

TECHNOLOGIES FOR WORSHIP



MEDIA KIT 2019

TECHNOLOGIES FOR WORSHIP 2019

AT A GLANCE

TECHNOLOGIES FOR WORSHIP MAGAZINE

- 56,457 churches read Technologies for Worship Magazine
- Twelve issues a year
- read by church sound technicians, lighting designers, media technicians, broadcast teams, lead pastors and volunteers
- Interactive, media rich print campaigns available via LAYAR, which can include videos, product slideshow, instant website access
- Print advertising also included in the digital issue
- All digital issues are archived, so your brand continues to make an impact monthly after publication
- Open-source Digital magazine averages 41,457 readers per month in 102 countries

TFWM DOT COM

- First on Google when searching for “worship technology”
- Over 19,600 unique visitors per month on average
- 54,208 monthly page views
- Mobile-friendly site features new banner sizes
- Media partners can load their own press releases and images
- YouTube videos can also be included with installs, product and industry news releases
- 9,100+ opt-in email addresses fully comprised of users and purchasers in the worship community
- Open rate average over 15%
- Click-thru rate that averages 5.42%
- Follows all CAN-SPAM and GDPR rules and regulations



CUSTOMIZED SURVEYS

- Customize marketing efforts and strategies
- Obtain first-hand information from end users

LIGHT IT UP! AND TURN IT UP! REFERENCE APPS

- Available at both the Apple and Google Play stores and free to all end users
- Comprehensive listings of manufacturers, products, installers and resellers
- Easily search for specific products, read their specs, find out who they can purchase from, plus much more
- Over 6000 integrators included
- Listings are free to all manufacturers, resellers, rental houses and integrators/installers
- Updated daily
- Rotating banner positions available to really make an impact, currently average 29,565+ impressions monthly



TECHNOLOGIES FOR WORSHIP 2019

MAGAZINE: PRINT

EDITORIAL OPPORTUNITIES FOR OUR ADVERTISERS

Technologies for Worship Magazine offers a variety of editorial opportunities for our advertisers. Whether you have been a vital part of the house of worship market for a while now, or are a new company looking to make an impact, we have the right solution for you.

PEER PRODUCT REVIEWS: written by houses of worship for houses of worship, these practical reviews showcase how your product is being used, why it was the best solution for the reviewers needs, what was involved in training volunteers to use it effectively, etc.

OUT OF THE BOX: if you have a new product you are looking to introduce, important to the house of worship, Out of the Box offers a preview of the product, including specs, and includes a shipping date.

CHURCH TECHNOLOGY SPOTLIGHTS: our monthly feature article, the Tech Spotlights showcase a house of worship and how they are using different technologies to grow and augment their ministry. Bylined by the church, the Tech Spotlight includes a complete gear list and a Q&A with the integrator.

CASE STUDIES: these problem/ solution case studies are told from two different points of view – the house of worship looking to find a reliable solution for a specific issue, and the installer and/or manufacturer who provided that solution.

THOUGHT LEADERSHIP: educational, brand-agnostic articles provide opportunities for your company to establish itself as a thought leader in the house of worship tech space.

INSTALLS: featuring recent installations at a house of worship, installs showcase viable solutions for ministry and highlight how other churches are implementing new gear.

PRODUCT NEWS: our monthly product news section features a product image, name and url of new products we feel will make an impact with our readers.

Q&A OPPORTUNITIES: running in our digital magazine, our manufacturer Q&A's allow you to showcase new and current products and discuss why your brand is a reliable choice for houses of worship.

IMAGE CAROUSELS AND VIDEOS: using LAYAR, an augmented reality app, allows you to turn any printed page into a media-rich experience. We can add image carousels and videos to any article, install, tech spotlight or review.

For 27 years, Technologies for Worship Magazine has been the go-to educational resource for houses of worship of all sizes. Readers spend more time with our magazine, which means the retention value for your advertising message has increased. With our Out of the Box product previews and Case Studies, the continued popularity of our Peer Reviews, Church Tech Spotlights, installs and Q&A's, and the growth of our augmented reality LAYAR app, Technologies for Worship offers more editorial opportunities to our advertisers than ever before.



