

# 2023-24 Media Kit

# The Presbyterian OUTLOOK



## ***The Presbyterian Outlook* provides an integrated marketing solution that includes:**

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# Demographics

# The Presbyterian OUTLOOK

The *Presbyterian Outlook* is the only Presbyterian magazine that publishes 18 issues a year and reaches a wide audience within the Presbyterian Church (U.S.A.):

- Congregational leaders.
- Pastors across the country.
- Elders.
- Deacons.
- Religious educators.
- Youth group leaders.
- Music ministers.
- Presbyterian theologians.
- Seminary students.
- PC(USA) leaders.
- Pilgrimage leaders.
- Camp directors.
- Convention and retreat directors.
- Volunteers.
- Publishers.
- Mission leadership.
- Pension and financial aid leaders.
- Book buyers.

The editorial mission is to provide balanced reporting on the major issues, policies, events, programs and leadership of the Presbyterian Church (U.S.A.). This is the magazine for and about anyone who is in a leadership role at the congregational, seminary, presbytery or national level.



Contact: Patrick Shanley, Ad Sales Representative | (312) 919-1306 | Patrick@kevinshanley.com

# Reader Profile

# The Presbyterian OUTLOOK

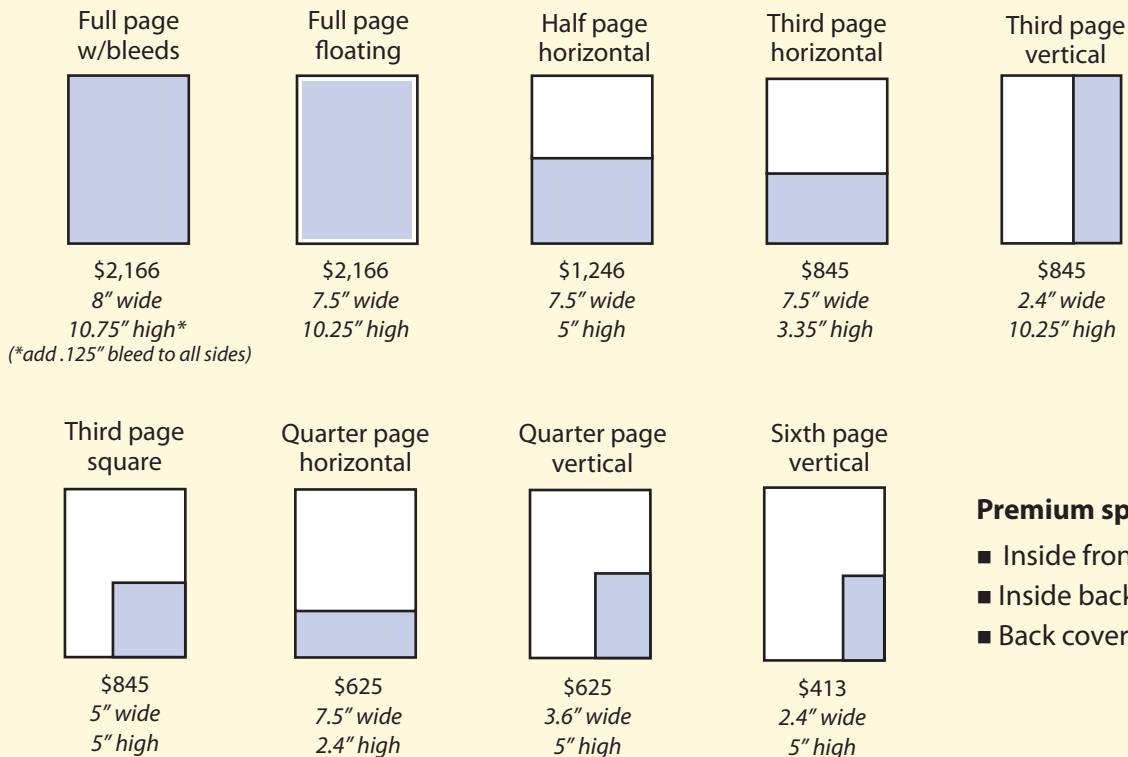
- **Responsive buyers:**
  - ▶ 92% rely on the *Outlook* for news and events sponsored by the PC(USA) agencies.
  - ▶ 70% of the readers have responded to an ad promoting an event or a conference.
- **Well educated:**
  - ▶ 97% are college educated.
  - ▶ 85% have an advanced academic degree.
  - ▶ 74% are ordained ministers.
- **High income:**
  - ▶ 70% of the households have annual incomes of \$60,000 or more.
- **Big spenders:**
  - ▶ 62% spend \$100 or more a year on adult continuing education programs and materials.
  - ▶ 45% spend over \$500 annually on continuing education.
  - ▶ 75% have religious education material budgets with ranges from \$500 to \$3500.
  - ▶ At least 60% are in need of adult religious education materials.
- **Big readers:**
  - ▶ Readers subscribe to 4.2 magazines on average.
  - ▶ 60% purchase 5 or more books annually.
  - ▶ 24% purchase 15 or more books annually.
  - ▶ 93% subscribe to newspapers.
- **Value education:**
  - ▶ 85% of the church leaders participate in religious continuing education programs each year.
- **Presbyterian based:**
  - ▶ 86% have either worked or presently work for a Presbyterian church.

