

TheMennonite

2017 Media Kit

Print magazine ad rates:

	1x	3x	6x	12x
full page	\$1,500	\$1,300	\$1,100	\$1,000
1/2	\$799	\$699	\$599	\$525
1/3 square	\$575	\$525	\$475	\$450
1/3 tall	\$575	\$525	\$475	\$450
1/6	\$300	\$280	\$260	\$240

Ad dimensions:

Please be sure to follow measurements below exactly. Values listed are in inches.

full page	8.375 x 11.125 (full bleed) 8.125 x 10.875 (trim)
1/2	6.875 x 4.46
1/3 square	4.46 x 4.46
1/3 tall	2.18 x 9
1/6	2.18 x 4.46

2017 Issue Dates:

2017 Issues	Ad reservations due	Mail date
January	December 5	December 22
February	January 6	January 27
March	February 3	February 24
April	March 3	March 24
May	April 7	April 28
June	May 5	May 26
July	June 2	June 23
August	July 7	July 28
September	August 4	August 25
October	September 8	September 29
November	October 6	October 27
December	November 3	November 17

The Mennonite Advertising

Rebecca Helmuth, Advertising Coordinator

3145 Benham Avenue, Suite 4
Elkhart, IN 46517
800-790-2498 | 575-343-1333

Advertising@TheMennonite.org

All advertising is subject to approval.
Visit themennonite.org/advertise for the full advertising policy.

Inserts:

Inserts in The Mennonite cost \$1,202, plus printing, trimming, and postage

- Advertising alongside relevant editorial boosts the impact of your campaign and means you reach an audience who are engaged with the content
- Stands out from traditional display advertising
- Flexible and tactical
- Suitable campaigns include newsletters or informational packets, holiday brochures, travel agency tour brochures, small catalogues, CDs or DVDs

Web advertising:

Advertising on The Mennonite website and in either e-zine follow policies similar to display advertising in *The Mennonite* magazine.

To schedule an ad or for more information about open rates and demographics, contact Hannah Heinzkehr at HannahH@TheMennonite.org or 800-790-2498.

Website ads:

- **Video ad: \$300/week**
Video must be able to hosted on YouTube. Runs with sound on website sidebar.
- **Large ad: \$165/week**
Runs on the homepage and every web page on our site 330x600pixels vertical, .jpg or .gif format
- **Medium ad: \$125/week**
Runs on the homepage and every web page of our site 330x250 pixels horizontal, .jpg or .gif format

TMail and MenoAcontecer ads:

TMail is a weekly e-zine with over 3,750 subscribers and a 50-60% open rate; *Meno Acontecer* is a monthly Spanish e-zine sent to over 600 subscribers.

- **Featured story banner ad: \$65/week**
600X100 pixels horizontal, .jpg or .gif format
- **Large sidebar ad: \$55/week**
160x480 pixels vertical, .jpg or .gif format
- **Small sidebar ad: \$40/week**
160x200 vertical, .jpg or .gif format
- **Small banner ads: \$40/week**
420X75 pixels horizontal, .jpg or .gif format

PeaceLab Podcast ads:

The PeaceLab podcast is a partnership between The Mennonite, Inc. and the Peace and Justice Support Network. Each episode features a 25-minute interview with an Anabaptist peace practitioner.

- **30-second featured audio spot: \$200/episode**

Bundles

- Reserve a print ad and a web/TMail ad at the same time: **10% discount.**
- Reserve three or more ads (print or web) at the same time: **15% discount.**

1/3 SQUARE
4.46" x 4.46"

1/3 TALL
2.18" x 9"

1/6
2.18" x 4.46"

1/6
2.18" x 4.46"

1/2

6.875" x 4.46"

1/2

6.875" x 4.46"

FULL PAGE

Full bleed:

8.375" x 11.125"

Trim size:

8.125" x 10.875"