WHO READS TFWM?

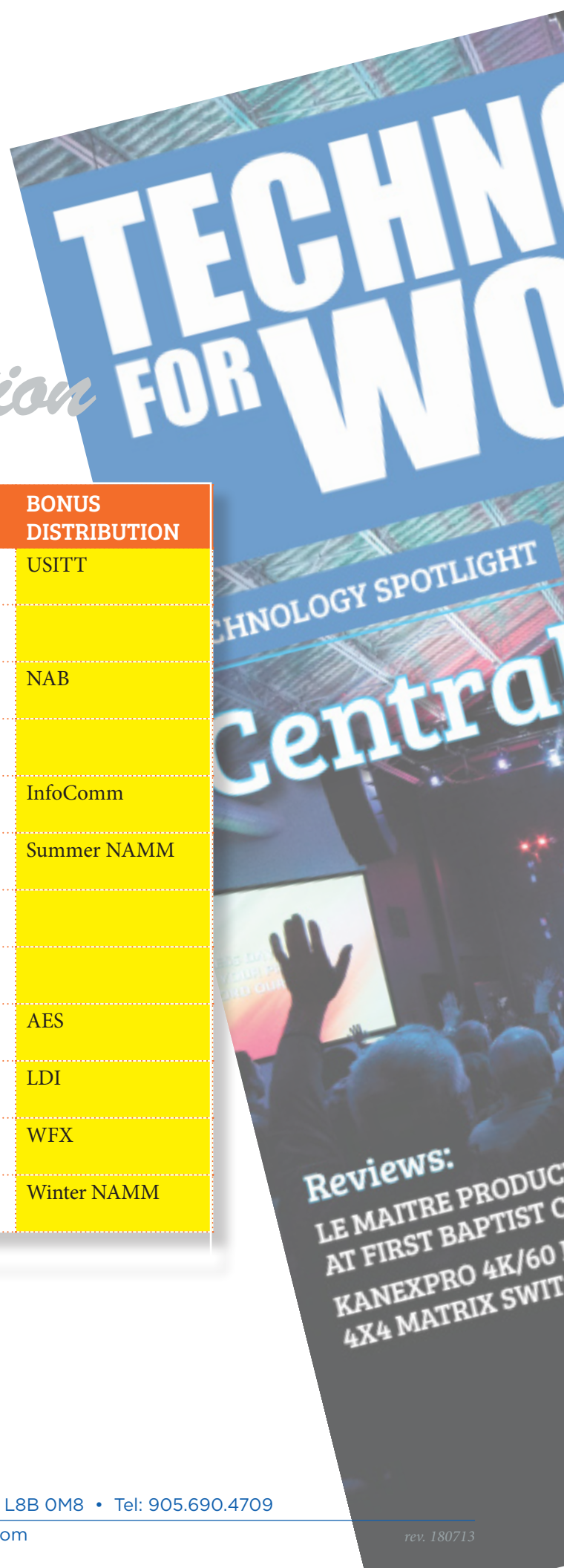
- Lead pastors
- Worship pastors
- Tech Teams
- Church sound engineers
- Worship lighting engineers
- Worship teams
- Media teams
- Production coordinators
- Videographers
- Volunteers
- Contractors
- Consultants
- Integrators

