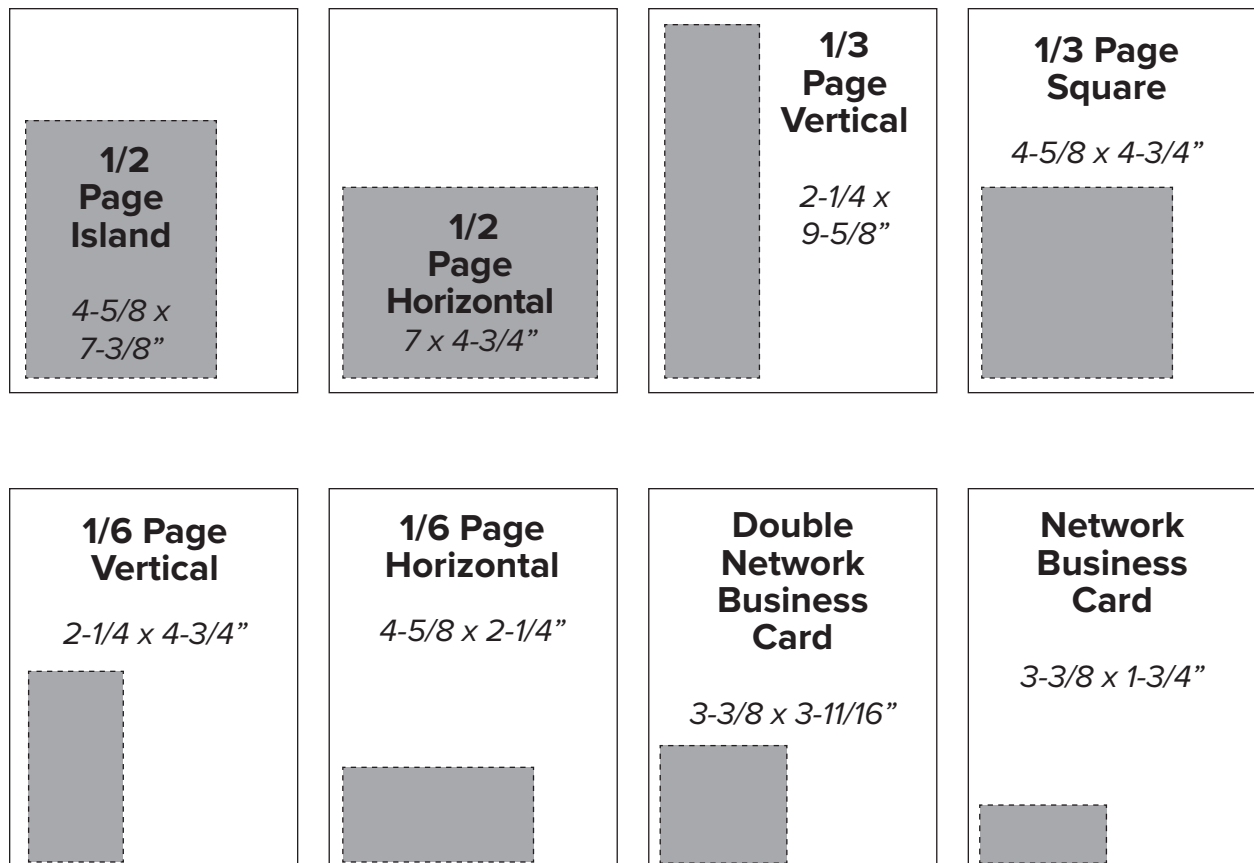
FOR ALL ADVERTISING QUERIES

Reach advertising manager **Brian Shephard** at **705-222-5025** or **ads@faithtoday.ca**



For full-page cover ads and bleed ads: It is very important that the ad is sized correctly to our magazine's trim size (8-1/8" x 10-7/8") and has the required 1/8" bleed allowance. Please also ensure that all text and live matter are a minimum of 1/4" from the magazine's trim edge.

