

Canada's Christian conversation

FAITH TODAY

Benefits
for
educational
advertisers

A great fit for schools

Faith Today is the leading multimedia vehicle to reach Canada's estimated four million evangelical Christians – and specifically students and their parents.

Our communication channels ensure your advertising gets your message **directly to students** as well as their key advisors, namely their **parents, pastors and youth group leaders**.

Print + digital – get the best of both worlds

- **In print, there's 20,000 copies of every regular issue.** Print subscriptions are free in Canada, and our growing audiences also have access to complete digital editions at www.FaithToday.ca/Digital.
- **Each printed copy has at least a two-month shelf-life and is read by an estimated three people.** Imagine a young adult who brings home a copy from a conference, where it's also read by their parents. Or imagine a subscriber who shares an issue with their teen or grandchild, encouraging them to consider a Christian postsecondary school.
- **Our magazine is available free on our mobile apps and in any web browser** – ensuring your message reaches the tech-loving youth audience as well as busy “on the go” people who do most of their reading on their phone or tablet. Advertisers also have the option to increase reader engagement by including video in their ads.
- **Digital editions allow readers to share articles with the adjacent advertisements over social media, extending the influence of advertisements to new readers.** *Faith Today* also produces Facebook, Instagram and Twitter streams that channel users to our sites several times per day.
- **Our website FaithToday.ca and our email newsletter also accept advertising.** Our podcasts do not accept ads but they do increase readership to our other properties.



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Trusted context

Faith Today situates your advertisement in a trustworthy context – in a magazine published for over 40 years by The Evangelical Fellowship of Canada, the country's main evangelical association (a registered charity) and member of the World Evangelical Alliance.

Added value

- Advertisers who buy 1/6 page or more in our education feature are given space to contribute their own **200-word advertorial text** to accompany their advertisement at no extra cost – a **\$1,100 value**.

Explore a variety of advertising options and packages, from classifieds (\$3 per word) up to 16-page supplements, with:

Brian Shephard, Advertising Manager
ads@faithtoday.ca | 705-222-5025



UPCOMING FAITH TODAY ISSUES WITH EDUCATION ADVERTISING FEATURES

January/February

ADVERTISING FEATURES

EDUCATION

SPACE RESERVATION

NOV. 22

MATERIAL DEADLINE

NOV. 29

DELIVERY DATE

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

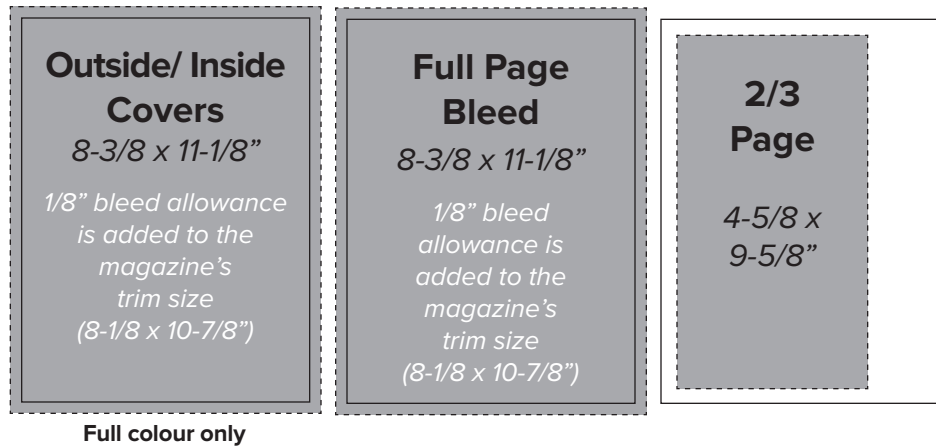
November/December

MINISTRY/
MISSIONS

SEPT. 20

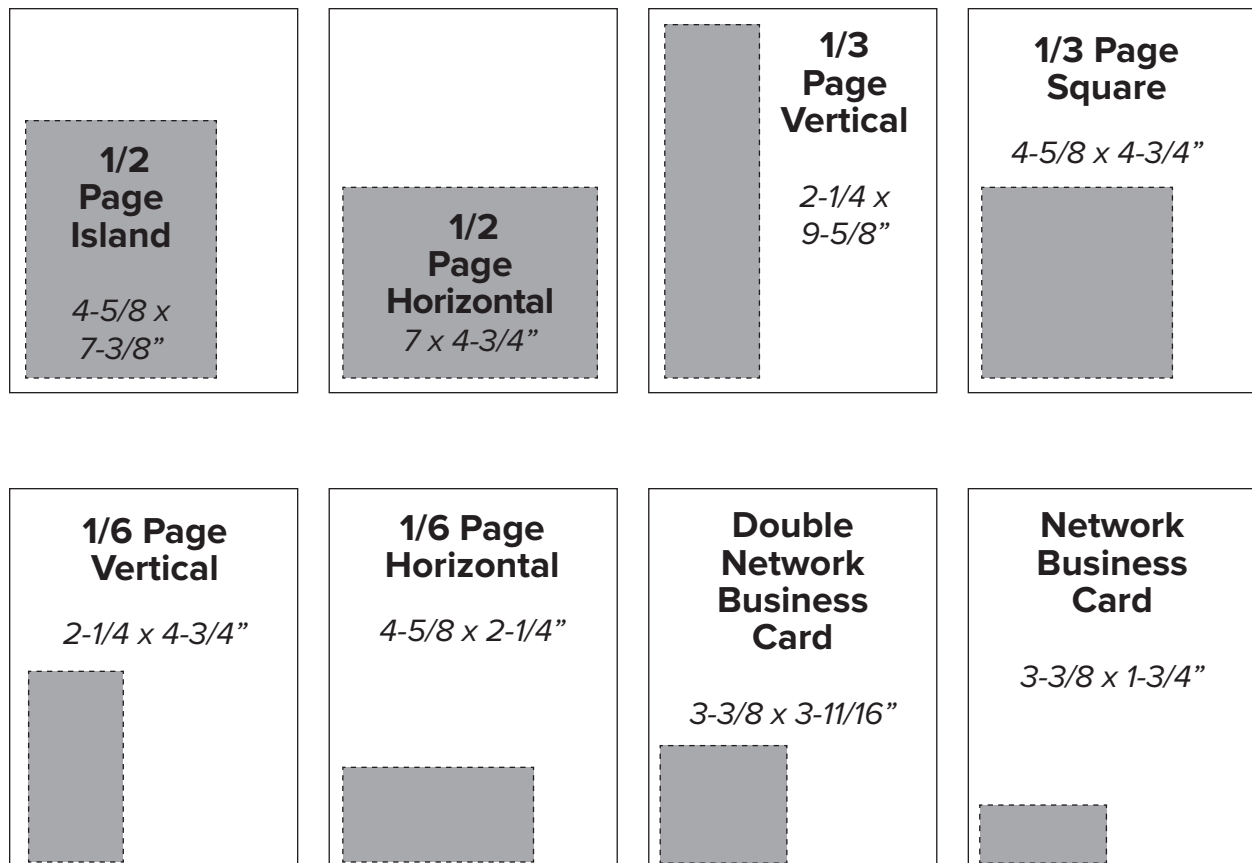
SEPT. 27

FIRST WEEK
OF NOVEMBER



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%.



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

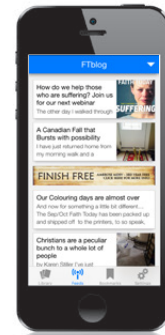
*Available only on Network Section – up to 10 per page

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.

Request details and specs.

FOR ALL ADVERTISING QUERIES

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