



# CW

CHRISTIAN WOMAN

DIGITAL MEDIA KIT 2017

[www.christianwomanmag.com](http://www.christianwomanmag.com)

- Buy banners with *Christian Woman* - and get your digital mag advertising absolutely free!
- *Christian Woman* now also offers Sponsored Content where we help share your story to our readers.

M

# Access TO ACTIVE CHRISTIAN WOMEN

*Christian Woman* is the world's number one dedicated website and magazine for all Christian women. Not just for pastors and women in leadership, but also for the every day Christian woman, who loves God, attends church – and is also an active consumer.

Each issue delivers relevant articles, faith-filled stories of hope and content that is inspiring and challenging women in their daily walk with God.

According to our recent survey, *Christian Woman* readers are women actively involved in church, consume Christian products, are parents, and use digital devices in their daily life.

Our readers have embraced the digital age and enjoy the convenience of being able to read and purchase online whilst at work and home. Our readers are also generous financially and appreciate that they can make a difference globally.





# Exposure via digital + web

Each issue of CHRISTIAN WOMAN digital gives you global access Christian women.

Each issue of *Christian Woman* is:

Sent via an eBlast to the Christian Woman database.

- Digital edition displayed on christianwomanmag.com and mychristianissue.com for 2 months
  - promoted on the weekly Christian Woman newsletter, sent to 20,000 women globally (15,000 in the US, 5,000 in Australia and New Zealand).
  - Back issues enhanced christianwomanmag.com
  - Promoted to our Facebook community.
- PLUS advertising in Christian Woman is FREE when you book banners for a minimum one month period.



## magazine schedule

### December 2016/January 2017

Booking deadline: 25 November  
Sponsored content: 28 November  
Artwork deadline: 30 November  
Distribution: 5 December  
eBlast: 7 December

### February/March 2017

Booking deadline: 27 January  
Sponsored content: 30 January  
Artwork deadline: 1 February  
Distribution: 6 February  
eBlast: 8 February

### April/May 2017

Booking deadline: 24 March  
Sponsored content: 27 March  
Artwork deadline: 29 March  
Distribution: 3 April  
eBlast: 5 April

### June/July 2017

Booking deadline: 26 May  
Sponsored content: 29 May  
Artwork deadline: 31 May  
Distribution: 5 June  
eBlast: 7 June

### August/September 2017

Booking deadline: 28 July  
Sponsored content: 31 July  
Artwork deadline: 2 August  
Distribution: 7 August  
eBlast: 9 August

### October/November 2017

Booking deadline: 22 September  
Sponsored content: 25 September  
Artwork deadline: 27 September  
Distribution: 2 October  
eBlast: 4 October

### December 2017/January 2018

Booking deadline: 24 November  
Sponsored content: 27 November  
Artwork deadline: 29 November  
Distribution: 4 December  
eBlast: 6 December

### February/March 2018

Booking deadline: TBA  
Sponsored content: TBA  
Artwork deadline: TBA  
Distribution: TBA  
eBlast: TBA



# website banners

## HOME PAGE

The screenshot shows the Christian Woman website home page. At the top is a navigation bar with the site name and menu items: FAITH, RELATIONSHIPS, FASHION, REAL STORIES, PUBLISHING, NEWS, TV. Below the navigation is a large hero image of a man and a woman laughing with confetti. A text overlay on the image reads "The new season of sacrifices". Below the hero image are three article teasers:

- WHEN YOUR CHOICE BECOMES A...** (350 x 216px)
- DID YOU KNOW?** (350 x 216px)
- GREEN-EYED MONSTER BEAUTY** (300 x 250px)
- COMFORTABLE CHRISTIANITY** (300 x 250px)

Below these are two more article teasers:

- INT FAIR** (300 x 250px)
- 4 BIBLICAL STRATEGIES FOR HONORING YOUR...** (300 x 250px)

At the bottom is a large banner for a subscription offer: "Subscribe to Christian Woman today! and get each digital issue delivered to your inbox FREE." with a "SUBSCRIBE" button.