For all ads: Please ensure that your ad – including all photos and images – are high-resolution with a minimum resolution of 300 dpi at 100%.



	ADVERTISING FEATURES	SPACE RESERVATION	MATERIAL DEADLINE	DELIVERY DATE
January/February	EDUCATION	NOV. 22	NOV. 29	FIRST WEEK OF JANUARY
March/April	CAMPING	JAN. 19	JAN. 26	FIRST WEEK OF MARCH
May/June	EDUCATION	MAR. 22	MAR. 29	FIRST WEEK OF MAY
July/August		MAY 24	MAY 31	FIRST WEEK OF JULY
September/October	EDUCATION	JULY 26	AUG. 2	FIRST WEEK OF SEPTEMBER
November/December	MINISTRY/ MISSIONS	SEPT. 20	SEPT. 27	FIRST WEEK OF NOVEMBER

Some upcoming features:

- Hip hop 101
- Rethinking productivity
- Religious hate in Canada
- Spiritual directors sharing wisdom
- Does a multi-denominational background affect your faith?
- Ministry reinvention after age 65



Reach customers where they are with digital advertising – and also get these extra benefits

- Digital ads are more affordable than print.
- Faster turnaround time means digital reaches audiences sooner, which is great when you need your ads to go public tomorrow – or, like, yesterday.
- Most digital ads can be changed or updated upon request.
- Online audiences are on average younger and more tech savvy than print-only audiences, which may perhaps match your target demographic.
- Audience responses to digital ads are trackable and quantifiable.
- Digital ads can include engaging video, audio and slideshows not available in print.

Online classifieds including career ads

Online-only classifieds are \$2 per word for 60 days. Or consider our full digital-only package for graphic display ads which includes e-newsletters and website banner ads.

Digital advertising

Unique visitors to FaithToday.ca

9,500 per issue

Unique subscribers who read in our online library

1,500 per issue

E-newsletters sent twice per month

3,750 opened

and 366 clickthroughs per message (6,750 delivered)

Unique subscribers who read via our app

300 per issue

Two month digital-only ad package: **\$850**

Get prominent exposure in our e-newsletter and across multiple websites

BASIC PACKAGE LOCATIONS

1. Homepage & online library:

728w x 90h leaderboards and 320w x 50h app footer

Appear midpage on FaithToday.ca homepage and top of page above the most recent online library issue for subscribers at Digital.FaithToday.ca.

2. Inner website pages: 240w x 400h ads

Appear top right on more than a dozen FaithToday.ca/Articles pages adjacent to the most recent articles in various categories.

3. FT Update: 210w x 210h ads (or 420h if space permits)

Faith Today's e-newsletter is sent twice a month to 6,750 readers. Subscribe at FaithToday.ca/Newsletter.

Optional additions, no extra cost

1. Video ad

We can frame your YouTube video in a specific article on both our main site (l.faithtoday.ca/MainSiteVideo) and our library site (l.faithtoday.ca/LibraryVideo). Or we can upload video onto our own servers using JWPlayer technology, which, like YouTube, can include Closed Captioning.

2. Static ad in specific article

We can place your static ad in a specific article on our library site FaithToday.ca/Digital and also, if the article is one of those selected to appear there, at our main site FaithToday.ca. Flexible sizes, recommended around 500w x 500h or horizontal 600w x 300h.

3. French advertising

We're developing a French-language e-newsletter called *Actions évangéliques* which can accommodate 210w x 210h ads (or 420h if space permits). It will go out once every two months (total 6 per year).

Reach advertising manager **Brian Shephard** at either **705-222-5025** or **ads@faithtoday.ca**.

Trim size: 8-1/8 x 10-7/8"

Full Bleed: 8-3/8 x 11-1/8" (includes 1/8" bleed on all sides).

Please keep "live matter" 1/4" away from the trim edge.

