

FAITH TODAY

Benefits of sponsored content advertorials

Tell your story – the whole story – with a contributed article

Advertisers have valued the audience, reach and results they get by using **Faith Today** magazine for over 40 years. It's a valuable direct channel that reaches more than 30,000 readers with every issue. But sometimes the message you want to communicate takes more space than a typical display advertisement.

Would you like to contribute an article that:

- explains a new initiative
- introduces a product
- celebrates an institutional anniversary
- outlines the work of your organization?

Faith Today offers a “sponsored content” option to help you share your good news with the evangelical Christian community.

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A MESSAGE FROM WYCLIFFE COLLEGE

An interview with Andy Bannister

Any Christian who is active in the community will know that there is a need for more Christian voices in the media. Faith Today is a unique opportunity for Christians to share their stories and insights with a wide audience. We are pleased to have Andy Bannister, a member of the staff of the Wycliffe Bible Translating Centre, contribute to this special section of Faith Today.

Andy Bannister is a member of the staff of the Wycliffe Bible Translating Centre. He has been working with the Centre for many years, and has a deep understanding of the challenges and opportunities of Bible translation. In this interview, he shares his insights on the importance of Bible translation in the modern world, and how Faith Today can help to reach more people with the Gospel.

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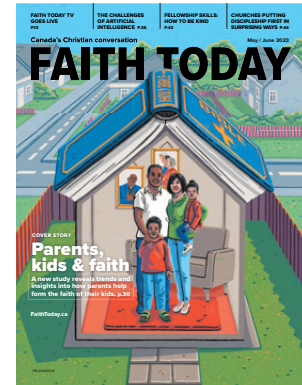
Wycliffe College

Here's a published full-page example by Wycliffe College in **Faith Today's** Nov/Dec 2019 issue (click on page for link).

You provide approximately 500 words of body text, plus a headline, subhead, byline and photo and we do the rest!

Imagine: You simply provide the text and picture, and we can be responsible for the design and layout, while preserving your complete control over the final product. We will then publish your sponsored content page in **Faith Today**, giving our 30,000 plus readers (20,000 printed copies) an opportunity to read your message and learn what you want them to.

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



ADVERTISEMENT

Resilient families

By John Friesen

Several years ago the leader of the Faith Today team, John Friesen, was asked to write an article for the magazine. He was asked to write about the challenges of being a parent in a world where the values of the Christian faith are often challenged. He wrote an article titled "Resilient Families" which was published in the magazine. The article was well received and has been a popular feature in the magazine ever since.

John Friesen is a member of the staff of the Wycliffe Bible Translating Centre. He has been working with the Centre for many years, and has a deep understanding of the challenges and opportunities of Bible translation. In this interview, he shares his insights on the importance of Bible translation in the modern world, and how Faith Today can help to reach more people with the Gospel.

Wycliffe College

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A MESSAGE FROM WORLD RENEW

Food for every table

Empowering World's Family to break free from hunger

In a world where hunger is a reality for many people, it is important to find ways to help those who are in need. World Renew is a Christian organization that is dedicated to helping people in need around the world. They do this by providing food, clothing, and other necessities to those who are in need. They also provide training and support to help people become self-sufficient. World Renew is a great example of how Christians can make a difference in the world.

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World Renew

This sponsored content will clearly tell *your* story.

Extra easy: If you don't have prepared text, we can hire a professional writer to interview you and your team, and then draft some text for you to approve. We can also hire a photographer for you if needed.

The fine print: *Faith Today* reserves the right to edit text for grammar and length and to propose changes to supplied pictures – all to ensure that your message is coming across loud and clear. Our editors will propose any alterations in writing for your approval.

We would be very excited to work together with your organization to produce an exceptional quality page of sponsored content that you would be very proud of. Please call me to further discuss how we can make this happen.

A full-page, colour “sponsored content” ad in *Faith Today* is \$1,985

We trust that you'll see the value in this offer and give it serious consideration. If you would like to further discuss this opportunity, please call:

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

UPCOMING FAITH TODAY ISSUES	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