## RUN OF SITE PAGE (ROS)

The screenshot shows a Run of Site Page (ROS) for an article titled "GOD'S WORDS BRING GRACE IN THE MIDST OF DOMESTIC VIOLENCE" by Tania Harris. The page layout includes:

- Article Content:** The main body of text, including the byline and social sharing icons.
- Most Popular Posts:** A sidebar section with three featured article thumbnails.
- ROS Boxes:** Three purple boxes with white text:
  - B ROS 300 x 250px**
  - blessed**
  - C ROS 300 x 250px**
- More Site:** A section with the heading "MORE SITE" and a grid of article thumbnails.
- More Articles Like This:** A section with the heading "MORE ARTICLES LIKE THIS" and three article thumbnails.
- Program Introduction:** A section titled "INTRODUCING THE CHRISTIAN WOMAN PUBLISHING PROGRAM" featuring a woman sitting on the floor with a laptop.
- Subscription Banner:** A banner at the bottom of the page: "Subscribe to Christian Woman today! and get each digital issue delivered to your inbox FREE." with a "SUBSCRIBE" button.
- Footer:** A footer section titled "OUR NETWORK OF SITES" listing various publications and their locations.

# BUY BANNERS WITH *CHRISTIAN WOMAN* - AND GET YOUR DIGITAL MAG ADVERTISING ABSOLUTELY FREE!

## web banner rates

POSITION	SIZE	PRICE per month
Home Page A	350 x 216px	\$450 (+ \$100 for video)
Home Page B	300 x 250px	\$350 (+ \$100 for video)
Run of site B	300 x 250px	\$450 (+ \$100 for video)
Home Page C	300 x 250px	\$250 (+ \$100 for video)
Run of site C	300 x 250px	\$400 (+ \$100 for video)
eNewsletter ( x 4 per month)	300 x 250px	\$695

## digital mag rates

SIZE		PRICE
Half Page:	(180 x 120mm or 90 x 245mm) (7.08" x 4.72" or 3.54" x 9.64")	\$395*
Half Page Preferred:	Page 3 OR page 5	\$495*
Full Page:	(210 x 297mm) (8.27" x 11.96")	\$595*
Full Page Preferred:	Page 3 OR page 5	\$695*
Inside front cover:	(210 x 297mm) (8.27" x 11.96")	\$795*
Double page spread:	(420 x 297mm) (16.53" x 11.69")	\$995*

**\*Sponsored Content** Can be included on christianwomanmag.com for two weeks and the same story published in CW digital magazine (each issue available for two months) for a combo package of \$795. See *Sponsored Content guidelines over page.*

## DISPLAY ARTWORK FOR DIGITAL MAGAZINES

Artwork must be supplied as a print ready high quality jpeg or pdf (300dpi) and include a URL link for digital viewers to visit.

**Send all artwork to [art@initiatedmedia.net](mailto:art@initiatedmedia.net) Clearly marked with your company name, issue the artwork is to be placed in and the size booked.**

---

## SPONSORED CONTENT

- Article title - max 10 words
- 600-700 words. Articles are required to be submitted to our editor to ensure it is reaser friendly (not straight advertorial). Ask for details of our writing services if required.
- High-resolution landscape image in 16:9 ratio (1000px wide minimum, caption and source details should be provided) OR we can provide royalty free stock images at a cost.
- Choice of your call to action (with details).
- Supply of video/s (please supply links to youtube or Vimeo - we do accept raw video files).

**Send all Sponsored Content to [advertise@initiatedmedia.net](mailto:advertise@initiatedmedia.net) Clearly marked with your company name, issue the Sponsored Content is to be placed in and the size booked.**

---

## BANNER & NEWSLETTER SPECS

- File formats accepted: jpeg, gif or swf
- 40k max initial file size limit
- No looping restrictions: animation duration 30secs.
- Flash version 8 and above
- Streaming (polite) video permitted must have clear close/pause/play button.
- Auto play permitted but must have clear close button.
- Sound permitted must be user initiated with clear mute button.

**Send all banner and newsletter art to [advertise@initiatedmedia.net](mailto:advertise@initiatedmedia.net) Clearly marked with your company name, month your banner is booked for and the size booked.**



# Contact Us

## **ADVERTISING AUSTRALIA & NEW ZEALAND**

Ray Curle

Phone: 02 9007 5375 (AUS)

or 09 281 4896 (NZ)

Email: [advertise@initiatemedia.net](mailto:advertise@initiatemedia.net)

## **ADVERTISING USA & CANADA**

Phone: 213 814 0590

Email: [advertise@initiatemedia.net](mailto:advertise@initiatemedia.net)

## **ART DEPARTMENT**

### **Art Director:**

Nicole Danswan

Email: [art@initiatemedia.net](mailto:art@initiatemedia.net)

[www.christianwomanmag.com](http://www.christianwomanmag.com)

[www.initiatemedia.net](http://www.initiatemedia.net)

