**mn** **ministry**matters.com.™

media kit

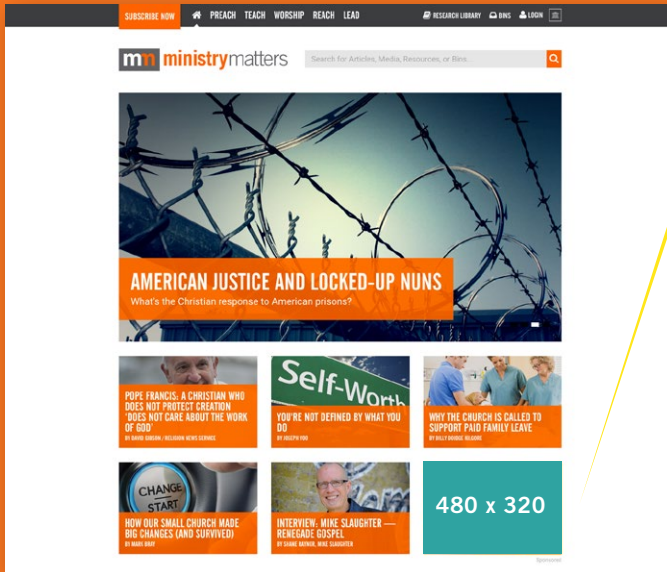# Visitors to Ministry Matters Find...
## (1.2 million unique visitors)

A striking number of Christian leaders have turned to the Internet to get material for sermons, worship, education programs, and matters of doctrine. Some ministers say about 50% of sermons preached annually are based on ideas found on the Internet. Most pastors devote about 15 hours each week to sermon research, writing, and delivery.

Ministry Matters™ delivers targeted and useful content that users are drawn back to on a daily and weekly basis as part of their worship planning habits. Whether building brand awareness or promoting a particular product or service, advertisers will benefit from access to this highly engaged and mobile audience.

More than 43% of MinistryMatters.com's web traffic currently comes from either a mobile or tablet device. (OCTOBER 2016)

Support for worship service planning

Biblical commentaries and scholarly works

Sermon ideas and sermon starters

Resources for pastoral and congregational leadership

Devotional resources

Information on matters of doctrine

Up-to-date religious news

Informative, thought-provoking podcasts with religious leaders

# Advertising Opportunties



## ONLINE SITE ADVERTISEMENTS

| LOCATION | PAGE VISITS | SIZE | COST |
|---|---|---|---|
| Home | 2.1 million | 480 x 320 | **$2,000** month |
| Preach, Lead, or Worship | 243,000 | 480 x 320 | **$1,200** month |
| Teach and Reach | 26,000 | 480 x 320 | **$600** month |

## MINISTRY MATTERS™ NEWSLETTER SPONSORSHIP

The MinistryMatters.com newsletter reaches more than 100,000 church leaders every week and boasts an impressive **25% average open rate** and nearly 30% click-through, as well as **0.10% opt-out rate**. Average clicks for a weekly email range around 5,000, and emails and content shares are among our best drivers of new readers.

## NEWSLETTER ADVERTISEMENTS (Weekly)

MinistryMatters.com provides interested advertisers options within the weekly newsletter options within the weekly newsletter that reaches more than **100,000 church leaders.**

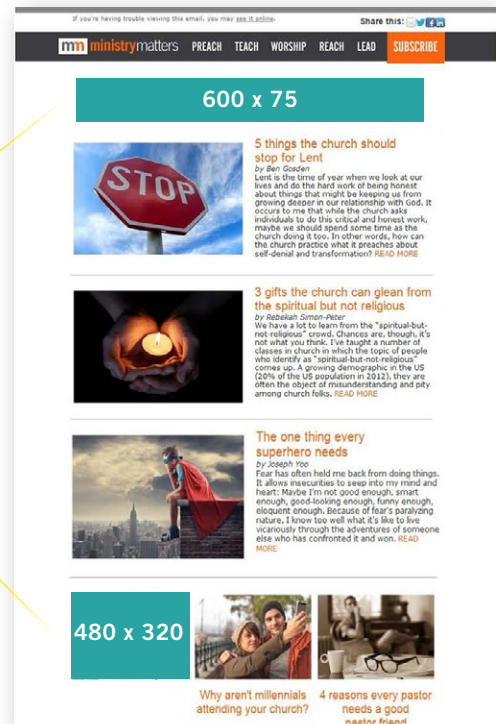Top (600 x 75):        $1,000

Bottom (480 x 320):    $750

## SPONSORED NEWSLETTER
### Cost: $2,500

(Once-per-month, subject to availability and approval)

