

2023 Media Kit

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FOR FAITH AND ACTION



- About *Gather* page 2
- Reader Profile page 3
- Ad Rates page 4
- Print Ad Dimensions page 5
- Publishing Schedule page 6
- Digital Marketing page 7

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

Editorial Office: *Gather*, A ministry of Women of the ELCA | 8765 W. Higgins Rd. | Chicago, IL 60631 | (800) 638-3522 ext. 2730

About *Gather*

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Gather, the magazine of Women of the ELCA, offers a mix of articles, theological reflections, devotions, and stories of comfort and challenge that help readers grow in faith and engage in ministry and action.

A Bible study is included with every issue. There are over 60,000 readers of *Gather* with a paid circulation of 32,000. The average copy is read by 1.5 women.

Gather is published 6 times a year with combined issues in January/February, March/April, May/June, July/August, September/October and November/December.

A print/digital subscription is only \$19.95 a year. Digital edition (computer, iPad, Android, Kindle) is free to print subscribers. Over the past decade, *Gather* has won many awards, including

Best in Class, from the Religion Communicators Council and the Associated Church Press for its articles, covers, illustrations, photography, layout and design, and Bible studies.

Interested in advertising in *Gather*?

Contact Patrick Shanley at (312) 919-1306.

Reader Profile

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■ Age

- 25 to 54 14%
- 55 to 64 29%
- Over 65 57%

■ Retired: 70%

■ Gender: women

■ Annual Income

- Less than \$60,000 36%
- \$60,000 to \$99,999 36%
- \$100,000 plus 28%

■ Family Focused

- Mothers 86%
- Grandmothers 65%
- Children in college 13%

■ Well Educated

- High school or some college 86%
- 4-year degree 32%
- Graduate degrees 13%
- Attended Lutheran University or Seminary 13%
- Ordained 13%

■ Bible Study

- Bible Study participant 87%
- Purchase resources 63%
- Group leader 40%

■ Religious Education

- Church educator 17%
- Religious continuing education 49%
- Purchase religious ed materials 19%

■ Retreats

- 1 to 4+ annually 50%
- Budget: \$100 to \$5,000 39%

■ Church Restoration Buyers: 14%

■ Charitable Giving

- Contributed in the last 12 months 97%
- Willing to support the Women of the ELCA 79%
- Interested in social responsible investing 54%

■ Mission Volunteers: 31%

■ Big Readers

- Annual book purchases 1-9 49%
- Annual book purchases 10-100+ 44%
- Purchase a book recommended by Gather 15%

■ Travel

- Traveled internationally in the last 3 years 39%
- Interested in religious pilgrimages 51%
- Spend \$1,000 to over \$5,000 annually 58%

■ Mission Work

- Volunteers 31%

Ad Rates

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Circulation: 32,000 individual subscriptions; Pass along rate: 60,000

PRINT AD PAGE SIZE	1x	3x	6x	10x
Full page	\$4,500	4,365	4,275	4,050
2/3 page	\$3,500	3,440	3,373	3,195
1/2 page	\$2,650	2,518	2,470	2,385
1/3 page	\$1,750	1,698	1,663	1,575
1/4 page	\$1,325	1,259	1,235	1,179
1/6 page	\$875	849	831	787
COVERS:				
Cover 2	\$5,000	4,850	4,750	4,500
Cover 4	\$5,000	4,850	4,750	4,500



WEB AD SIZE

Sidebar ad: 187 x 300 \$200/month
 Header ad: 728 x 30 \$350/month

For ad insertion prices or other questions:




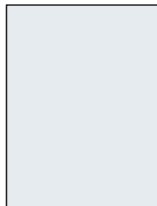
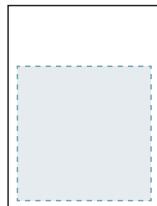
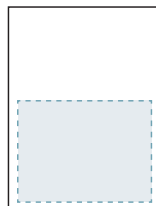
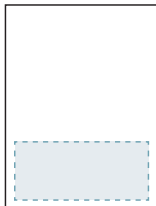
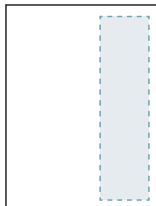

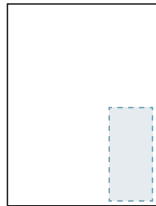

Call Patrick Shanley at (312) 919-1306.

