

Canada's Christian conversation

# 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.

ADVERTISEMENT A MESSAGE FROM WYCLIFFE COLLEGE

### An interview with Andy Bannister



Andy Bannister is the author of the book *Blended*, which explores the challenges of raising children in a blended family. In this interview, he discusses the importance of communication and understanding in these families.

Wycliffe College is a leading institution in Canada, offering a variety of programs and services to support the Christian community.

[www.WycliffeCollege.ca](http://www.WycliffeCollege.ca)

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:** We design a professional ad layout using your text and photo while preserving 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.

FAITH TODAY TV AGES LIVE! THE CHALLENGE OF ARTIFICIAL INTELLIGENCE? FELLOWSHIP HELLS HOW TO BE KING? CHURCHES FITTING DISCUSSION FIRST IN DISCUSSION? MAY 2022

# FAITH TODAY

Cover story: **Parents, kids & faith**  
A new study reveals how and why parents help from the faith of their kids. p.20



ADVERTISEMENT

### Resilient families

By John Friesen



Several years ago the leader of a church in a small town in Ontario was asked to give a message at a church service. He was a member of the church and had been a member for many years. He was asked to give a message on the topic of resilience. He had a lot of thoughts on this topic and decided to share them with the church members.

MBC plans to use the results of the research to help families and churches better understand the needs of their members and to provide support where needed.

**MBC** MUSKOKA BIBLE COLLEGE  
[MuskokaBible.com](http://www.MuskokaBible.com)

ADVERTISEMENT A MESSAGE FROM WORLD RENEW

### Food for every table

Empowering World's Family to break free from hunger



It's amazing and often overlooked that the world is still hungry. In 2019, over 690 million people went to bed hungry every night. This is a global crisis that needs to be addressed. World Renew is a Christian organization that is committed to providing food and support to those in need.

World Renew is a Christian organization that is committed to providing food and support to those in need. We are currently looking for volunteers and donors to help us make a difference in the world.

**World Renew**  
[www.WorldRenew.ca](http://www.WorldRenew.ca)

## 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:

To discuss these opportunities, please contact:

**Sammy Kyereme, Advertising Manager**

**ads@faithtoday.ca | Tel: 613-233-9868 ext. 225**

UPCOMING FAITH TODAY ISSUES	ADVERTISING FEATURES	SPACE RESERVATION	MATERIAL DEADLINE	DELIVERY DATE
<b>January/February</b>	EDUCATION	NOV. 22	NOV. 29	FIRST WEEK OF JANUARY
<b>March/April</b>	CAMPING	JAN. 17	JAN. 24	FIRST WEEK OF MARCH
<b>May/June</b>	EDUCATION	MAR. 21	MAR. 28	FIRST WEEK OF MAY
<b>July/August</b>		MAY 23	MAY 30	FIRST WEEK OF JULY
<b>September/October</b>	EDUCATION	JULY 25	AUG. 1	FIRST WEEK OF SEPTEMBER
<b>November/December</b>	MINISTRY/ MISSIONS	SEPT. 19	SEPT. 26	FIRST WEEK OF NOVEMBER

# FAITH TODAY

**New!**  
**Affordable**  
**digital-only**  
**options**

## Digital-only sponsored content

Take advantage of the extra flexibility of our website and email newsletters.

Use digital-only sponsored content to further strengthen your in-magazine advertising – or as a stand-alone, digital-only campaign.

Deliver your message inside our valued twice-a-month email newsletters reaching 9,500 inboxes per issue. Include video, audio and live hyperlinks on your sponsored content webpage at **FaithToday.ca**.

**What it looks like:** At FaithToday.ca all articles are tagged with labels such as Blog Post, Features and Books + Culture. We have now added a Sponsored Content tag to make room for paid placement. That means your text, image, hyperlinks and optional audio/video content will appear as a long-term, searchable webpage on our website alongside all the valued editorial content that draws 9,500 unique visitors per issue.

Your Sponsored Content webpage will have a simple shareable link such as **FaithToday.ca/AdvertiserCampaign** and also be supported by a photo and text in one month's worth of email newsletters (two issues). See graphic for details.

**A sponsored content webpage with links from two e-newsletters is \$850.**

*Note: We have limited slots for sponsored content in e-newsletters and reserve the right to refuse or postpone based on space availability.*



**Regular**  
**digital ads**  
**210 x 210 px**

**Articles**  
**featured and**  
**sponsored**

- Photo 250 x 131 px
- Headline text 10 words max
- Intro text 25 words max

Support Faith Today: A donation amount of \$100 suggested  
- Or make your donation through our secure [FaithToday.ca/Donate](#)  
- Change of address? Notify us at [support@faithtoday.ca](#)