

FAITH TODAY

Who are we?

***Faith Today* is the leading national magazine for Canada's estimated four million evangelical Christians, and has been for more than 30 years.**

It connects, informs and profiles Evangelicals, equipping them with expert research and insight into Canadian culture, Christian life and ministry.

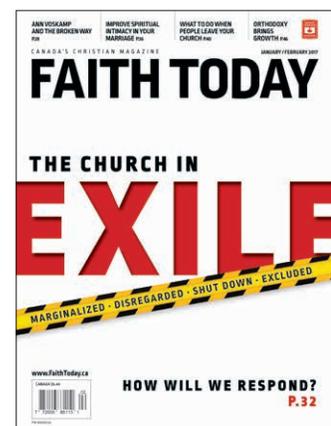
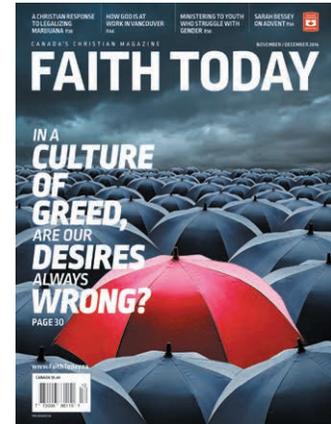
Since 1983, ***Faith Today*** has informed readers on a wide range of key issues, providing profiles, analysis, opinions, book and music reviews, and practical how-to articles.

Faith Today is published by The Evangelical Fellowship of Canada, the national association of Evangelicals and the regional member of the World Evangelical Alliance.

Faith Today is available in print, in a digital edition that can be read in a website browser or downloaded for offline viewing, and in an App for mobile phones and tablets that use Android or Apple (iOS) operating systems.

Evangelically aligned Christians make up 12% of the Canadian population and are found in every Christian tradition. Studies suggest 70% own their own homes, 82% don't smoke, 42% read a newspaper daily, 59% pray daily, outside of formal religious services, 28% read the Bible or other religious material daily, and 77% have strong personal faith independent of church services.

Surveys of ***Faith Today*** print readers suggest 52% are male, 48% female, with ages ranges mainly from 30 to 85. Half are ministry leaders, and 36% hold a post-graduate degree. Household income is above the Canadian average, and a large majority give regularly to charities.



Normal press run**20,000 copies****Multiple readership****3.4 readers
per print copy****Print audience (20,000 x 3.4)****Up to 72,000****Digital audience (unique visitors)****5,000 every
2 months****PRESSRUN**

The **Faith Today** bimonthly press run is normally a minimum of 20,000 copies, with additional copies for special initiatives. Copies are delivered by Canada Post, retailed in Christian and secular bookstores and distributed at special events. Postal Breakdown by Region from Sep 2011 to June 2012:

- 55% Ontario
- 28% B.C./Alberta
- 11% Saskatchewan/Manitoba
- 6% Eastern Canada

TWO COMMON QUESTIONS

Are *Faith Today*'s print circulation numbers audited and verified? We don't use an external auditor, instead we follow a common industry practice of using a "publisher's sworn statement." Canada Post delivers the majority of our magazines directly to the homes, churches or offices of our readers, and we can use their mailing invoices to back up our statements (audited magazines do that as well). This practice saves us (and the donors who support our ministry) significant costs and staff time, allowing us to maintain an efficient ministry.

So, not counting the people who read *Faith Today* online or in the mobile app, are you saying *Faith Today* has 20,000 print subscribers? No, that number refers to the minimum number of copies printed for a normal issue. Our circulation is split between paid subscribers, EFC donors, copies sent to bookstores and other retail outlets, controlled distribution and a small number of opt-in recipients (a.k.a. unpaid request subscribers). The controlled distribution is divided differently with each issue among churches, colleges and other institutions that are affiliated with the EFC, including some that are mailed individually to qualified lists obtained from partner ministries. Some of our controlled distribution also goes as free hand outs at Christian conferences.

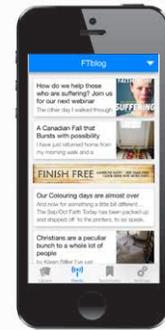
4 COLOUR

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 *	\$752	\$664	\$576
Network Business Card *	\$470	\$415	\$360

BLACK & WHITE

FREQUENCY	1x rate cost per issue	3x rate cost per issue	6x rate cost per issue
Full Page	\$1,645	\$1,535	\$1,425
2/3-Page	\$1,470	\$1,375	\$1,315
1/2-Page Island	\$1,310	\$1,265	\$1,195
1/2-Page Horizontal	\$1,205	\$1,130	\$1,085
1/3-Page Vertical	\$1,030	\$950	\$910
1/3-Page Square	\$1,030	\$950	\$910
1/6-Page Vertical	\$765	\$705	\$690
1/6-Page Horizontal	\$765	\$705	\$690
Double Network Business Card *	\$475	\$500	\$395
Network Business Card *	\$305	\$250	\$195

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



IMPACT OUR DIGITAL AUDIENCE NOW!