We currently have more than 42,000 subscribers who receive our newsletter.  Approved advertisers must deliver their sponsored newsletter content in HTML format. Please contact advertising@ministrymatters.com for details.



To maintain the Ministry Matters™ standard of providing trusted and high-quality Christian content, the editorial team reserves the right to request revisions to or refuse any advertising. In keeping with industry standards, advertisers are invoiced immediately following receipt of a signed Insertion Order.

Email advertising@ministrymatters.com to begin designing your custom advertising campaign.

## CIRCUIT RIDER & PULPIT RESOURCE E-MAIL BLASTS

Ministry Matters houses *Circuit Rider* and *Pulpit Resource,* two unique publications for church leaders updated quarterly.  An newsletter notifying those who have expressed interest accompanies the posting of each new edition. This newsletter, distributed as an email blast, offers a banner ad opportunity twice per quarter, once for each publication.  One quarterly banner ad purchase includes the same ad in both the *Circuit Rider* and *Pulpit Resource* newsletter.

## CIRCUIT RIDER

*Circuit Rider,* available since 1976, is a free periodical with articles on the daily tasks of ministry or on leadership identity. While clergy represent the primary audience, many readers share articles with their church leadership teams.
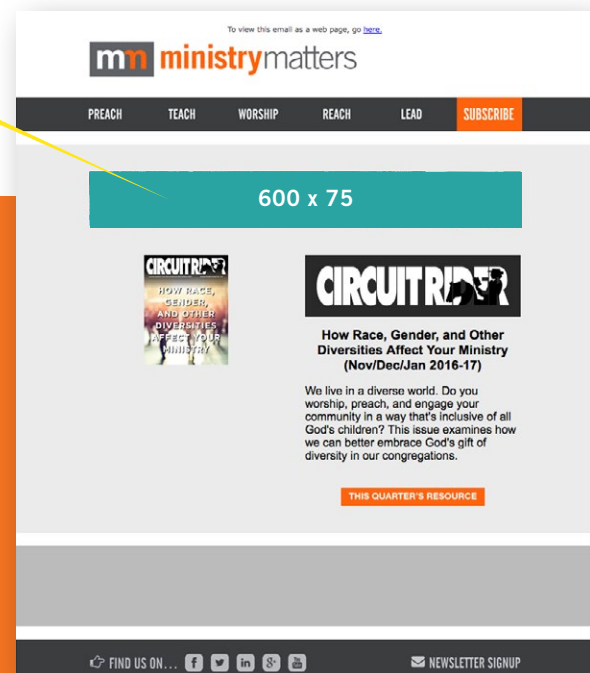
## PULPIT RESOURCE

Will Willimon's *Pulpit Resource*, targeted to preachers, is the equivalent to sitting down with a trusted clergy friend over a cup of coffee and asking, "What will you preach next Sunday?" As Willimon describes this quarterly publication, "Whenever I've been asked by new preachers, 'How can I develop as a preacher?' My usual response is, 'Get in a group of preachers. Meet regularly. Learn how to give and how to receive help. Sort through the advice of others, and utilize helpful insights.' That's *Pulpit Resource*."newsletter.
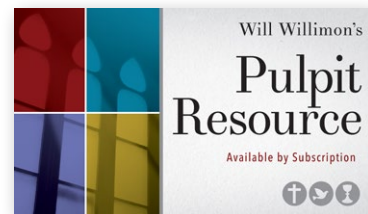
**Banner Ad (600 x 75):     $600**

For over forty years, *Circuit Rider* and *Pulpit Resource* have built a loyal following of preachers and church leaders through invaluable insight and information.