TECHNOLOGIES FOR WORSHIP 2019

AD DEADLINES+

Bonus Distribution

ISSUE	SPACE DEADLINE	MATERIAL DEADLINE	STREET-DATE	BONUS DISTRIBUTION
JANUARY	1/16/2019	1/16/2019	1/31/2019	USITT
FEBRUARY (Digital Only)	2/4/2019	2/6/2019	2/15/2019	
MARCH	2/25/2019	2/27/2019	3/9/2019	NAB
APRIL	3/25/2019	3/27/2019	4/11/2019	
MAY	4/22/2019	4/24/2019	5/9/2019	InfoComm
JUNE	5/27/2019	5/29/2019	6/13/2019	Summer NAMM
JULY	6/24/2019	6/26/2019	7/11/2019	
AUGUST (Digital Only)	7/29/2019	7/31/2019	8/9/2019	
SEPTEMBER	8/26/2019	8/28/2019	9/10/2019	AES
OCTOBER	9/23/2019	9/25/2019	10/11/2019	LDI
NOVEMBER	10/28/2019	10/30/2019	11/12/2019	WFX
DECEMBER	11/25/2019	11/27/2019	12/10/2019	Winter NAMM



TECHNOLOGIES FOR WORSHIP 2019



AD RATES

All rates are net USD.

FREQUENCY	1X	3X	6X	10X
Full page	\$2130	\$1970	\$1830	\$1700
2/3 page	1910	1780	1640	1510
1/2 page	1780	1640	1510	1370
1/3 page	1590	1460	1350	1180
1/4 page	1450	1320	1180	1050
1/6 page	1050	970	920	835

AD MECHANICALS

Space Unit

Width & Depth

Page bleed (untrimmed):	8 ^{5/8"} x 11 ^{1/8"}
Trim Size:	8 ^{3/8"} x 10 ^{7/8"}
Live Matter:	7" x 9 ^{1/2"}
2/3 page (bleed)	5 ^{1/2"} x 11 ^{1/8"}
2/3 page	4 ^{3/4"} x 9 ^{1/2"}
1/2 page vertical	3 ^{1/2"} x 9 ^{1/2"}
1/2 page vertical (bleed)	4 ^{1/4"} x 11 ^{1/8"}
1/2 page horizontal	7" x 5"
1/2 page horizontal (bleed)	8 ^{5/8"} x 5 ^{7/8"}
1/2 page island	4 ^{3/4"} x 7"
1/3 page (square)	4 ^{3/4"} x 5"
1/3 page vertical	2 ^{1/4"} x 9 ^{1/2"}
1/3 page vertical (bleed)	3 ^{1/8"} x 11 ^{1/8"}
1/3 page horizontal	7" x 3 ^{3/8"}
1/3 page horizontal (bleed)	8 ^{5/8"} x 3 ^{5/8"}
1/4 page	3 ^{1/2"} x 5"
1/4 page horizontal	7" x 2 ^{1/4"}
1/6 page (vertical only)	2 ^{1/4"} x 4 ^{3/4"}

TFWM will accept press-ready, high resolution PDF files* via FTP upload or Email (size permitting)

*** Be sure to convert all Spot colors to Process CMYK before creating the PDF**

FTP TRANSFER INFORMATION:
Send files to TFWM using LoadingDock online:
www.kimhunt.loadingdock.ca

TECHNOLOGIES FOR WORSHIP 2019

MAGAZINE: DIGITAL

Available on multiple platforms
(computer, tablet, smartphone)

Sharable through social media via the accessible tool
bar at the top of the magazine desktop.

MAXIMIZE YOUR ADVERTISING IMPACT WITH THE FOLLOWING:

- *VIDEO PLACEMENT*
- *DIGITAL BELLYBAND*
- *FLY-INS*
- *SLIDESHOWS*
- *SKYSCRAPER AND BANNER ADS*
- *POP UP AD CARD*
- *IFRAMED DYNAMIC WEB SITE*
- *ANIMATED ADS*
- *AUDIO*
- *LIVE LINKS*
- *FLASH ANIMATIONS*



41,457
READERS, MONTHLY

OVER
1,100,100
IMPRESSIONS
PER ISSUE

OUR DIGITAL EDITION IS ALSO:

Keyword searchable

Downloadable as individual pages or full issue PDFs

Archived and can be viewed long after the issue date

TECHNOLOGIES FOR WORSHIP 2019

AD RATES

Magazine Digital

All rates are net USD.

