

# Anabaptist World Media Kit 2025

*Anabaptist World* is an **award-winning journalistic ministry** launched in September 2020. We are the product of a merger of two previous publications – *Mennonite World Review* and *The Mennonite*. We have the **largest subscription list of any Mennonite periodical in the United States.**

**7,000**  
print subscribers

**9,800**  
email subscribers

**12,000+**  
social media followers

**485,818**  
annual unique  
website visitors at  
[AnabaptistWorld.org](https://AnabaptistWorld.org)

**40,000**  
average monthly  
website visitors

## Reader Demographics

*Anabaptist World* readers take following Jesus seriously. They work to grow personally in their faith and with their communities. They seek out meaningful books, educational opportunities, travel, and faithful and socially responsible ways to spend. They support charitable causes and care for the environment. They are interested in cultivating spiritual and social awareness, and they are acting to create a more just world.

### HIGHLY-EDUCATED READERSHIP:

**67%**  
hold graduate or  
professional degrees

### DEEPLY ENGAGED WITH THEIR CHURCH:

**23%**  
are pastors or other kind  
of church worker

**84%**  
attend religious services  
once a week or more

**15%**  
are non-staff volunteer  
leaders in their church

**60%**  
participate in a church-  
related small group for  
study or prayer

### VACATION AND TRAVEL:

**61%**  
plan on taking a vacation  
in the next year

**12%**  
will travel for business

**47%**  
have traveled  
internationally in the  
last three years

### AVID READERS:

**95%**  
have purchased a book  
in the last year

**64%**  
say they have purchased  
five or more books in the  
past year

### SOCIALLY RESPONSIBLE INVESTING:

**87%**  
are interested or slightly  
interested in learning  
more about socially  
responsible investing.

### FINANCIALLY COMFORTABLE:

**77%**  
have an annual  
household income of  
\$50,000 or more

**26%**  
have an income of  
\$100,000 or more

### GENEROUS:

**99%**  
have made a charitable  
donation in the last year

**87%**  
have donated to a  
religious organization or  
local house of worship

### BALANCED GENDER READERSHIP:

**53%** Male

**46%** Female

### READERS REPRESENT A SPECTRUM OF ANABAPTIST AND OTHER TRADITIONS:

Denominations and traditions include: Mennonite Church USA, Mennonite Brethren, Evana, Bruderhof, LMC, Beachy Amish, Quaker, United Methodist, Nondenominational, Roman Catholic, Reform Jewish, Pentecostal 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:

Website ads appear on the Anabaptist World's homepage and throughout article pages. The AW website rotates ads so that multiple ads can be scheduled on overlapping dates.

Due one week prior to when you want them to run.

Submit ads in .jpg or .gif format.

- **Large ad:** \$165/week
  - Runs on the homepage and every article page on our site
  - Provide ad in two sizes: 970x250 pixels for desktop display; 300x600 for mobile display.
- **Small ad:** \$125/week
  - Runs on the homepage and every article page on our site
  - 300x250 pixels in .jpg or .gif format

### EMAIL ADS:

*AW Headlines*, our weekly email newsletter is sent every Saturday. It has about 9,800 subscribers and a 35-40% open rate.

Ad files are due the Monday prior to when you want them to run.

- **Large ad:** \$200/week
  - 320x480 pixels in .jpg or .gif format
- **Small ad:** \$150/week
  - 300x250 pixels in .jpg or .gif format

### PODCAST ADS:

Anabaptist World Inc., in partnership with other organizations, produces podcasts available at [anabaptistworld.org](http://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

### SPONSORED EMAILS:

*Anabaptist World* is willing to run a sponsored email campaign for your agency or organization. Each email is priced \$100 per 1,000 subscribers. At the time of making this media kit, the *AW Headlines* email has about 9,800 subscribers and growing. Please email [DanielleK@anabaptistworld.org](mailto:DanielleK@anabaptistworld.org) to schedule a dedicated email and to check the current price.

## Classifieds:

Classifieds with Anabaptist World are \$2 per word and are posted in our print issues and on our website. Please submit the classified by the ad due date of each issue. Classifieds may be submitted online at [anabaptistworld.org/classifieds](http://anabaptistworld.org/classifieds) or by emailing [Classifieds@anabaptistWorld.org](mailto:Classifieds@anabaptistWorld.org).

For an additional charge of \$150, we will also include your classified ad in our weekly email newsletter, *AW Headlines*.