## ADVERTORIALS

Upon acceptance of the advertorial request, Ministry Matters™ professional editors will fairly review your product, service, or other offering and create a targeted hero banner and article. Book or video products must be available for sale on MinistryMatters.com. No direct links off of MinistryMatters.com; all links will either go to a custom article or a Bin (grouping of content from the site). Advertiser will have final approval on review before posting. Package also includes a Ministry Matters™ Facebook page mention, sponsored tweet, and inclusion on our Pinterest account if editors deem it applicable. Advertisers are encouraged to provide video or audio clips, downloadable chapter samples, or other materials that can be offered free to viewers.

**COST:** **$10,000**

Contact us for more information. Will be customized based on your specific product and site placement.

Approved advertorial advertisers will also receive a **Block ad (480 x 320)** located at the bottom of the MinistryMatters.com website for one month that will direct website visitors to the portal page. The portal page will remain live on the website after the ad placement is over.

### Site visitors over the past year:
**55%** new visitors,
**45%** returning visitors.

480 x 320

## PODCAST

Each Ministry Matters™ podcast features three (3) 30-45-second advertising opportunities. Advertisers are permitted to feature their products, authors, programs, etc. that the Ministry Matters™ team approves.

**Cost per ad:**   **$750**   Advertiser supplies content/script that the Ministry Matters™ podcast team speaks.

  **$500**   Advertiser supplies produced ad spot that Ministry Matters™ podcast team broadcasts three times during one podcast.

MinistryMatters.com
garners over

# 5.3 million

pageviews annually.

(OCTOBER 2016)

# Analytics

**31,000+** Facebook page "Likes"

**42,000+** Twitter followers

**2.1 million** visitors annually
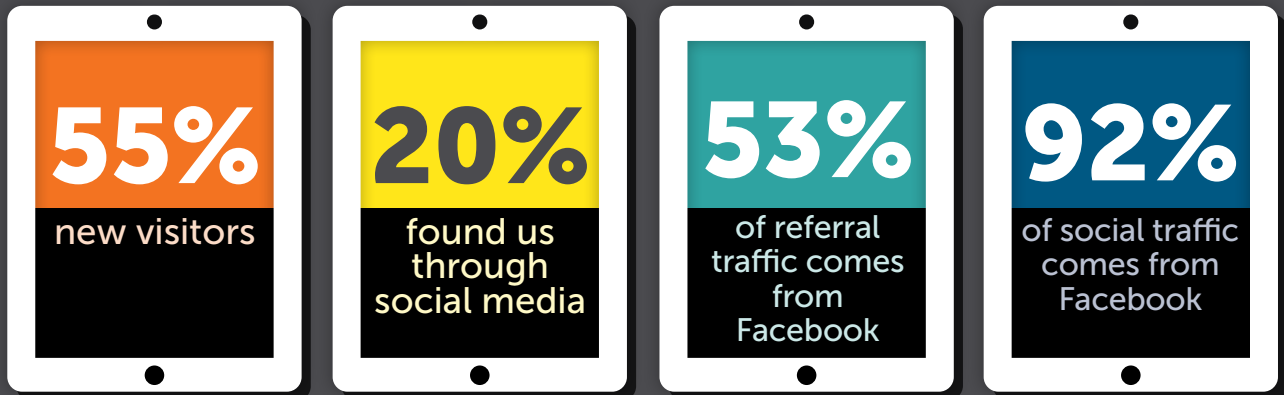
**1.2 million** unique visitors annually

**5.3 million** page views annually

**53%** female

**47%** male

The MinistryMatters.com newsletter boasts an impressive 25% average open rate and over 30% click-through rate.

Statistics as of October, 2016.

Email advertising@ministrymatters.com to begin designing your custom advertising campaign.

**55%** new visitors

**20%** found us through social media

**53%** of referral traffic comes from Facebook

**92%** of social traffic comes from Facebook

More than 30 seminary libraries offer paid MinistryMatters.com subscriptions to their students and professors including: Princeton, Duke, Emory, United Theological Seminary, and Belmont.

**Browsers**

- Firefox 8%
- Other 19%
- Internet Explorer 11%
- Safari 23%
- Chrome 39%

**Device Overview**

- Tablet 12%
- Desktop 57%
- Mobile 31%