

Canada's Christian conversation

# FAITH TODAY

Benefits  
of a 16-page  
supplement

## Tell your story...

Advertisers have valued the audience, reach and results they get by using **Faith Today** magazine for over 40 years. With a circulation of 20,000 copies of every issue, it's a valuable direct channel to an evangelical audience across Canada. But sometimes the message that you want to communicate takes more than one or two pages of advertising.

**Would you like to have a professionally produced 16-page section focused on the work of your organization?**

**Faith Today offers this option of marketing your organization to the evangelical Christian community across Canada – at an amazingly affordable cost.**

**Consider the following:** We can produce a special 16-page feature section highlighting your organization and its vision. The articles in this special section will clearly tell “your story” and may include your history, anniversaries and special projects.

**We can write the text and be responsible for the design and layout, while preserving your complete control over the final product.** We will then insert it into **Faith Today**, giving our readers an opportunity to read and learn more about your organization.

For no additional charge it will also appear on our free digital editions at **FaithToday.ca/Digital** and in our mobile apps (free downloads for Android and Apple devices). These all work together to direct traffic to your webpages and to guarantee a long shelf-life and improve your reach to new audiences.

### How it works

Thanks to the economies of scale in the printing industry, we can offer a much better rate per page when printing 16 pages rather than simply a one-page ad. **This reduced rate also includes the editorial, layout design, printing and distribution costs, saving you significant amounts of time and money.**





# FAITH TODAY

**Benefits  
of a 16-page  
supplement**

## Get extra copies to distribute.

### Extra copies

Besides the 16-page section in *Faith Today*, we can also arrange for extra copies to be printed as a freestanding publication you can use for various purposes. There would be an additional charge, usually very minor, based on a simple “cost per thousand” from our printer that we can provide prior to the print run.

### Reduce your costs even more

Advertising support from your major suppliers (whom we will contact on your behalf) can minimize your costs, sometimes by 50%. All you need to do is provide us with a list of your major suppliers, a letter on your letterhead inviting your suppliers and partners to participate in this special initiative, and we do the rest.

This is not charity on the part of your suppliers. It makes good business sense because it tells readers that your organization has chosen particular suppliers of products and services ahead of other competitors, thus lending your suppliers increased prestige.

### Extra low-cost options

We also have other pricing options which include eight-page sections rather than 16 pages, and editorial discounts for those who have the time and ability to write and edit your own stories. If you choose the option of using advertising support, we'll fit the ads in and our editors will get your approval on any needed adjustments to the length of your submitted text. We would be very excited to work together with your organization to produce an exceptional quality publication you can be very proud of. Please call us to further discuss how we can make this happen.

### Pricing

Consider that a full-page, colour ad in *Faith Today* is \$2,960. Multiply that by 16 pages for a total value of \$47,360. Because of the economies of scale, we can reduce this cost to **\$15,780 (that's \$986 per page)**. If you are equipped to write, edit and do the layout design, the cost is further reduced to **\$11,780**. And don't forget we can also provide you with thousands of standalone 16-page booklets for a small additional charge.





## Benefits of a 16-page supplement

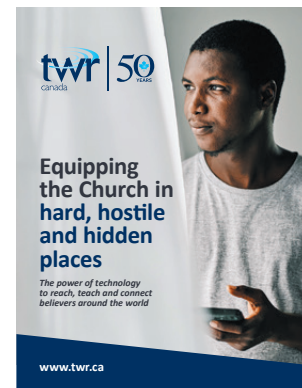
### Two important notes

If you choose to use your own designer, *Faith Today* reserves the right to request changes in the design so that it will flow smoothly with the look and feel of the magazine. *Faith Today* also reserves the right to edit any text you may supply for grammar and length – and to ensure your message is coming across loud and clear.

### Samples

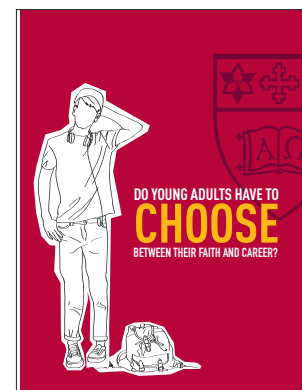
You can view samples of previous supplements online. These we designed:

- **TWR** <https://digital.faithtoday.ca/faithtoday/library/item/05062023/4095326/>
- **Vivre sa foi** <https://digital.faithtoday.ca/faithtoday/20170506?pg=65>
- **Israel Gov't Tourist Office with video** <https://digital.faithtoday.ca/faithtoday/20130506?pg=81>
- **Briercrest College & Seminary** <https://digital.faithtoday.ca/faithtoday/20130910?pg=37>



And these were designed and supplied by the advertisers:

- **Redeemer University** <https://digital.faithtoday.ca/faithtoday/09102019?pg=64>
- **SIM Now** <https://digital.faithtoday.ca/faithtoday/20171112?pg64>
- **Kids Alive** <https://digital.faithtoday.ca/faithtoday/20131112?pg=33>
- **Link Charity** <https://digital.faithtoday.ca/faithtoday/20140304?pg=33>
- **Dalit Freedom Network** <https://digital.faithtoday.ca/faithtoday/20150304?pg=57>



With the beautiful design of *Faith Today* winning awards year after year, the time has never been better to be a part of Canada's Christian conversation. We trust you'll see the value in this offer and give it serious consideration.

If you would like to discuss these opportunities, please call advertising manager **Brian Shephard** at **705-222-5025** or **ads@faithtoday.ca**

\*Design specs are available on request