

2024 Media Kit

gather

FOR FAITH AND ACTION



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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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FOR FAITH AND ACTION



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 80,000 readers of *Gather* with a paid circulation of 36,000. The average copy is read by 1.7 women.

Gather is published (8 times a year) with combined issues in January/February, 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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FOR FAITH AND ACTION

Circulation: 36,000 individual subscriptions; Pass along rate: 70,000

PRINT AD

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



WEB AD SIZE

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

For ad insertion prices or other questions:




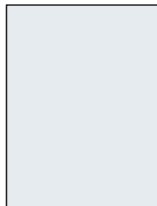
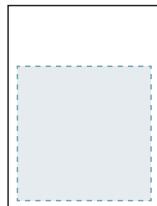
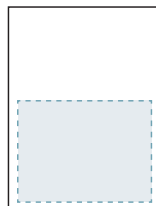
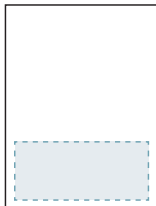
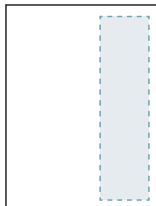

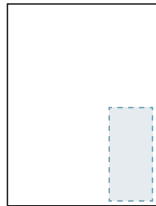

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Reserve your ad space today! Space is limited in each issue to the following:

- 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

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March/April 2024

Ads reserved by Dec. 1, 2023
Ads due: Dec. 18-21, 2023
In homes: Feb. 5-12, 2024

May/June 2024

Ads reserved by Jan. 26, 2024
Ads due: Feb. 19-23, 2024
In homes: April 16-23, 2024

July/August 2024

Ads reserved by March 4, 2024
Ads due: April 8-12, 2024
In homes: June 11-18, 2024

September/October 2024

Ads reserved by May 10, 2024
Ads due: June 10-14, 2024
In homes: Aug. 17-24, 2024

November/December 2024

Ads reserved by July 19, 2024
Ads due: Aug. 12-16, 2024
In homes: Oct. 19-26, 2024

January/February 2025

Ads reserved by Sept. 13, 2024
Ads due: Oct. 7-11, 2024
In homes: Dec. 17-24, 2024



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 weekly and biweekly emails that provide you with a platform for running a banner ad to promote products and mission.

- 728 x 30 pixels
- \$200 per month