Supply a **high resolution PDF** of your ad to janicevaneck@rogers.com

- For large files (over 5 MB), please send via Dropbox link or Wetransfer

Frequency Discounts: Earned by having the designated number of insertions within a contract year. Any combination of ad units qualifies. Advertisers will be short-rated if, within a 12-month period, they have not used the amount of space upon which their billings have been based. A 1/6 page is the minimum size for earning frequency discounts on larger space.

Agency Commission: 15% commission is paid to recognized advertising agencies only. Commission is not allowed on classified ads, artwork, film printing and special handling charges.

Special Position: All position suggestions appearing on orders will be treated as requests (no charge and no guarantee). If you want a guaranteed position, please contact our sales manager as to availability.

Guaranteed Position: Add 10% to rate.

Cancellation or Changes: Cancellations on existing contracts must be submitted in writing 30 days prior to the advertising closing date and are not considered accepted until confirmed by the Advertising Manager. Covers cannot be cancelled. Changes will be accepted prior to the material deadline.

Terms: Payment is due upon receipt of Insertion Order and must be received prior to material deadline.

Disclaimer: *Faith Today* and the EFC reserve the right to refuse ads and/or suggest revisions to ads that do not match the tone and spirit of our magazine and the level of excellence in both message and design that our readers have come to expect.

FINAL PRESS FILES

Please send **final high res files** to Janice Van Eck, art director: janicevaneck@rogers.com

Contact

Contact advertising manager **Brian Shephard** at either **705-222-5025** or ads@faithtoday.ca.

Note: 1 ounce = 28.3495231 grams

Rates: Up to 10g in weight each – **\$0.14 per insert.**
From 10g to 20g in weight each – **\$0.16 per insert.**
Over 20g in weight each - **\$0.16 plus .0032 per gram of weight over 20g.**

The folded size of the insert must not be larger than *Faith Today* which is 8-1/8 x 10-7/8. A sample or facsimile must be submitted and approved prior to acceptance.

To send a sample by email: direct to Janice Van Eck, art director: janicevaneck@rogers.com

Postal requirements for outserts

1. The word "Catalog" or "Catalogue" must not be used on your outserts, nor should there be an index or table of contents. The words "Gift Giving Guide" are acceptable – it does not need to be on the front cover.
2. Enclosures must not have a postal indicia (a pre-printed image approved by Canada Post for postage and permit number).
3. Advertorial pieces: These are advertising pieces that are formatted to look like a newsletter or other host publication in order to attract a reader's attention. These must be clearly identified as "ADVERTISING," "ADVERTORIAL," or "PROMOTIONAL" (or similar wording) on the front page/cover, otherwise it may be treated as co-packaged.
4. *Annual / one-time publication:* An enclosed publication (newspaper, magazine or newsletter) published at a frequency of less than twice a year. It does not otherwise qualify as an advertorial, ride-along or other acceptable enclosure. It is clearly identified on the cover or in the masthead, with the words "ANNUAL PUBLICATION" (or similar wording). It meets all other criteria to be considered a Publications Mail item.
5. *Ride-along Publications Mail:* A complimentary, promotional copy of another title or the same title (a separate newspaper, magazine or newsletter that has not been requested) per mailing up to six (6) times in a calendar year with the intention of building subscription levels of the ride-along title. Must be clearly identified on the cover or on a separate sheet, card or overcover with the words "COMPLIMENTARY" or "FREE ISSUE/COPY" (or similar wording), and must include a call-to-action for subscription, such as a Business Reply Mail item, otherwise it may be treated as a co-packaged publication and priced accordingly.
6. If possible, we need samples of the outserts well in advance of printing. A few factors need to be confirmed before polybagging begins, i.e. checking if a larger size of poly is required, etc.

***We have a PDF that summarizes Canada Post's requirements
we can email to you upon request.***

Once approved, please send your inserts at least 3 weeks prior to publication date to:

**Dollco Printing
Attention: Sylvain Morissette
2340 St. Laurent Boulevard
Ottawa, ON K1G 6E3**

Tel: 613-518-4961 x. 1115
Email: smorissette@dollcoprint.com