# Display Advertising

# The Presbyterian OUTLOOK

## Special Introductory Offer: Buy Two Ads and Get One Free!

- Additional frequency discounts are available.
- Eighteen issues annually.



### Print Ad Specifications:

- Page size: 8" wide by 10.75" high.
- Live area: 7.5" wide by 10.25" high.
- Bleeds: add .125" on all sides to the live area.
- Four-color process.
- 300 DPI.
- Press Quality PDF.
- Email material to: [patrick@kevinshanley@pres-outlook.org](mailto:patrick@kevinshanley@pres-outlook.org)
- Graphic design services available for a fee.

### App Ad Specifications

- Standard app size: 320 x 480.
- JPEG or PNG.
- \$400 per month.

### Banner Ads

- 1536 x 512 for tablets.
- 1152 x 512 for phones.
- \$400 per month.

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# Advertorials

# O The Presbyterian OUTLOOK

An advertorial has the look and feel of a full page magazine article where you tell your story directly to the *Outlook* readers. You control the content of the message.

- Trim: 7-3/4" x 10-1/2" inches.
- Copy length is about 650 words.
- "Paid Advertisement" will appear at the bottom of the page.
- Graphic design if needed.

**Your Price: \$2,166**

Advertisement



Presbyterian Church (U.S.A.)  
**INVESTMENT & LOAN**  
PROGRAM, INC.

For over 150 years, Presbyterians have supported the growth and expansion of our churches through low-cost loans. For most of that time, funds for these loans came through endowments established for church growth. In fact, the first major endowment dates back to the 1840s and those funds are still building churches today.

When churches borrow through the Investment & Loan Program, they not only get a low interest rate but the interest they pay is helping other churches expand mission and ministry. Over half of the interest paid on General Assembly loans goes back into local mission through grants and loans.

Since 1996, Presbyterians can provide loan funds through their savings and investments by purchasing interest-bearing notes through the Presbyterian Investment & Loan Program. As a result, the funds available are greatly expanded and more congregations are being served.

Loan funds are available for all PC(U.S.A.) churches that are building, expanding or re-shaping space as well as refinancing of existing loans. These endowments and investments helped Neema Community Church purchase and existing church building to serve its congregation of recent immigrants.



**Neema Community Church, Overland Park, KS**  
Beginning with a prayer group in an apartment and only a few African immigrants, Neema Community Church has grown into a vibrant congregation of nearly two hundred souls.

Reverend Dr. David Nzioka, pastor, says, "It has been a long journey, both literally and

figuratively, for the members of our wonderful church. Shortly after our formation, we began having meetings at Village Presbyterian Church in Prairie Village, who offered to support the fellowship."

Paster Nzioka adds, "Our newly acquired multi-purpose building offers us seating for two-hundred-fifty worshippers and has a large foyer, five offices, a conference room, kitchen and classrooms for our growing Sunday School."

"We are grateful to the Presbyterian Investment and Loan Program for their assistance and for the help of Presbyterian investors and donors in providing financing for our new building."

For more information about loans or investments for your church, contact Ben Blake at (800) 903-7457, Ext. 5865 or at [ben.blake@pcusa.org](mailto:ben.blake@pcusa.org).

