

TheMennonite

2020 Media Kit

Print magazine ad rates:

	1x	3x	6x	12x
full page	\$1,500	\$1,300	\$1,100	\$1,000
1/2	\$790	\$690	\$590	\$525
1/3 square	\$575	\$525	\$475	\$450
1/3 tall	\$575	\$525	\$475	\$450
1/6	\$300	\$280	\$260	\$240

Print magazine 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

Print magazine issue dates*:

2020 issues	Ad reservations due	Mail date
January	December 6	December 20
February	January 3	January 24
March	January 31	February 21
April	February 28	March 20
May	April 3	April 24
June	May 1	May 22
July	June 5	June 26
August	July 3	July 24
September	July 31	August 21

*Ads are due one week after the ad reservation due date

The Mennonite, Inc.

3145 Benham Avenue, Suite 4
Elkhart, IN 46517
800-790-2498 | 575-343-1332

Advertising@TheMennonite.org

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

Print magazine inserts:

Inserts in *The Mennonite* cost \$1,300, 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

Digital advertising:

Advertising on www.TheMennonite.org and in *TMail* or *Meno Acontecer* follow policies similar to display advertising in *The Mennonite* magazine.

To schedule an ad or for more information about open rates and demographics, contact Advertising@TheMennonite.org.

Website ads:

- **Video ad: \$165/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 Meno Acontecer ads:

TMail is a weekly e-zine with more than 4,000 subscribers and a 50-60% open rate; *Meno Acontecer* is a monthly Spanish e-zine sent to more than 700 subscribers.

- **Featured story banner ad: \$125/week**
600x100 pixels horizontal, .jpg or .gif format
- **Large sidebar ad: \$165/week**
160x480 pixels vertical, .jpg or .gif format
- **Small sidebar ad: \$125/week**
160x200 vertical, .jpg or .gif format
- **Small banner ads: \$100/week**
420x75 pixels horizontal, .jpg or .gif format

Podcast ads:

The Mennonite, Inc., produces multiple podcasts available on www.TheMennonite.org, Apple iTunes and Stitcher. For information about listenership and distribution, contact Advertising@TheMennonite.org.

- **30-second featured audio spot: \$100/episode**

Discounts

- Reserve a print ad and a digital ad at the same time and receive a **10% discount**.
- Reserve three or more ads (print or digital) at the same time and receive a **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"