

Canada's Christian conversation

FAITH TODAY

Benefits for
mission and
ministry
advertisers

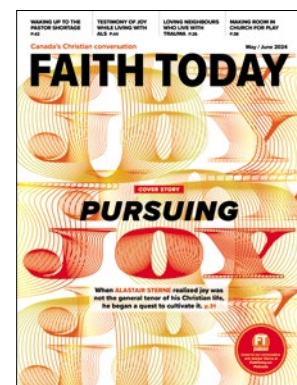
A great fit for mission and ministry advertisers

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.
- **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 week.
- **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 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:

Reach our advertising team at:
905-479-5885 ext. 241
ads@faithtoday.ca



UPCOMING FAITH TODAY ISSUES WITH MISSION AND MISSIONS ADVERTISING FEATURES	ADVERTISING FEATURES	SPACE RESERVATION	MATERIAL DEADLINE	DELIVERY DATE
January/February	EDUCATION	NOV. 22	NOV. 29	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 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

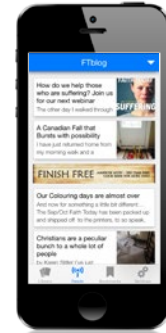
*Available only on Network Section – up to 10 per page

16-page supplement \$11,780

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, our app and our twice-a-month newsletters.

Request details and specs.

FOR ALL ADVERTISING QUERIES

Reach our advertising team at **905-479-5885 ext. 241** or ads@faithtoday.ca

[for the print edition]

<p>Outside/ Inside Covers 8-3/8 x 11-1/8" <i>1/8" bleed allowance is added to the magazine's trim size (8-1/8 x 10-7/8")</i></p>	<p>Full Page Bleed 8-3/8 x 11-1/8" <i>1/8" bleed allowance is added to the magazine's trim size (8-1/8 x 10-7/8")</i></p>	<p>2/3 Page 4-5/8 x 9-5/8"</p>
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Full colour only

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%.

<p>1/2 Page Island 4-5/8 x 7-3/8"</p>	<p>1/2 Page Horizontal 7 x 4-3/4"</p>	<p>1/3 Page Vertical 2-1/4 x 9-5/8"</p>	<p>1/3 Page Square 4-5/8 x 4-3/4"</p>
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<p>1/6 Page Vertical 2-1/4 x 4-3/4"</p>	<p>1/6 Page Horizontal 4-5/8 x 2-1/4"</p>	<p>Double Network Business Card 3-3/8 x 3-11/16"</p>	<p>Network Business Card 3-3/8 x 1-3/4"</p>
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