FREQUENCY	1X	3X	6X	10X
Full page	\$1100	\$1060	\$1010	\$880
2/3 page	885	825	790	715
1/2 page	810	750	720	650
1/3 page	730	640	615	540
1/4 page	580	520	495	430

FILE SPECS

Animations:

SWF (frame rate must be 50fps, please make files compatible with flash version 9+)
SWF files that exceed 1Mb in size may download slowly in the reader, and may cause the reading / interactivity performance in the reader to become degraded. SWF files containing large, high-quality images or high amounts of vector shapes (including extremely complex shapes) may also cause this issue.

Image size:

Images must be less than 2000 pixels in width or height.

Colour format:

Please ensure all uploaded images are in RGB format.

*** Maximum file size: 40Mb**

TECHNOLOGIES FOR WORSHIP 2019

AUDIO *Editorial*



JANUARY

MICROPHONES – Polar Patterns
AUDIO GENERAL – How to Design Your Audio System
AUDIO CONSOLES – AoIP Broadcast mixing
LOUDSPEAKERS – Loudspeaker Tuning
ASSISTIVE LISTENING – Bluetooth ALD
INTERCOMS – Upgrading Intercoms

FEBRUARY

MICROPHONES – Automatic Microphone Mixers
AUDIO GENERAL – Implementing AoIP
LOUDSPEAKERS – Loudspeaker Selection Tips

MARCH

MICROPHONES – Microphone Placement & Selection for Broadcast
AUDIO CONSOLES – Broadcast Console Roundup
LOUDSPEAKERS – Understanding Directivity
INTERCOMS – Networking

APRIL

MICROPHONES – Explaining Microphone Specifications
AUDIO GENERAL – Audio Signal Flow
AUDIO CONSOLES – The Benefits of a Good Rack
LOUDSPEAKERS – Acoustics and Room Dimension
ASSISTIVE LISTENING – AL Roundup

MAY

MICROPHONES – RF System Connectivity
AUDIO GENERAL – Benefits of Digital Audio Networking
AUDIO CONSOLES – Should You Have a Broadcast Mixer
LOUDSPEAKERS – Understanding Frequencies and Wavelengths
INTERCOMS – Intercom Over IP

JUNE

MICROPHONES – Smart Digital Wireless Technologies
AUDIO CONSOLES – Feedback Control
LOUDSPEAKERS – Line Array Roundup

JULY

MICROPHONES – Instrument Mic - Best Placement
AUDIO GENERAL – Different Types of Audio Distribution Methods
AUDIO CONSOLES – Digital Console MUST
LOUDSPEAKERS – Rigging Your Loudspeakers
ASSISTIVE LISTENING – Translation Systems
INTERCOMS – Networked Intercom

AUGUST

MICROPHONES – How to Maximize Mic Sound
AUDIO CONSOLES – Achieving a Clear Mix
LOUDSPEAKERS – High Impedance and Low Impedance Connections
INTERCOMS – Intercom Case Study

SEPTEMBER

MICROPHONES – Placement and Technique
AUDIO GENERAL – Volunteer Friendly PA Systems
AUDIO CONSOLES – Portable Console Roundup
LOUDSPEAKERS – Matching Amplifier Power to Your System
ASSISTIVE LISTENING – Hearing Loops

OCTOBER

MICROPHONES – Frequency Coordination
AUDIO GENERAL – Recording Original Music
AUDIO CONSOLES – Mixers and Plugins
LOUDSPEAKERS – Sealed vs Ported Speakers
INTERCOMS – Best Coms for Portable Churches

NOVEMBER

MICROPHONES – Miking the Band
AUDIO CONSOLES – EQ and Compression
LOUDSPEAKERS – How Room Acoustics Affect Loudspeakers
ASSISTIVE LISTENING – Importance of ALD