<http://pilp.pcusa.org>

# Web Advertising

# The Presbyterian

# OUTLOOK

## Banner Ads

### Top Premium Banner (Appears on every page)

- 970 x 250 — \$2,000
- 970 x 90 — \$1,200
- 728 x 90 — \$1,200

\*When ordering any of the above sized banner ads, please include a separate art file sized 300 x 50 pixels to appear on mobile devices.

### Mid-Page Banner (Appears on homepage only)

- 970 x 250 — \$1,500
- 970 x 90 — \$1,000
- 728 x 90 — \$800

### Anchor Banner (Appears on bottom of every page)

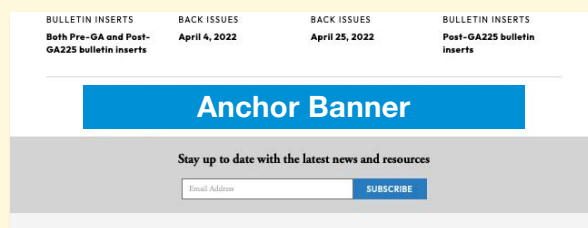
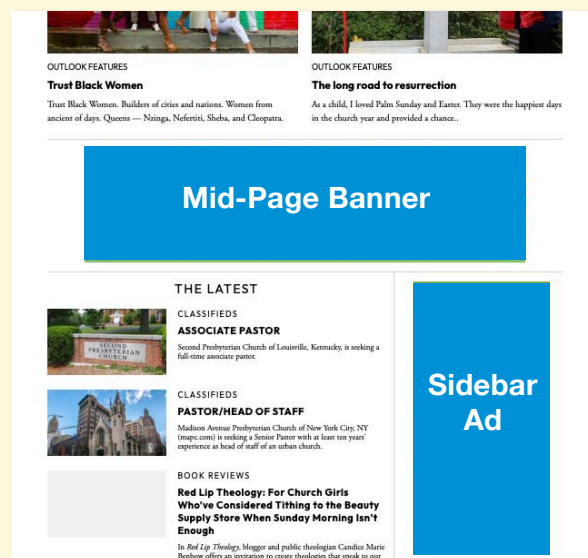
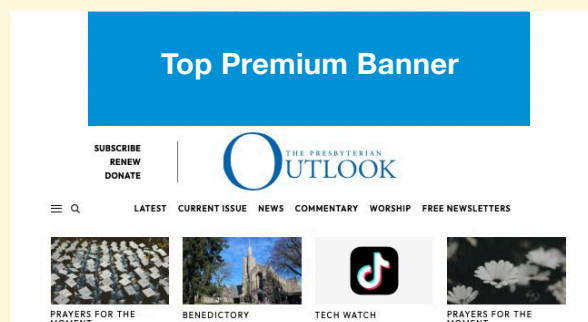
- 970 x 250 — \$1,750
- 970 x 90 — \$1,100
- 728 x 90 — \$900

## Sidebar Ads (Appear on all pages)

- 300 x 600 — \$800
- 300 x 250 — \$500

## File formats

- Image format: JPEG, PNG, GIF.
- Image color model: RGB.
- Image size: must be under 150 KB.
- Please include a hairline border on all web ads.



# Polybag Program

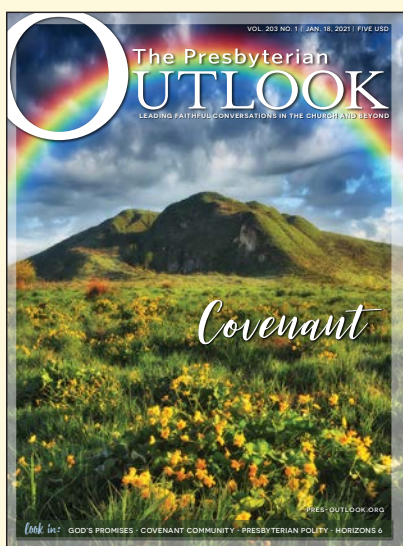
# The Presbyterian OUTLOOK

## ***The Presbyterian Outlook* plus your catalog or brochure**

This very high profile marketing channel allows you to include your catalog or brochure with an *Outlook* mailing. A clear plastic bag will include your marketing piece along with the current issue.

You simply ship 5,000 catalogs or brochures to the *Outlook's* printer, Walsworth. We can help with the graphic design and printing of your marketing piece for an additional fee.

