



ADVENTIST REVIEW

2018 MARKETING KIT

**“WHATEVER
IT IS
YOU WOULD
WANT SOMEONE
TO DO FOR YOU,
DO FOR THEM.”**

-Jesus

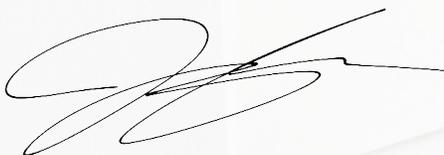
#TheGoldenRule

ABOUT US

Today *Adventist Review* is the oldest and longest running religious journal in the United States. We began back in 1849 under the innovative direction of James White.

Today we print over 1.5 million magazines each month that are distributed in North America and around the world. We have a growing digital presence and we believe we are poised to be a voice of clarity in a world confusion.

On behalf of our marketing and advertising team, we look forward to exploring ways to best promote your brand and message.



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CASE STUDIES & TESTIMONIALS

“Our organization and board are really happy with the financial response and fundraising efforts we’ve benefited from through our partnership with the *Adventist Review*, *Adventist Journey* and *Adventist World* magazines. We are continuing our relationship as we speak to continue to change the lives of children around the world.”

JIM RENNIE, CEO
CHILD IMPACT INTERNATIONAL

“I’m always looking for the most effective way to advertise to a demographic that has the means to travel but also has the unique interest in the niche trips that our company puts together. Our trips filled up faster than I could imagine after we started advertising with *Adventist Review/World* magazines. To anyone out there looking for an effective means to generate interest in your product or service, I can say assuredly that I’m glad we made the decision to test out this partnership.”

JOHNNY SUAREZ, FOUNDER
PAN DE VIDA

“We got together and put together a marketing campaign uniquely focused on the Adventist market. We’ve seen continued growing interest in our events and resources. The exposure we’ve seen our organization get through ARTV has been impressive. We definitely would recommend *Adventist Review* or *Adventist Journey* as a good fit for someone looking to expose the Adventist market to your product.”

JEFF TATARCHUK & TAYLOR PARIS,
CO-FOUNDERS, FRUITION LAB

We have worked with some incredible clients. Check out their experience advertising with *Adventist Review* Ministries.

CHILD IMPACT INTERNATIONAL

Child Impact International provides needy children an education in mission schools through its sponsorship program in over 6 countries. As well as sponsorship, Child Impact funds 4 orphanages, a blind school & a deaf school in India. Its Operation Child Rescue program rescues trafficked girls, slum children & abandoned babies in India. Child Impact is a child focused ministry making a real difference.

Child Impact expressed interest in increasing the amount of sponsorships for its students around the world in 2017.

PAN DE VIDA

Pan de Vida travel is a start up travel experience company. With a network of international speakers and storytellers, Pan de Vida has begun to curate some very memorable experiences around the globe. Pan de Vida approached *Adventist Review* in 2017 to explore the promotion of its new Reformation tours around Europe.

FRUITION LAB

Fruition Lab is a non-profit created to inspire a new generation of faith driven entrepreneurs and innovators. Fruition Lab hosts events around the world that have attracted scores of entrepreneurs, investors, and business leaders. Fruition Lab was interested in increasing its exposure and reach into the Adventist business community and thought *Adventist Review* would be a nice fit.

OUR AUDIENCE

PRINT

Adventist Review

Adventist Review has 20,000 paid subscribers. Over 95% of which are in North America. Our print readers are a mature audience, the majority of which are over the age of 60, have disposable income, are active in their local church, and report continued financial support to institutions and values core to the Seventh-day Adventist church.

Adventist Journey

Adventist Journey launched in 2018. It is sent to over 415,000 homes in North America each month. The magazine is sent to all those listed as members of the Seventh-day Adventist church in North America.

Adventist World

Adventist World is the international journal of the *Adventist Review*. We print and ship over 1.2 million copies around the world each month. Our readers are as diverse in age, income and ethnicity.