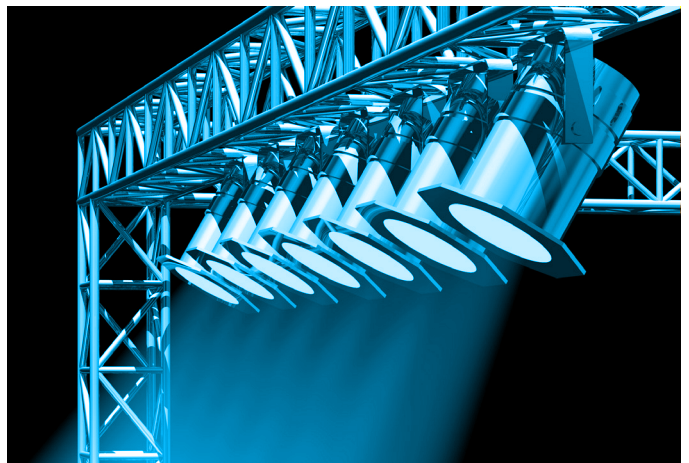
DECEMBER

MICROPHONES – Understanding the Wireless Spectrum
AUDIO GENERAL – Setting up a Campus Network
AUDIO CONSOLES – Virtual Racks
LOUDSPEAKERS – Loudspeaker Case Study
INTERCOMS – What is a Matrix?

TECHNOLOGIES FOR WORSHIP 2019

LIGHTING

Editorial



JANUARY

LIGHTING – Fixture Roundup / Options for Budget Friendly LEDs

LEADERSHIP AND MULTISITE – Integrator Q&A

FEBRUARY

LEADERSHIP AND MULTISITE – Working with Budgeting Committees

MARCH

LIGHTING – Color Mixing with LEDs

APRIL

LIGHTING – Knowing Where to Hang Your Fixtures

LEADERSHIP AND MULTISITE – Working with a Design/Build Firm

MAY

LIGHTING – Lighting Design for Portable Churches

JUNE

LIGHTING – Lighting Setup for Small/Medium/Large Facilities

LEADERSHIP AND MULTISITE – How Much Tech is Too Much?

JULY

LIGHTING – Creating A Great Lighting Design on a Budget / Lighting Case Study

LEADERSHIP AND MULTISITE – Planning a 'Flexible' Tech Budget

AUGUST

LIGHTING – Power Control- Do You Have Enough?/ How to Choose the Best White Light

SEPTEMBER

LIGHTING – Is Renting Fixtures a Better Option?

LEADERSHIP AND MULTISITE – Understanding CCLI

OCTOBER

LIGHTING – Lighting Console Roundup / Wireless Control via DMX

LEADERSHIP AND MULTISITE – Portable Churches: Should You Stay or Should You Grow?

NOVEMBER

LIGHTING – Understanding Channel vs Address

DECEMBER

LIGHTING – Is LED Retrofitting a Good Choice?

LEADERSHIP AND MULTISITE – Volunteer Appreciation and How to Keep Them



TECHNOLOGIES FOR WORSHIP 2019

VIDEO & BROADCAST



Editorial

JANUARY

VIDEO WALLS – Getting Creative with Your Video Wall

SWITCHERS/SCALERS/CONTENT DELIVERY – Switchers/Scalers/AVoverIP: The Future Backbone of Your Video Flow

CAMERAS – The Latest Camera Tech /Wireless & IP Capabilities

STREAMING – Service Providers - What to Look for

SCREENS AND PROJECTION – Screen Materials - A Breakdown

FEBRUARY

VIDEO WALLS – How to Plan Video Wall Workflow

SWITCHERS/SCALERS/CONTENT DELIVERY – The Migration from Hardware to Software and Eventually Platforms

CAMERAS – Why HDR Cameras are a good choice

STREAMING – Streaming Workflow A-Z

MARCH

VIDEO WALLS – How Long Should an LED Wall Last?

SWITCHERS/SCALERS/CONTENT DELIVERY – Remote Production Over IP

CAMERAS – The Importance of White Balance

SCREENS AND PROJECTION – Projector Roundup

APRIL

VIDEO WALLS – Live Feeds and Latency

SWITCHERS/SCALERS/CONTENT DELIVERY – Current State of the Art

CAMERAS – HD/Ultra HD/4K Camera Roundup

STREAMING – Options for Multisite Streaming

SCREENS AND PROJECTION – An Explanation on Lenses

MAY

VIDEO WALLS – Basic LED Wall Setup and Connection

SWITCHERS/SCALERS/CONTENT DELIVERY – Video Switcher/Scaler Roundup

CAMERAS – When Do You Need a Broadcast Camera?