One month: \$850

Our digital package gives you one month of **exclusive exposure** on these *Faith Today* properties:

- www.FaithToday.ca homepage
- Leaderboard at Digital.FaithToday.ca
- Pop-up at Digital.FaithToday.ca

PLUS... run-of-site at Christianity.ca (non-exclusive).

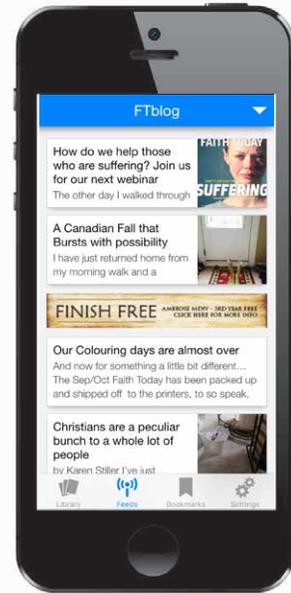
See pages 4–5 for details about digital ads.

CLASSIFIED ADVERTISING

\$22.00 per line. Each line has approximately 5-6 words. Email your content to Brian Shephard at ads@faithtoday.ca for an exact price. For professional ads requiring logos or pictures, display advertising rates would apply.

For all advertising queries

Reach advertising manager **Brian Shephard** at either **705-222-5025** or ads@faithtoday.ca



Why buy a digital advertisement?

- Digital ads are more affordable than print.
- Faster turnaround time means digital reaches audiences sooner, which is great when you need your ads to go public tomorrow – or, like, yesterday.
- Most digital ads can be changed or updated on the fly.
- Online audiences are on average younger and more tech savvy than print-only audiences, which may perhaps match your target demographic.
- Audience responses to digital ads are trackable and quantifiable.
- Digital ads can include engaging video, audio and slideshows not available in print.

Faith Today app and flipbook

Faith Today offers complete digital versions of our magazines for viewing and downloading in web browsers (Digital.FaithToday.ca) and in our mobile apps, all free of charge. All digital forms offer flipbook replicas identical to the print magazines as well as text-only article versions.

Unique visitors to FaithToday.ca

5,000 per issue

Unique visitors to our web editions

3,000 per issue

E-newsletter recipients

4,500 opened

with 14,000 sent

App users reading each issue

500 per issue

One month digital-only ad package: \$850

Get one month of **exclusive exposure** across three *Faith Today* properties and a fourth (non-exclusive) run-of-site at Christianity.ca.

1. FaithToday.ca homepage

300w by max. 300h, static image

2. Leaderboard at Digital.FaithToday.ca

728w x 90h above the magazine

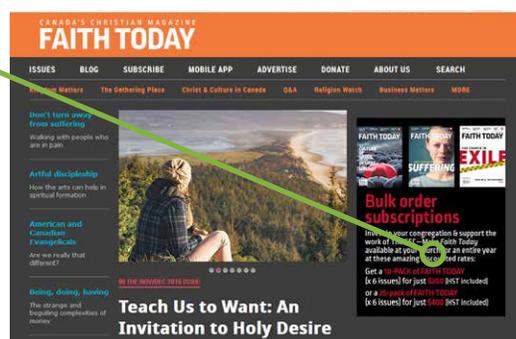
3. Pop-up at Digital.FaithToday.ca

Max. size 500w x 300h, superimposed on magazine page. (Ask about larger bellyband, across a two-page spread, which can be 800w x 175h.) For video, we accept .mov .avi .wmv .mpg .mp4 .m4v .flv .f4v but recommend less than 5 MB, 320w x 240h pixels. (Ask about YouTube)

4. Run-of-site at Christianity.ca (non-exclusive)

vertical: 120w x 240h

horizontal: 120w x 60h or 600w x 60h



Contact

Contact advertising manager **Brian Shephard** at either 705-222-5025 or ads@faithtoday.ca.

