

# Anabaptist World

Mennonite news, inspiring stories

## Media Kit 2020

### Print magazine ad rates:

Size	Cost
full page	\$1,500
1/2	\$790
1/3 square	\$575
1/3 tall	\$575
1/6	\$300

### 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	7.12 x 4.625
1/3 square	4.6875 x 4.625
1/3 tall	2.25 x 9.44
1/6	2.25 x 4.625

### Print magazine issue dates\*:

2020 issues	Ad reservations due	Mail date
Sept. 25, 2020	Sept. 3	Sept. 18
Oct. 16, 2020	Sept. 24	Oct. 9
Nov. 6, 2020	Oct. 15	Oct. 30
Nov. 27, 2020	Nov. 5	Nov. 20
Dec. 25, 2020	Dec. 3	Dec. 18
Jan. 22, 2021	Dec. 30	Jan. 15

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

#### Anabaptist World Inc.

P.O. Box 568  
Newton, KS 67114  
316-283-3670

[daniellek@anabaptistworld.org](mailto:daniellek@anabaptistworld.org)

### Print magazine inserts:

Inserts in *Anabaptist World* 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, and more

### Digital advertising:

To schedule an ad or for more information about open rates, audience size, and demographics, contact [daniellek@anabaptistworld.org](mailto:daniellek@anabaptistworld.org).

#### WEBSITE ADS:

- **Large ad:** \$165/week
  - Runs on the homepage and every article page on our site
  - 970x250 pixels in .jpg or .gif format
- **Small ad:** \$125/week
  - Runs on the homepage and every article page on our site
  - 300x250 pixels in .jpg or .gif format

#### EMAIL ADS:

Anabaptist World has an email news alert that is generally sent weekly. It has about 5,000 subscribers and a 50-60% open rate.