STREAMING – Professional Streaming on a Budget

SCREENS AND PROJECTION – Projector and Screen Maintenance

JUNE

VIDEO WALLS – “Screen Display: Hung, Ground-Support or Inset?”

SWITCHERS/SCALERS/CONTENT DELIVERY - Delivering HDR Content

CAMERAS – Camera Control Units - An Introduction

SCREENS AND PROJECTION – Safely Hanging Your Projectors

JULY

VIDEO WALLS – LED Wall Case Study

SWITCHERS/SCALERS/CONTENT DELIVERY – AV Over IP Roundup

CAMERAS – PTZ and Controls

STREAMING – Portable Church Streaming

SCREENS AND PROJECTION – Upgrading Your Projection System

AUGUST

VIDEO WALLS – “One, Two or Three Walls?”

SWITCHERS/SCALERS/CONTENT DELIVERY – Understanding Terminology

CAMERAS – Choosing Lenses for Composition and Camera Angles

SEPTEMBER

VIDEO WALLS – LED Wall Tech Update

SWITCHERS/SCALERS/CONTENT DELIVERY – Solving Synchronization issues over IP/ Routing Tips

CAMERAS – Camera Specs - What You Need to Know

STREAMING – The Best Streaming Cameras

SCREENS AND PROJECTION – Using Projectors as Part of Your Lighting Design

OCTOBER

SWITCHERS/SCALERS/CONTENT DELIVERY – Your Video Workflow from A-Z

CAMERAS – Creating Packaged Content

SCREENS AND PROJECTION – The Latest in Lampless Projection

NOVEMBER

VIDEO WALLS – Video Panel Roundup

SWITCHERS/SCALERS/CONTENT DELIVERY – Sender Traffic Shaping

CAMERAS – Best Cameras for the Portable Church

DECEMBER

VIDEO WALLS – Video Conversion and Your LED Wall

SWITCHERS/SCALERS/CONTENT DELIVERY – Scalable Media Distribution

CAMERAS – Broadcast Flowchart

STREAMING – Streaming Case Study

SCREENS AND PROJECTION – Environmental Projection - What's New

only
\$1200

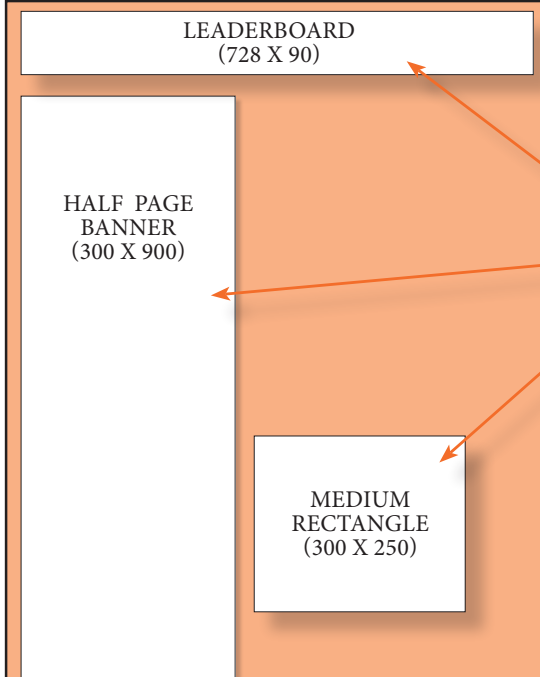
- ## HTML FORMAT

- 103 Niska Drive, Waterdown ON Canada L8B 0M8 • Tel: 905.690.4709

TECHNOLOGIES FOR WORSHIP 2019

TFWM dot COM Online

Updated daily, TFWM.com was designed with both our audience and media partners in mind. Media partners can now load their own product, industry and install news immediately to our site, submit information for our events calendar page, and showcase new products in our featured products and dot com video section. Different banner sizes and placement options allow you to cater your banners to your audience. We also have the ability to target specific pages on our site with your message. In the past year, our readership has averaged 19,650 unique monthly readers and 54,208 monthly page views. Our new social media links mean advertisers can share pages via social media sites including Facebook, Twitter, LinkedIn, Digg, Google + and Pinterest. Maximize your brand awareness on TFWM.com



