

Canada's Christian conversation

# FAITH TODAY

Benefits for  
mission and  
ministry  
advertisers

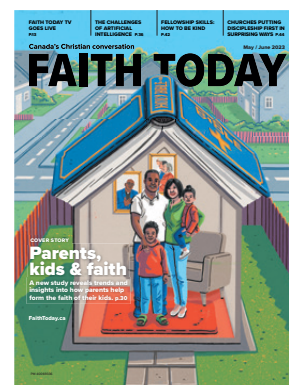
## A great fit for mission and ministry advertisers

*Faith Today* is the leading multimedia vehicle to reach Canada's estimated four million evangelical Christians.

Our communication channels ensure your advertising gets your message **directly to the people you want to reach—about half are decision-makers such as pastors and elders, and the other half are active donors and volunteers in the pews.** Our readers give money and donate time to charities at well above the national averages. Most own their own homes and earn household incomes above \$150,000 per year (about double the Canadian median household income). They are spread across Canada and across more than 40 denominations.

### 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 [FaithToday.ca/Digital](http://FaithToday.ca/Digital).
- **Each printed copy has at least a two-month shelf-life and is read by an estimated three people.** Imagine a subscriber who shares an issue with their friend, teen or grandchild, encouraging them to consider a mission opportunity.
- **Our magazine is available free on our mobile apps and in any web browser** – ensuring your message reaches tech-loving, “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](http://FaithToday.ca) and our email newsletter also accept advertising.** Our podcasts do not accept ads but they do increase readership to our other properties.



# FAITH TODAY

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ministry  
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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 mission and ministry 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 MISSION AND MINISTRIES ADVERTISING FEATURES

#### January/February

#### ADVERTISING FEATURES

EDUCATION

#### SPACE RESERVATION

NOV. 22

#### MATERIAL DEADLINE

NOV. 29

#### DELIVERY DATE

FIRST WEEK  
OF JANUARY

#### March/April

MINISTRY/  
MISSIONS  
CAMPING

JAN. 19

JAN. 26

FIRST WEEK  
OF MARCH

#### May/June

EDUCATION

MAR. 22

MAR. 29

FIRST WEEK  
OF MAY

#### July/August

MINISTRY/  
MISSIONS

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

# 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

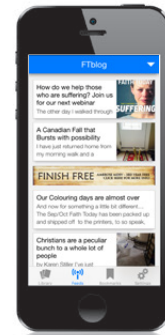
\*Available only on Network Section – up to 10 per page

**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!**

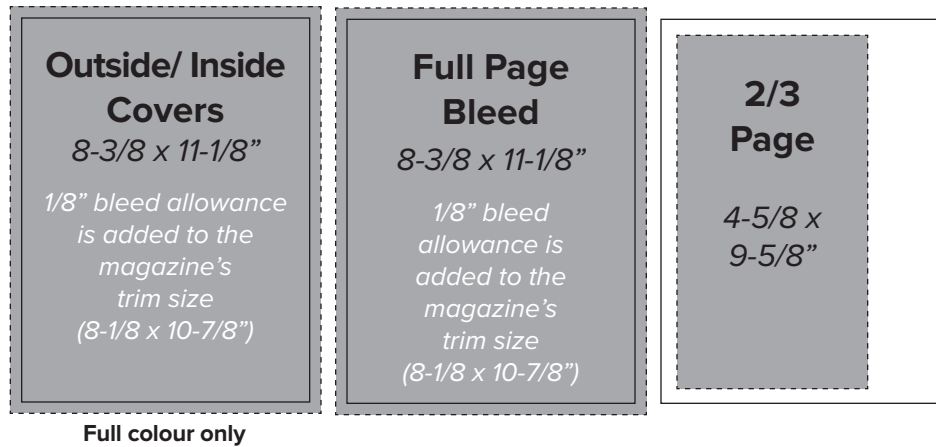
**Digital two months:  
\$850**

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**



**For full-page cover ads and bleed ads:** It is very important that the ad is sized correctly to our magazine's trim size ( $8\text{-}1/8" \times 10\text{-}7/8"$ ) 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%.