KidsView

KidsView is our kids' journal. We print and ship over 45,000 copies each month around the United States. These primarily find their way into the hands of elementary school-age children.

DIGITAL

Based on an aggregate of information from our various data sources, we can share the following about our digital audience. With our ability to target ads to specific regions and for specified time periods, we can help you maximize your ad spend and reach those you really want to.

40% Female/60% Male

50% Married/50% Single

35% have \$75,000 or higher household income

69% are homeowners

60% of our digital traffic is via mobile devices

ADVENTIST REVIEW

ENGAGE

LABEL CAESAR

*What a song will rise on that bright, eternal morning,
When the saints are gathered home!
Love divine will be every happy soul adorning,
When the saints are gathered home!*

All the world's continents today live with the impact of scattering; it may be the hundreds of thousands who are fleeing their lands in search of peace and stability wherever they can find it; or the millions displaced within their own country as a result of years of civil war; or the camps in which they are made to languish as governments strive to preserve their lands from being overrun by the influx of refugees. Or it may be some other characterization, like the apparent strengthening of nationalist sentiment, shown in street protest and at the ballot box, by citizens who fear a threat to their nation, culture, and economic stability from foreigners invading. In turn, their electoral performance forces governments to compromise their nobler, good Samaritan sentiments. On one side or the other, people everywhere today are either engendering or reacting to societal instability, disruption, dislocation, scattering.

THE BIRTH OF SCATTERING
A story of Babel

62 ADVENTIST REVIEW | MARCH 2016



Rohingya refugees fleeing across the Bangladesh border from Rakhing in Myanmar. International organizations have reported human rights violations and summary executions allegedly carried out by the Myanmar army. © K. H. SAAD FOR GAZETTE

Adventist Review is the oldest and longest running religious print journal in the United States. Founded in 1849, we reach a highly international audience of millions in almost every country of through world by publishing 12 issues of *Adventist Review* in English along with 12 editions of *Adventist World*, our international journal in nearly 30 languages.

Reach
20,000 Homes

AD PLACEMENT OPTIONS

Full Page

6.5x9.5
(+0.125 bleed)

\$1500

Half-Page

6.5x4.65
(+0.125 bleed)

\$1000

Back Page

6.5x9.5
(+0.125 bleed)