## Print magazine inserts:

Reach our audience directly by including your own printed material, bundle or inserted into one of our print issues. Inserts in *Anabaptist World* cost \$1,800 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

## 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 issue frequency discount:

	1x	4x	8x	12x
Full-page	\$1,500	\$1,350	\$1,200	\$1,250
1/2 page	\$790	\$711	\$632	\$592.50
1/3 page (tall or square)	\$575	\$517.50	\$460	\$431.25
1/6 page	\$300	\$270	\$240	\$225

## 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

# Media Kit 2025

## Print magazine issue dates\*:

2025 issues	Ad reservations due	Ad files due	Mail date
January	Dec. 5	Dec. 12	Dec. 20
February	Jan. 9	Jan. 16	Jan. 24
March	Feb. 6	Feb. 13	Feb. 21
April	March 13	March 20	March 28
May	April 10	April 17	April 25
June	May 8	May 15	May 23
July	June 12	June 18	June 27
August	July 17	July 24	Aug. 1
September	Aug. 14	Aug. 21	Aug. 29
October	Sept. 11	Sept. 18	Sept. 26
November	Oct. 9	Oct. 16	Oct. 24
December	Nov. 6	Nov. 13	Nov. 21
2026 issues			
January	Dec. 4	Dec. 11	Dec. 19