**Your Price: \$3,900\*** (minimum price)



plus



# Webinar Sponsorship

# The Presbyterian OUTLOOK

Have your message presented live during a webinar hosted by the staff of the *Presbyterian Outlook*. The staff will present the features and benefits of your product, mission and/or services. Think of this as being a radio commercial to key leaders of congregations and engaged Presbyterians. Plus each webinar is archived and made available for replay.



Teri Ott  
Editor/Publisher  
*The Presbyterian Outlook*

You will be mentioned in:

- The webinar advertising.
- 4 weeks online advertising—banner or sidebar ad.
- 3 email blasts which will include your ad.
- All production costs are included.
- Retail value: \$4,800.

**Your Price: \$3,400**

**You SAVE: \$1,400 (29%)**

# List Rental Program

# The Presbyterian OUTLOOK

## Introduce direct mail to your marketing strategy:

- You can rent the *Presbyterian Outlook's* databases for \$110 per thousand names.
- Approximately 10,000 names.
- Minimum order: \$250 (100 to 1,700 names).
- State selects are available.
- One-time use only.
- Payment is required with your order.
- Marketing or mailing piece needs to be submitted for approval.

**Your Price: \$110 per thousand names**

**Minimum Order: \$250.00 (up to 2,500 names)**



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# Email Marketing

# The Presbyterian

# OUTLOOK

Have your message sent directly to the inboxes of the *Outlook's* 24,000 email subscribers. Run a banner ad to promote your products and mission and direct people to your website in one of the *Outlook's* weekly emails.

The *Outlook* also offers the opportunity to send out a dedicated email to their list on your behalf. You provide the editorial content, images and links and allow us to do the rest. Your message, our list.

**Your Price: \$2,400**

#### Email Banner Ad

- 585 x 150 pixels.

**Your Price: \$400**



# Classified Ad Program

## The Presbyterian

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### Classified Advertising Rates

Print Only 1 issue	Web Only 2 week ad	Print and Web 1 issue/2 week web ad
\$2.00 per word	\$2.00 per word	\$2.50 per word

- 25 word minimum.
- Print rates are per issue.
- Web rates are for two weeks.
- Images can be included in online classified ads.
- Prepayment is required on all classified advertising (print and online).
- Payment options:
  - Check payable to *The Presbyterian Outlook*.
  - VISA/MasterCard.

### Online Classified Categories

- Pastors.
- Music ministry.
- Educators and youth ministry.
- Pulpit exchanges.
- Tours/travel.
- Real estate.
- Events.
- Celebrations.
- Camps and conference centers.
- Death notices.
- Memorials.

### Classified Display Ads

- Ads will appear in the classified section.
- Images can be included.
- Ads can be big, medium, or small:

Display Ad Size	Cost
BIG: 1/3 page (5x5")	\$845.00
MEDIUM: 1/6 page (2.4x5")	\$413.00
SMALL: 1/9 page (2.4x3.35")	\$350.00

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# Print Ad Calendar

# The Presbyterian OUTLOOK

2023

2024

Issue #	Cover Date	Theme/Special Article	Artwork Due
1	Jan 2023	Older Adults, Horizon Lesson 6	11/23/22
2	Feb 2023	Pilgrimage, Horizon Lesson 7	10/27/23
3	Mar 2023	Reimagining Church Death/Failure, Horizon Lesson 8	01/23/23
4	Apr 2023	Reimagining Church 2, Horizon Lesson 9	02/20/23
5	May 2023	Reimagining Church 3	03/27/23
6	Jun 2023	Gun Violence , Horizon Overview	04/24/23
7	Jul/Aug 2023	Summer Books, Horizon Lesson 1	05/22/23
8	Sep 2023	College Issue: Religious Pluralism, Horizon Lesson 2	07/24/23
9	Oct 2023	Seminary Issue: Theological Leadership, Horizon Lesson 3	08/21/23
10	Nov 2023	Liturgical Arts Advent, Horizon Lesson 4	09/25/23
11	Dec 2023	Horizon Lesson 5	10/23/23
1	Jan 2024	Horizon Lesson 6	11/20/23
2	Feb 2024	Horizon Lesson 7	12/18/23
3	Mar 2024	Horizon Lesson 8	01/15/24