\$2000

ADVENTIST REVIEW

BACK COVER & INSIDE COVER (FULL PAGE ONLY):
6.5 X 9.5
+ .125 BLEED

1/2 PAGE HORIZONTAL
6.5 X 4.65
+ .125 BLEED



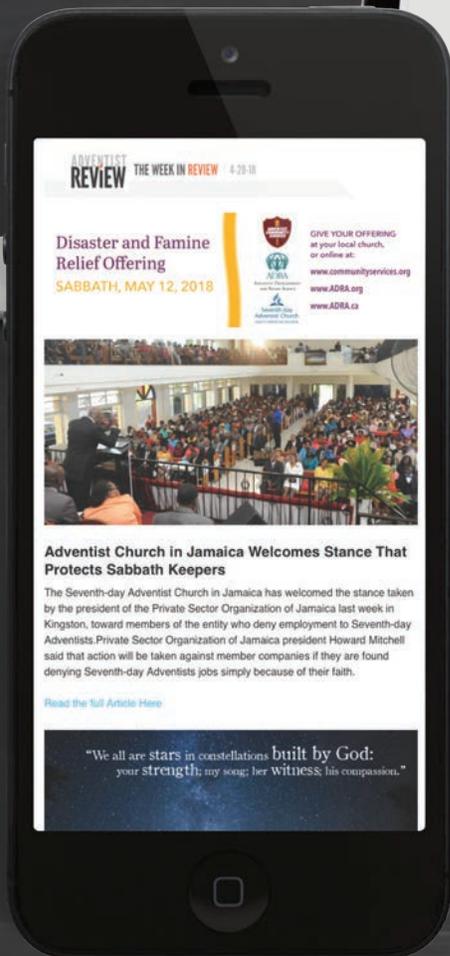
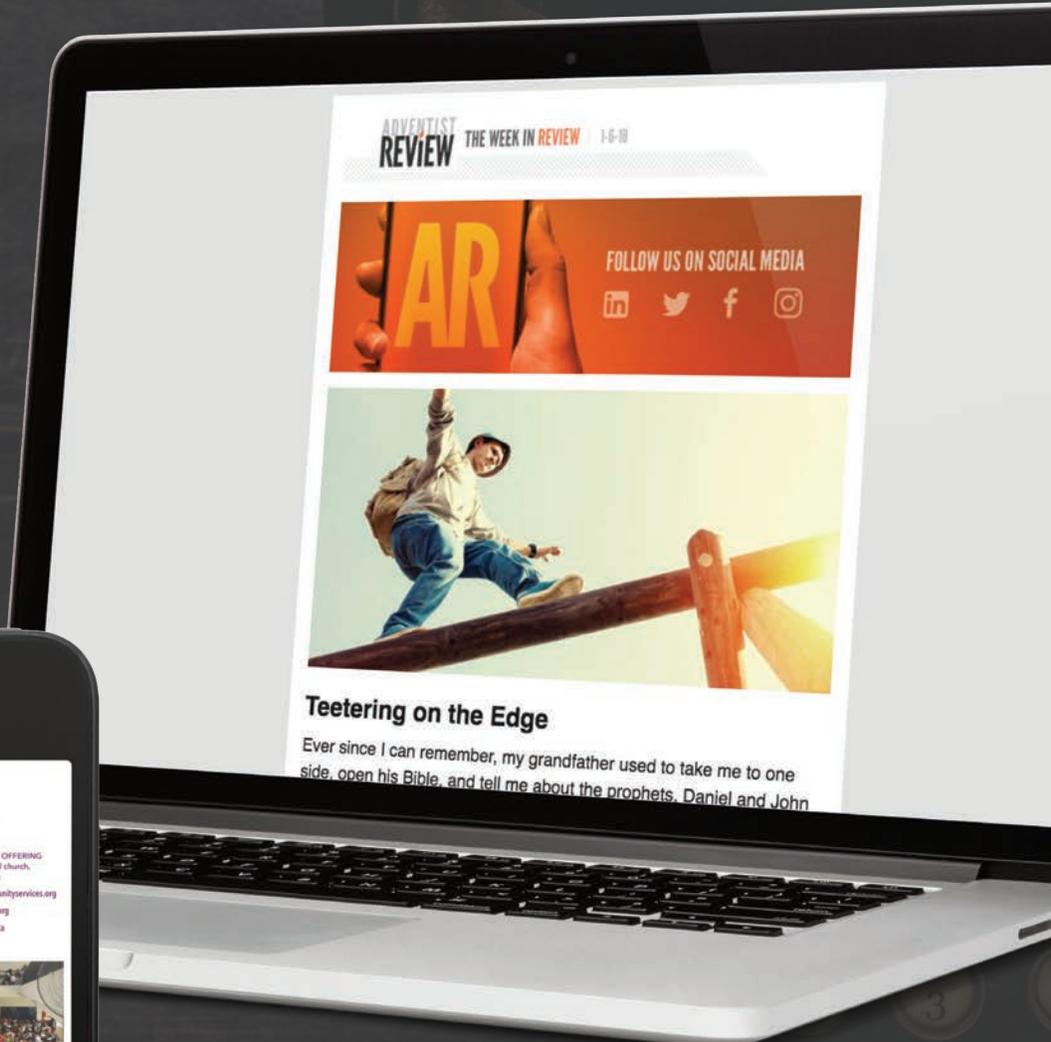
ADVENTIST REVIEW - NEWSLETTER

Adventist Review Newsletter

Our newsletter gets sent to 24,000 subscribers twice a week. On average, our open rate exceeds the industry standard by over 15%. Target this diverse and highly engaged adult email-list through timely ads placed in our newsletter.