Reserve your ad space today! Space is limited in each issue to the following:

- Five full page ads
- Three 1/3 page ads
- Two 1/4 page ads

Print Ad Dimensions



<p>Full-page back cover no bleed*</p>  <p>\$5,000 7.37" wide 7" high</p>	<p>Full-page back cover bleed*</p>  <p>\$5,000 8.125" wide 7.5" high (Plus .25" bleed)</p>	<p>Full page no bleed</p>  <p>\$4,500 7.37" wide 9.37" high</p>	<p>Full page bleed</p>  <p>\$4,500 8.125" wide 10.5" high (Plus .25" bleed)</p>	<p>2/3 horizontal</p>  <p>\$3,500 7.37" wide 6" high</p>	<p>1/2 horizontal</p>  <p>\$2,650 7.37" wide 4.625" high</p>
<p>1/3 horizontal</p>  <p>\$1,750 7.37" wide 3" high</p>	<p>1/3 vertical</p>  <p>\$1,750 2.43" wide 9.37" high</p>	<p>1/4 horizontal</p>  <p>\$1,325 7.37" wide 2.325" high</p>	<p>1/6 vertical</p>  <p>\$875 2.43" wide 4.68" high</p>	<p>1/6 horizontal</p>  <p>\$875 4.85" wide 2.43" high</p>	<p>* No graphics can be displayed in the address block located at the top of the back cover due to postal regulations.</p>

Print Ad Specifications:

- All ads will print CMYK (four color).
- Please allow 0.25 inches of bleed for ads designed to print to the edge of the page.
- Ads should be digital files in one of the following formats: Photoshop (TIFF's, EPS, or JPG), Illustrator (EPS or PDF), and/or a PDF file (saved at 100 percent, with bleeds pulled (if necessary, crop marks and registration marks). They must include all graphics and fonts used in the file.
- All files should be at 100 percent of final size.
- All files should be set at 300 dpi for high resolution.
- *Gather* and Women of the Evangelical Lutheran Church in America reserve the right to refuse any advertisement.

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Publishing Schedule



March/April 2023

Ads reserved by Dec. 20, 2022
Ads due: Jan. 3-10, 2023
In homes: Feb. 6-13, 2023

May/June 2023

Ads reserved by Jan. 27, 2023
Ads due: Feb. 20-24, 2023
In homes: Apr. 3-10, 2022

July/August 2023

Ads reserved by March 6, 2022
Ads due: Apr. 11-15, 2022
In homes: May 29-June 6, 2023

September/October 2023

Ads reserved by Apr. 24, 2022
Ads due: June 5-9, 2023
In homes: Aug. 1-8, 2023

November/December 2023

Ads reserved by June 16, 2022
Ads due: Aug. 7-11, 2023
In homes: Oct. 2-9, 2023

January/February 2024

Ads reserved by Aug. 18, 2022
Ads due: Oct. 9-16 2023
In homes: Nov. 27-Dec. 5, 2023

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EMAIL MARKETING

Have your message sent directly to the inboxes of the *Gather's* 20,000 email subscribers. *Gather* sends out weekly and monthly emails which provide you a platform to run a banner ad in to promote your products and mission.

Gather 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: \$2,000

WEB ADVERTISING

Please feel free to look at our website at:

- Large Sidebar Banner – 300 x 250 pixels
- \$400 per month

Please send in your choice in one of the following formats: .jpg / .png / .gif / animated .gif

E-NEWSLETTER BANNER ADVERTISING

Have your message sent directly to the inboxes of *Gather's* e-mail subscribers. *Gather* sends monthly emails that provide you with a platform for running a banner ad to promote products and mission.

- 728 x 30 pixels
- \$200 per month