

# 2025 Media Kit

# gather

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FOR FAITH AND ACTION



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# 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 60,000 readers of Gather with a paid circulation of about 30,000. The average copy is read by 1.7 women.

In 2025, Gather will be published 5 times, with combined issues of: January/February, Spring (March, April, May), Summer (June, July, August), Fall (Sept, Oct, Nov) and Winter (Dec, Jan, Feb).

In 2026, Gather will be published quarterly with Spring, Summer, Fall and Winter issues. 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

## gather

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FOR FAITH AND ACTION

### ■ 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: 30,000 individual subscriptions; Pass along rate: 60,000

<b>PRINT AD PAGE SIZE</b>	<b>PRICE</b>
<b>Full page</b>	\$3,750
<b>2/3 page</b>	\$2,750
<b>1/2 page</b>	\$2,500
<b>1/3 page</b>	\$1,750
<b>1/4 page</b>	\$1,325
<b>1/6 page</b>	\$1,000
<b>COVERS:</b>	
<b>Cover 2</b>	\$5,000
<b>Cover 4</b>	\$5,000

## **WEB AD SIZE**

Sidebar ad: 300 x 250	\$200/month
Header ad: 728 x 90	\$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:

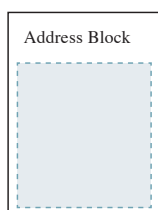
- Five full page ads
- Three 1/3 page ads
- Two 1/4 page ads



# Print Ad Dimensions



Full-page  
back cover  
no bleed\*



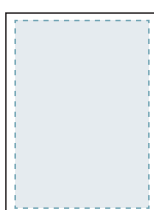
\$4,000  
7.37" wide  
7" high

Full-page  
back cover  
bleed\*



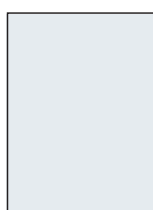
\$4,000  
8.125" wide  
7.5" high  
(Plus .25" bleed)

Full page  
no bleed



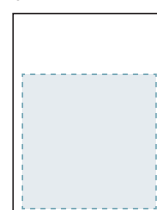
\$3,750  
7.37" wide  
9.37" high

Full page  
bleed



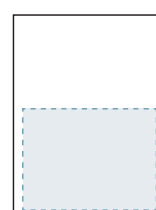
\$3,750  
8.125" wide  
10.5" high  
(Plus .25" bleed)

2/3 horizontal



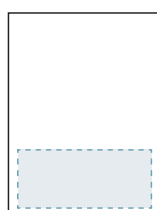
\$2,750  
7.37" wide  
6" high

1/2 horizontal



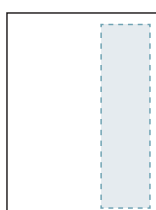
\$2,500  
7.37" wide  
4.625" high

1/3 horizontal



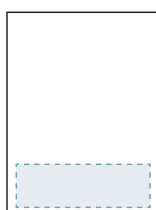
\$1,750  
7.37" wide  
3" high

1/3 vertical



\$1,750  
2.43" wide  
9.37" high

1/4 horizontal



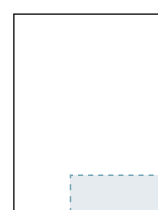
\$1,325  
7.37" wide  
2.325" high

1/6 vertical



\$1,000  
2.43" wide  
4.68" high

1/6 horizontal



\$1,000  
4.85" wide  
2.43" high

\* No graphics can be displayed in the address block located at the top of the back cover due to postal regulations.

## 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.

For more information, contact: Patrick Shanley at (312) 919-1306.

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

# Publishing Schedule



## **January/February 2025**

Ads due: October 15, 2024

In homes: December 23-30, 2024

## **March/April/May 2025**

Ads reserved by October 17, 2025 Ads  
due: January 13, 2024

In homes: February 20-27, 2025

## **June/July/August 2025**

Ads reserved by January 15, 2025 Ads  
due: March 17, 2025

In homes: April 28-May 3, 2025

## **September/October/November 2025**

Ads reserved by April 18, 2025

Ads due: June 16, 2025

In homes: July 30-August 5, 2025

## **December/January/February 2025-26**

Ads reserved by July 18, 2025

Ads due: September 15, 2025

In homes: October 26- November 1, 2025



# Digital Marketing



## 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 90 pixels
- \$200 per month