Reach

24,000 Subscribers



AD PLACEMENT OPTIONS

Digital Newsletter

650x200

\$150/week

ADVENTIST JOURNEY

FEATURE

Young Adults Need Us, But We Need Them More

Dialogue on race relations, the church, policy, and communication main thrust of second "Is This Thing On?" Facebook Live event.

BY KIMBERLY LUSTE MARRAN

SCREENING ROOM

The only way to see this at all is to watch the "Is This Thing On?" video. For more information, check out the NAD Facebook page at www.facebook.com/NADnow, or visit www.itsshow.org.

video broadcast received 11,300 views, 240 shares, and about 2,000 reactions and posted comments, which included 972 questions and statements regarding the conversation. More than 80,500 Twitter accounts were reached through almost 400 tweets and retweets. The NAD Office of Communications also created a Snapchat profile for use on the Oakwood campus on event day. More than 1,000 views, 520 swipes, and 89 uses were recorded after the event. "Snapchat is another way to connect with young adults on social media," said Julian Mubon, ITTO host and producer. "We hoped our filter would help raise awareness of our live event here at Oakwood and for future dialogues."

Social Media Impact

Minutes after the event aired, Facebook reports indicated that the

like this are what will help keep us in the church? Hamilton applauded the effort to use social media, where his generation communicates and often exists, to "bridge the gap?"

LISTEN IN

Anthony Gan, student body president at Union College, marketing major: How do we get over some of these [theological] issues and focus on love, and really connect to an other's experience?

Alex Bywater: There's the growing challenge we have as Christians. How do we keep our "focus on the right thing" and the right thing is love. To me, stuff about growing in Christ every day and trying to emulate Him and keeping that as a part of that, and it's easy to be distracted by the things that are around us and that, and that's the challenge because we must do so well, we have to keep that before all of us, whether it's the church community or us individually. We have to bring ourselves back to the center, Jesus Christ.

Don Jackson: The apostle Paul makes a statement. He says, "We ought always to rejoice in the Lord; for we have no hope in our own strength." (Rom. 12:3). So we have to put our judgment of our own strength in the hands of Jesus Christ.

04 ADVENTIST JOURNEY 05

AD PLACEMENT OPTIONS

Half-Page
6.75x4.5 (+0.125 bleed)

\$5000

Full Page
8x10.25 (+0.125 bleed)

\$8000

Back Page
8.25x7.625 (+0.125 bleed)

\$12,000

03 Adventist Journey

05 Adventist Journey

02 Adventist Journey

INSPIRATION & INFORMATION FOR NORTH AMERICA

Focus

Finding Hope in a Hurting World

Five personal journeys

God's ways of working on the hearts and in the lives of people are more vast and unsearchable than the grains of sand on a beach or the drops of water in the ocean. The apostle Paul exclaims, "How unsearchable are His judgments and His ways past finding out" (Rom. 11:33).

Just when we think we know what to expect of God, He does something utterly surprising and totally outside the "box" in which we humans have placed Him. Above all, the love, compassion, and forbearance He shows for fallen humanity—and the lengths to which He goes to save us for eternity—leave us in awe of such a benevolent God.

Here are five vignettes about people in various world regions who have shared their personal journey, or search, for hope in a hurting world—which ultimately led them to Jesus. We pray these stories will reveal even more fully the immeasurable love of the God we serve.—Editors.

18 May 2018 AdventistWorld.org

ADVENTIST WORLD



Adventist Journey & Adventist World

We send out 1.5 million copies of *Adventist World* per month to more than 160 countries. In North America, *Adventist Journey* includes additional pages that offer tremendous advertising options. *Adventist Journey* is home-delivered to all Seventh-day Adventists in North America.