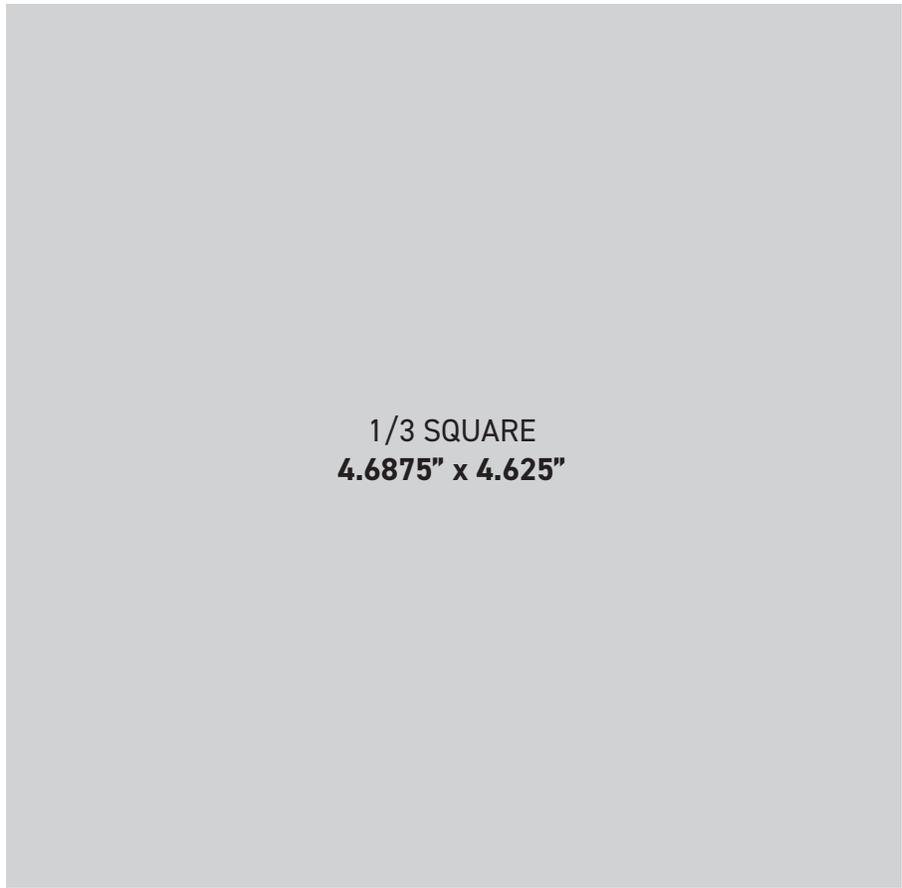
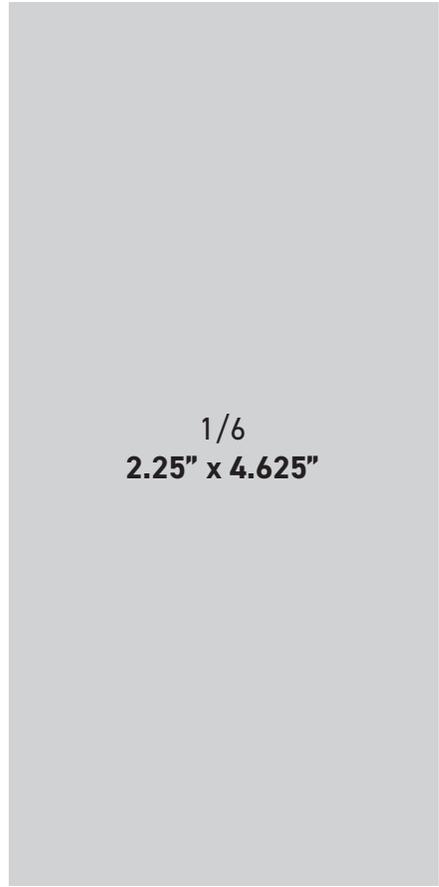
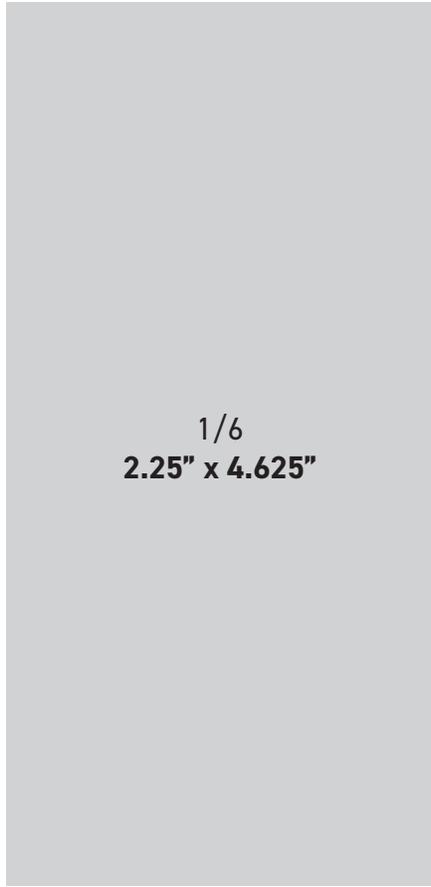
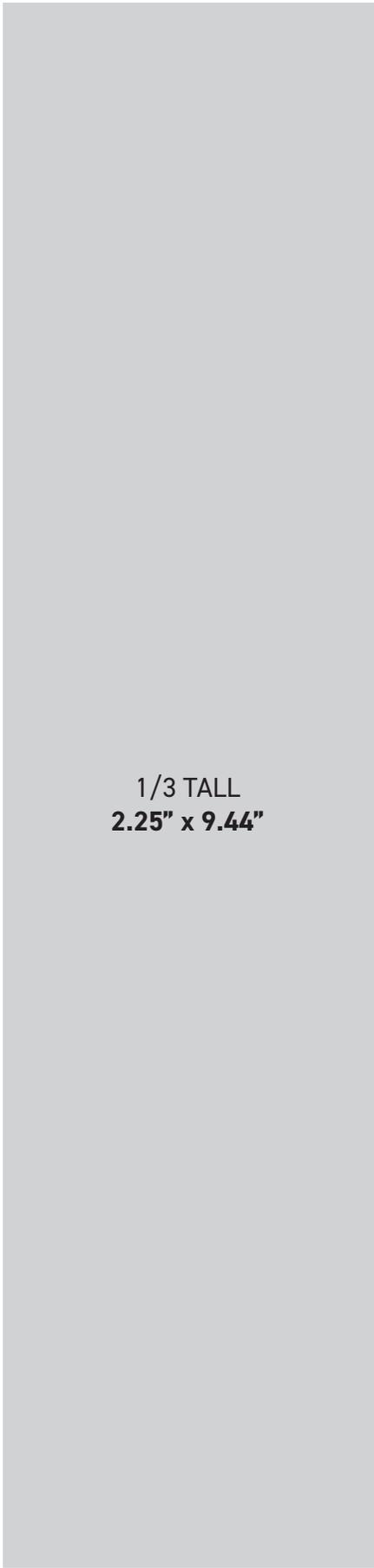
\*Ads are due one week after the ad reservation due date

### Contact:

**Danielle Klotz**  
 Anabaptist World Inc.  
 P.O. Box 568, Newton, KS 67114  
 316.283.3670 | [daniellek@anabaptistworld.org](mailto:daniellek@anabaptistworld.org)

All advertisements are subject to approval by Anabaptist World Inc.

Anabaptist World reserves the right to refuse publishing any advertising and all advertising is subject to approval. Ads that challenge or denigrate Anabaptist World's policies, programs or personnel are not accepted. Ads or inserts that Anabaptist World's staff find in poor taste or inappropriate may not be accepted. Ads that do not fit with our mission or values may also not be accepted.



1/2  
7.12" x 4.625"

1/2  
7.12" x 4.625"

FULL PAGE

Full bleed:  
**8.375" x 11.125"**

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