<p>Outside/ Inside Covers 8-3/8 x 11-1/8"</p> <p><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"</p> <p><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>
<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>

	ADVERTISING FEATURES	SPACE RESERVATION	MATERIAL DEADLINE	DELIVERY DATE
January/February	EDUCATION	NOV. 27	DEC. 4	FIRST WEEK OF JANUARY
March/April		JAN. 26	FEB. 2	FIRST WEEK OF MARCH
May/June	EDUCATION	MAR. 19	MAR. 30	FIRST WEEK OF MAY
July/August		MAY 18	MAY 25	FIRST WEEK OF JULY
September/October	EDUCATION	JULY 20	JULY 27	FIRST WEEK OF SEPTEMBER
November/December	MINISTRY/ MISSIONS	SEPT. 21	SEPT. 28	FIRST WEEK OF NOVEMBER

Some upcoming features:

- Giving
- Small churches
- Reconciliation with Indigenous communities
- Missions research results
- Five refugee families
- Supporting adoptive families
- Leadership
- The church and the environment
- Videogames
- How churches can work with the poor in their communities

Trim size: 8-1/8 x 10-7/8"

Full Bleed: 8-3/8 x 11-1/8" (includes 1/8" bleed on all sides).

Please keep "live matter" 1/4" away from the trim edge.

Supply a **high resolution PDF** of your ad to ads@faithtoday.ca

· For large files (over 5 MB), you may use our FTP site.

Host: *ftp.netfirms.com*

User name: *efc-guest*

Password: *theefc1!*

Please send us an email so we know you have uploaded files to the ftp site.

Frequency Discounts: Earned by having the designated number of insertions within a contract year. Any combination of ad units qualifies. Advertisers will be short-rated if, within a 12-month period, they have not used the amount of space upon which their billings have been based. A 1/6 page is the minimum size for earning frequency discounts on larger space.

Agency Commission: 15% commission is paid to recognized advertising agencies only. Commission is not allowed on classified ads, artwork, film printing and special handling charges.

Special Position: All position suggestions appearing on orders will be treated as requests (no charge and no guarantee). If you want a guaranteed position, please contact our sales manager as to availability.

Guaranteed Position: Add 10% to rate.

Cancellation or Changes: Cancellations on existing contracts must be submitted in writing 30 days prior to the advertising closing date and are not considered accepted until confirmed by the Advertising Manager. Covers cannot be cancelled. Changes will be accepted prior to the material deadline.

Terms: Payment is due upon receipt of Insertion Order and must be received prior to material deadline.

Contact

Reach advertising manager **Brian Shephard** at either **705-222-5025** or ads@faithtoday.ca.

Note: 1 ounce = 28.3495231 grams

Rates: Up to 10g in weight each – **\$0.14 per insert.**
 From 10g to 20g in weight each – **\$0.16 per insert.**
 Over 20g in weight each - **\$0.16 plus .0032 per gram of weight over 20g.**

The folded size of the insert must not be larger than *Faith Today* which is 8-1/8 x 10-7/8. A sample or facsimile must be submitted and approved prior to acceptance.

Please send your sample by courier to: Janice Van Eck, 52 Paulstown Cres., Guelph, ON N1G 5H7
 Phone 416-994-6077.

Postal requirements for outserts

1. The word "Catalog" or "Catalogue" must not be used on your outserts, nor should there be an index or table of contents. The words "Gift Giving Guide" are acceptable – it does not need to be on the front cover.
2. Enclosures must not have a postal indicia (a pre-printed image approved by Canada Post for postage and permit number).
3. Advertorial pieces: These are advertising pieces that are formatted to look like a newsletter or other host publication in order to attract a reader's attention. These must be clearly identified as "ADVERTISING," "ADVERTORIAL," or "PROMOTIONAL" (or similar wording) on the front page/cover, otherwise it may be treated as co-packaged.
4. *Annual / one-time publication*: An enclosed publication (newspaper, magazine or newsletter) published at a frequency of less than twice a year. It does not otherwise qualify as an advertorial, ride-along or other acceptable enclosure. It is clearly identified on the cover or in the masthead, with the words "ANNUAL PUBLICATION" (or similar wording). It meets all other criteria to be considered a Publications Mail item.
5. *Ride-along Publications Mail*: A complimentary, promotional copy of another title or the same title (a separate newspaper, magazine or newsletter that has not been requested) per mailing up to six (6) times in a calendar year with the intention of building subscription levels of the ride-along title. Must be clearly identified on the cover or on a separate sheet, card or overcover with the words "COMPLIMENTARY" or "FREE ISSUE/COPY" (or similar wording), and must include a call-to-action for subscription, such as a Business Reply Mail item, otherwise it may be treated as a co-packaged publication and priced accordingly.
6. If possible, we need samples of the outserts well in advance of printing. A few factors need to be confirmed before polybagging begins, i.e. checking if a larger size of poly is required, etc.

We have a PDF that summarizes Canada Post's requirements that we can email to you upon request.

Once approved, please send your inserts at least 3 weeks prior to publication date to:

Christine Samaroo, Client Service Co-ordinator
Renaissance Printing Inc.
 1800 Ironstone Manor
 Pickering, ON L1W 3J9

Tel: 905-831-3000 x289
 1-800-701-8064