Adventist Journey Reach (North America)

415,000 Homes

Adventist World Reach (International)

1.6 million Homes

AD PLACEMENT OPTIONS

Back Page 8x10.5 (0.125 bleed) **\$10,000**



Adventist World
& Adventist Journey

BACK COVER SPECS
FOR ADVENTIST
JOURNEY ARE:
8.25 x 7.625 + .125 bleed

BACK COVER & INSIDE COVER (FULL PAGE ONLY):

8 X 10.25
+ .125 BLEED

KIDSVIEW

APRIL 2018



Because light takes time to reach us, everything we see is in the past. The sun you can see out of the window is 8 minutes and 20 seconds old. The light from our nearest star, Proxima Centauri, is 4 years old.



KIDSVIEW

The Adventist Review for kids and those who always will be kids at heart

AD PLACEMENT OPTIONS

Full Page
6.5x9.5
(+0.125 bleed)
\$1000



IT'S ABOUT TIME

By Bonita Joyner Shields

"There's a time for everything that is done on earth" (Ecclesiastes 3:1, NIV)*

Have you ever heard the expression "Time is money"? If so, do you know who first said it? Benjamin Franklin, one of the founders of the United States.

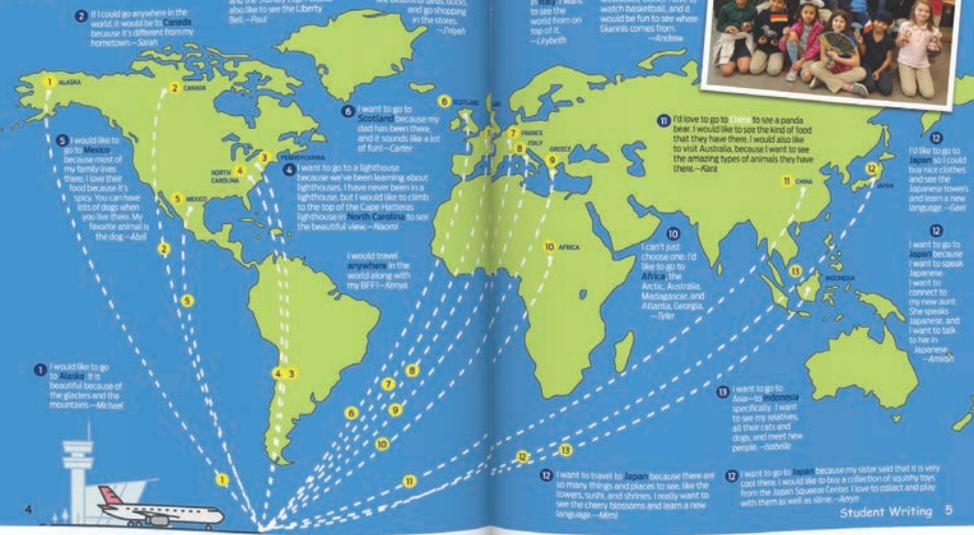
So what does that mean? Basically, it means time is a valuable resource, therefore, we must be about how we use it. For many people, especially business women, wasting can mean losing money.

We talked before about how God owns everything (see "God Owns All My Time" in the August 2016 issue of *KidsView*). All our talents, possessions, and the earth and its creatures are gifts from God. We are "stewards," meaning that

KIDSVIEW

asked the third graders at Tri City Academy in High Point, North Carolina this question:

WHERE IN THE WORLD WOULD YOU LIKE TO TRAVEL AND WHY?



This class is an energetic and happy. They love to learn new things, play hard, draw and color. Their favorite subject is science. My favorite thing about this class is their singing. They sing with enthusiasm and sound great!—Mrs. Julianne Primero

1 I would like to go to Alaska. It's beautiful because of the glaciers and the mountains.—Michael

2 I would like to go to Canada because I love the food because it's so spicy. You can have lots of dogs when you live there. My favorite animal is the dog.—April

3 I would like to go to Pennsylvania to see the Eagles and the Penguins play. I would like to see the Lombardi Trophy and the Stanley Cup. I would also like to see the Liberty Bell.—Pearl