BANNER PLACEMENT & RATES:		
PIXEL SIZE	POSITION	MONTHLY RATE
728 x 90 px	'LEADERBOARD' 3 positions: Top Center, Rotational	\$750
300 x 900 px	'HALF PAGE BANNER' 2 positions: Right Side, Rotational	\$1200
300 x 250 px	'MEDIUM RECTANGLE' 2 positions: Right Side, Rotational	\$1000

FILE FORMATS:
jpg or gif at resolution of 72 dpi. max file size of 40 kb.
Flash and Java accepted if URL link is embedded*
3 repetitions max. in animations
**Click through reporting not available on JAVA or Flash banners*

TECHNOLOGIES FOR WORSHIP 2019

App LIGHT IT UP!

PROBABLY THE BEST LIGHTING APP IN THE WORLD!

- Over 4600 users world-wide and growing
- Designed for lighting designers and technicians
- Features hundreds of lighting manufacturers and thousands of products
- Offers complete searchability for all types of lighting products, with new categories added regularly
- Provides full specifications for each piece of gear, including full-color photos, complete descriptions, specifications, DMX channels, manual downloads, and where to purchase
- Growing list of over 6000 Integrators
- Listings are FREE for all manufacturers, resellers, integrators and rental houses
- Banner positions available, currently averaging 29,565+ impressions monthly
- Regular weekly updates to our comprehensive databases means Light It Up! is always current



BANNER SIZES:

300 x 250 px	\$500 / month
640 x 100 px	\$375 / month

FEATURES:

- COMPREHENSIVE PRODUCT DATABASE, WITH THOUSANDS OF PRODUCTS REPRESENTED
- KEY-WORD SEARCHABLE
- PRODUCT SEARCHES INCLUDE COLOR PHOTOS, DESCRIPTIONS, SPECIFICATIONS, DMX (WHERE APPLICABLE), DOWNLOADABLE PRODUCT MANUALS (IF AVAILABLE), AND WHERE TO BUY
- VIEW VIDEOS, REVIEWS AND OTHER MEDIA FOR DIFFERENT PRODUCTS, WHERE AVAILABLE
- OVER 6,000 INTEGRATORS, INCLUDING CONTACT INFORMATION AND WEBSITE LINKS DIRECT TO THE COMPANY, AND A GROWING LIST OF RESELLERS AND RENTAL HOUSES
- COMPREHENSIVE GLOSSARY OF LIGHTING TERMS IN THE LIGHT IT UP! APP

TECHNOLOGIES FOR WORSHIP 2019

TURN IT UP!

PROBABLY THE BEST AUDIO APP IN THE WORLD!

- Over 3200 users world-wide and growing
- Designed for audio technicians
- Features hundreds of audio manufacturers and thousands of products, with new categories and keywords added regularly
- Offers complete searchability for all types of audio products
- Provides full specifications for each piece of gear, including full-color photos, complete descriptions, specifications, manual downloads, and where to purchase
- Growing list of over 6000 Integrators
- Listings are FREE for all manufacturers, resellers, integrators and rental houses
- Banner positions available, currently averaging 13,450+ impressions monthly
- Regular weekly updates to our comprehensive databases means Turn It Up! is always current



BANNER SIZES:

300 x 250 px	\$500 / month
640 x 100 px	\$375 / month

FEATURES:

- COMPREHENSIVE PRODUCT DATABASE, WITH THOUSANDS OF PRODUCTS REPRESENTED
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