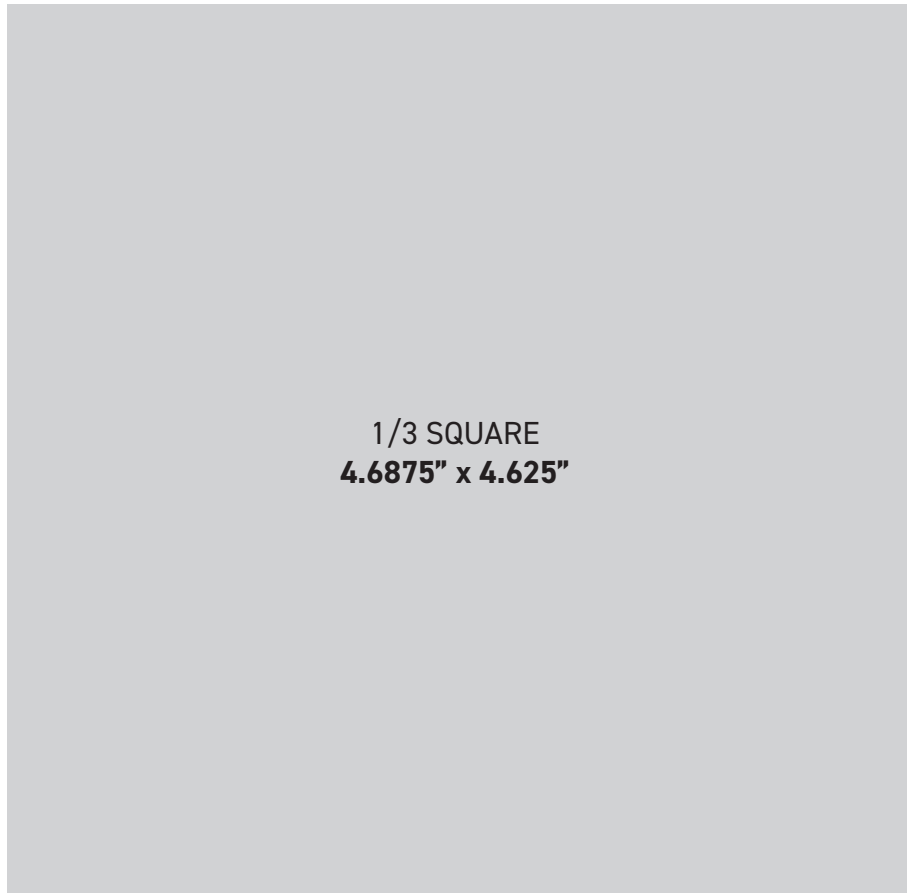
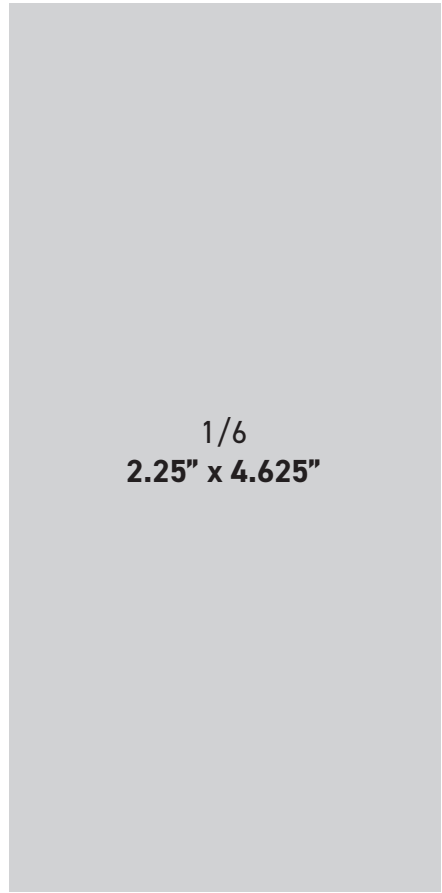
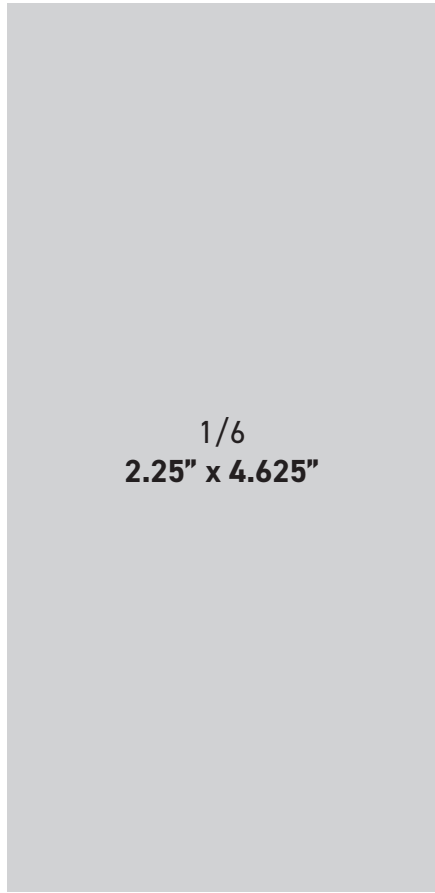
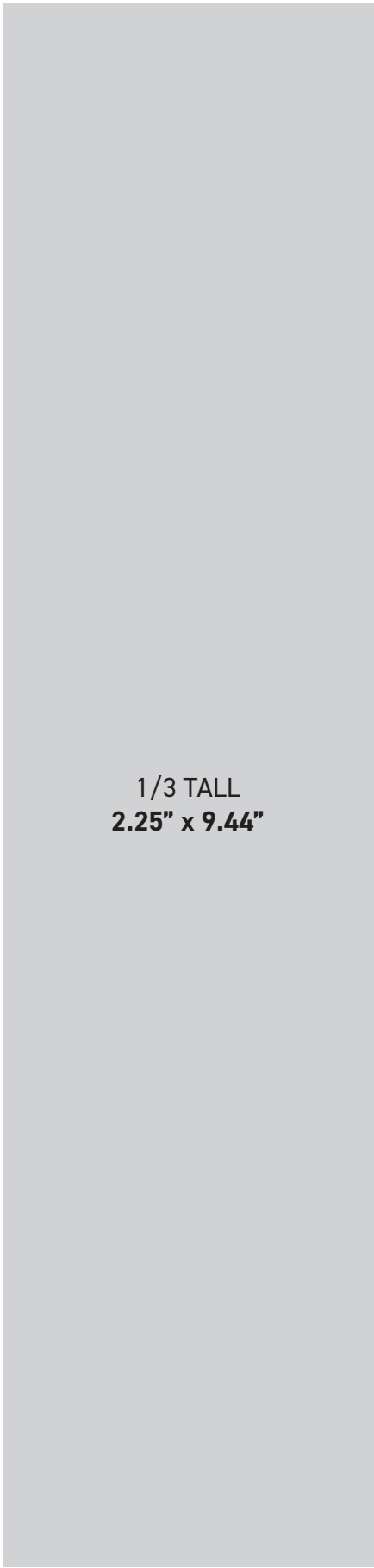
- **Large ad:** \$165/week
  - 600x150 pixels in .jpg or .gif format
- **Small ad:** \$125/week
  - 300x250 pixels in .jpg or .gif format

#### PODCAST ADS:

Anabaptist World Inc., in partnership with other organizations, produces podcasts available at [www.anabaptistworld.org](http://www.anabaptistworld.org), Apple iTunes, Stitcher and other podcasting platforms. For information about listenership and distribution, contact [daniellek@anabaptistworld.org](mailto:daniellek@anabaptistworld.org).

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

All advertisements are subject to approval by Anabaptist World Inc.



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7.12" x 4.625"

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FULL PAGE

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Trim size:  
**8.125" x 10.875"**