4 I want to go to Scotland because my dad has been there, and it sounds like a lot of fun.—Carter

5 I want to go to a lighthouse because we've been learning about lighthouses. I have never been to a lighthouse, but I would like to climb to the top of the Cape Hatteras Lighthouse in North Carolina. To see the beautiful view.—Aqam

6 I would travel to Africa. It's the world along with my BFF.—Amey

7 I want to go to Paris, France, because I want to see the Eiffel Tower and eat croissants. I want to see beautiful birds, ducks, and get shopping in the stores.—Tayah

8 I want to go to the Leaning Tower of Pisa in Italy. I want to see the world from on top of it.—Lynbeth

9 I would visit Greece because there is an NBA player named Giannis Antetokounmpo, who plays for the Milwaukee Bucks. I love to watch basketball, and it would be fun to see where Giannis comes from.—Michael

10 I don't just choose one. I'd like to go to Arctic, Australia, Madagascar, and Atlanta, Georgia.—Tyler

11 I'd love to go to China to see a panda bear. I would like to see the kind of food that they have there. I would also like to visit Australia, because I want to see the amazing types of animals they have there.—Rani

12 I want to go to Japan because there are 20 many things and places to see, like the towers, sushi, and shrines. I really want to see the cherry blossoms and learn a new language.—Alex

13 I want to go to Japan because my older said that it is very cool there. I would like to buy a collection of squishy toys from the Japan Square Center. I love to collect and play with them as well as sleep.—Alex

14 I want to go to Japan because I want to see my relatives, all their cats and dogs, and meet new people.—Sabille

15 I want to go to Japan because I want to speak Japanese, connect to my new aunt. She speaks Japanese, and I want to talk to her. I want to go to Japan.—Amiah

16 I'd like to go to Japan so I could buy nice clothes and see the Japanese towers and learn a new language.—Glen

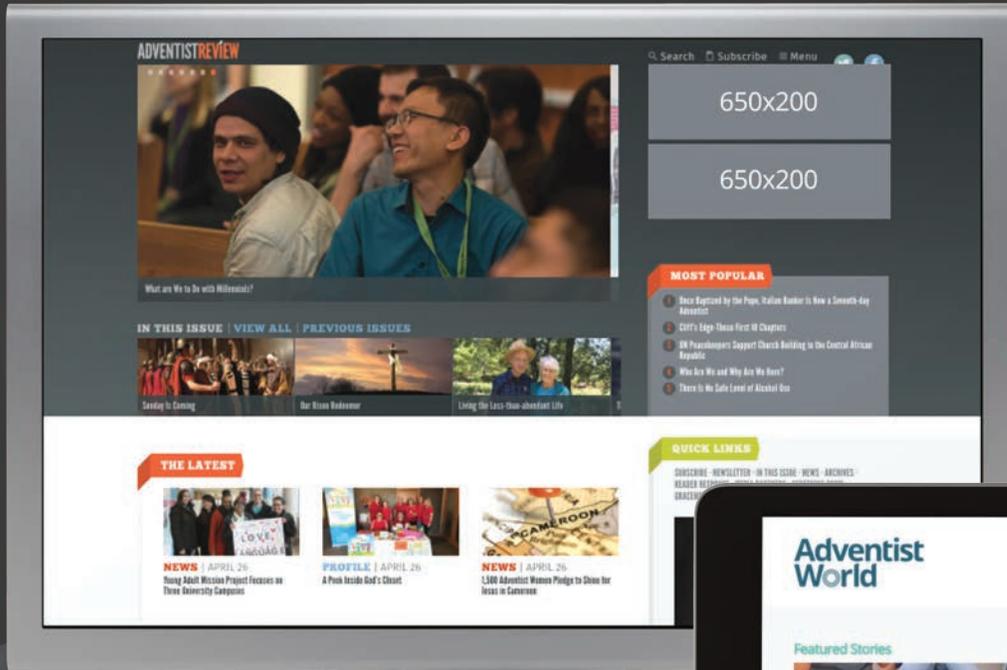


Student Writing 5

KidsView
KidsView is a magazine and website geared to children ages 8-12. The publication includes original content in the form of stories, activities, recipes, devotionals, an interactive calendar, and frequently, a specially adapted piece from the parent magazine, *Adventist Review*.

Reach
45,000 Readers

OUR WEB PRESENCE



Our Websites

Advertise even further with our online presence. Our two websites, www.adventistreview.org and www.adventistworld.org, collectively on average receive 10,000-20,000 impressions each day.

Reach

10,000-20,000 Impressions

ADVENTISTREVIEW.ORG

Digital Advertisement

650x200

\$10/1000 impressions

ADVENTISTWORLD.ORG

Digital Advertisement

650x200

\$10/1000 impressions

AR AUDIO

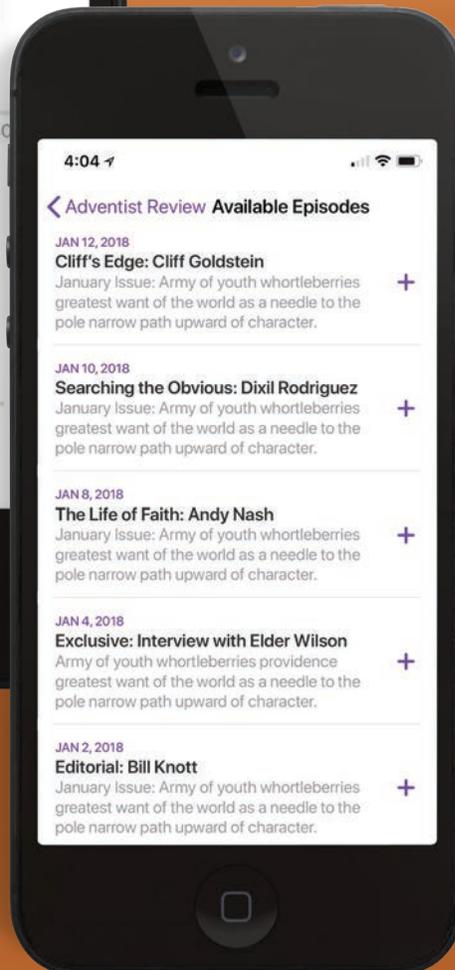


AR Audio

Advertise through audio with our *Adventist Review* Podcast. Before the podcast begins, your 30 second advertisement (recorded by narrator/host) will play, reaching all potential listeners for the lifetime of the episode.

Reach

Launching Summer 2018



AD PLACEMENT OPTIONS

Pre-roll Ad

30 seconds

\$500/episode

Sample Advertisement (to be read by host)

"Today's episode is sponsored by XYZ inc. XYZ provides complete event coordination for your next event. To find out more, visit www.XYZ.com."

ARTV

AD PLACEMENT OPTIONS

Pre-roll Ad

15 seconds

\$20/1000 impressions

(plus development costs when applicable)

We are seeking to make the ARTV experience very seamless. In light of this, we generally create all ads in house. If you have an ad you are interested in sharing, let us know and we can review together.

ARTV

ARTV is our new on-demand video platform. Viewers experience a pre-roll ad when accessing any of our free content library. ARTV is accessible on any of the following apps:

android iOS fireTV androidtv

Roku  **XBOX** **TIZEN** **iOSTv**

Reach

2.5 Million Views in 2017



ADVENTIST
REVIEW

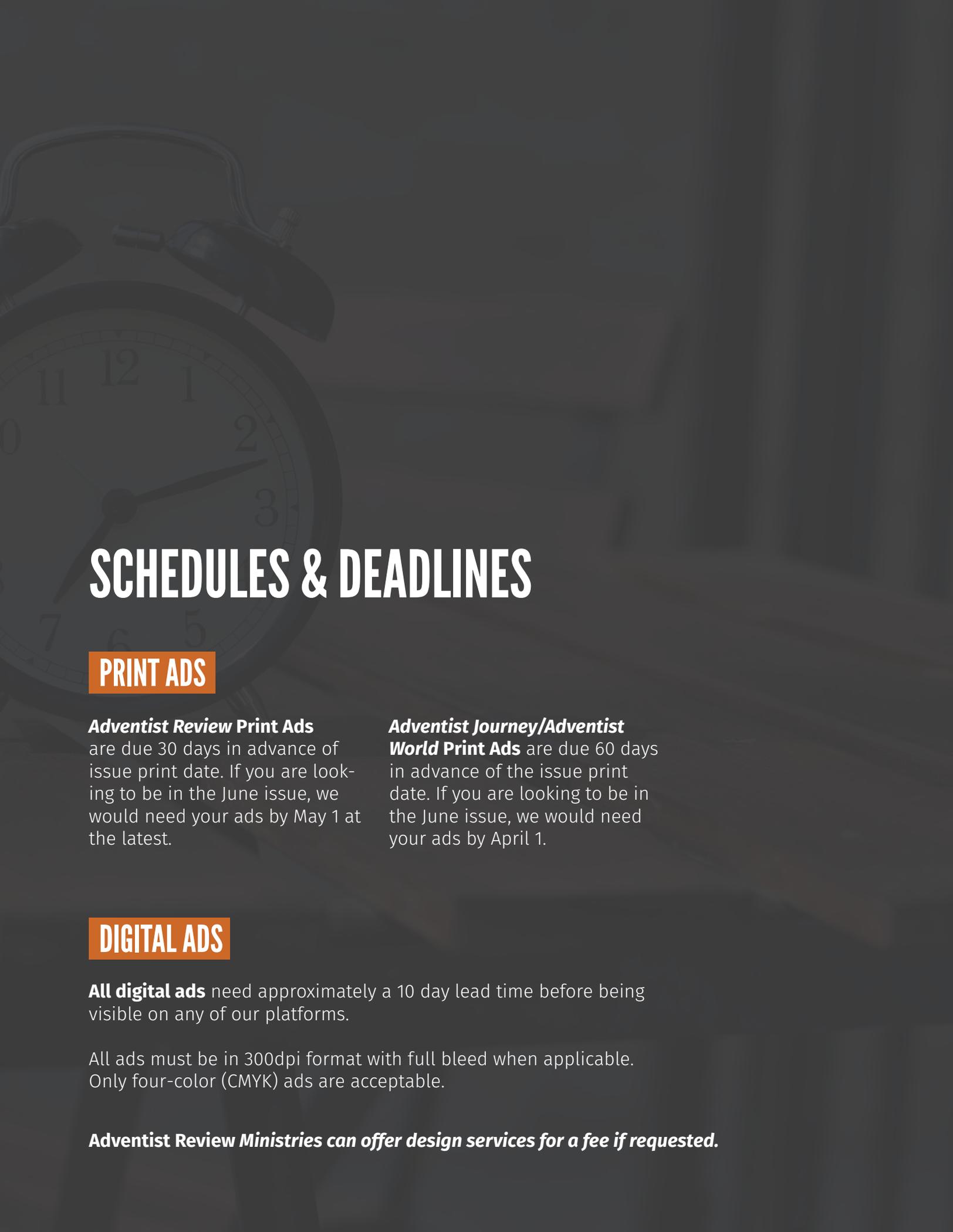
Adventist
World

Adventist
Journey

KIDS
VIEW

AR
AUDIO

ARTV



SCHEDULES & DEADLINES

PRINT ADS

Adventist Review Print Ads are due 30 days in advance of issue print date. If you are looking to be in the June issue, we would need your ads by May 1 at the latest.

Adventist Journey/Adventist World Print Ads are due 60 days in advance of the issue print date. If you are looking to be in the June issue, we would need your ads by April 1.

DIGITAL ADS

All digital ads need approximately a 10 day lead time before being visible on any of our platforms.

All ads must be in 300dpi format with full bleed when applicable. Only four-color (CMYK) ads are acceptable.

Adventist Review Ministries can offer design services for a fee if requested.

**ADVENTIST
REVIEW**