

TECHNOLOGIES FOR WORSHIP®



MEDIA • MMXXI

AT A GLANCE

TECHNOLOGIES FOR WORSHIP MAGAZINE

- 52,408 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
- All digital issues are archived, so your brand continues to make an impact monthly after publication

TFWM DOT COM

- First on Google when searching for “worship technology”
- Over 29,575 unique visitors per month on average
- 58,167 monthly page views

Technologies For Worship has offered us a variety of ways to reach out to their readership, not in one-paragraph bites but with fleshed out articles that let us provide meaningful education about what our technology has to offer. They are good people, easy and enjoyable to work with, and dedicated to servicing the house of worship market in unique ways that I’ve found both refreshing and important to our outreach. Thanks Michelle and Jean! — John Jennings, VP Royer Labs

- 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
- 9200+ opt-in email addresses fully comprised of users and purchasers in the worship community
- Open rate average over 20%
- Follows all CAN-SPAM and GDPR rules and regulations



THE MAGAZINE

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 SPOTLIGHT: our monthly feature article, the Tech Spotlight showcases 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 SHOWCASE: 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&As allow you to showcase new and current products and discuss why your brand is a reliable choice for houses of worship.

Who Reads TFWM?

CHURCH SOUND ENGINEERS • CONSULTANTS • CONTRACTORS • INTEGRATORS • LEAD PASTORS • MEDIA TEAMS • PRODUCTION COORDINATORS • TECH TEAMS • VIDEOGRAPHERS • VOLUNTEERS • WORSHIP LIGHTING ENGINEERS • WORSHIP PASTORS • WORSHIP TEAMS

For 28 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&As, Technologies for Worship offers more editorial opportunities to our advertisers than ever before.

EDITORIAL CALENDAR

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!

IN EVERY ISSUE, YOU WILL FIND:

- *PEER PRODUCT REVIEWS*
- *OUT OF THE BOX*
- *BEST IN SHOW*
- *WHAT THE SPEC*
- *IN-DEPTH*
- *CHURCH TECHNOLOGY SPOTLIGHT*
- *CASE STUDIES and*
- *THOUGHT LEADERSHIP*

We also feature a range of educational articles in every issue, covering topics from audio, lighting, visual, streaming, projection and much more.

ADVERTISING DEADLINES

January

ART DUE: JAN 11, 2021

Show: NAMM

February

ART DUE: FEB 8, 2021

March

ART DUE: MAR. 8, 2021

Show: USITT

April

ART DUE: APR. 12, 2021

May

ART DUE: MAY 10, 2021

Show: FILO and CINEGEAR LA

June

ART DUE: JUN. 7, 2021

Show: INFOCOMM

July

ART DUE: JUL. 5, 2021

Show: AES

August

ART DUE: AUG. 9, 2021

September

ART DUE: SEPT. 7, 2021

Show: CFX, CINEGEAR ATLANTA

October

ART DUE: OCT. 11, 2021

Show: NAB, Rocky Mountain AV

November

ART DUE: NOV. 8, 2021

Show: LDI

December

ART DUE: DEC. 6, 2021

AD RATES

All rates are net USD.

FREQUENCY	1X	3X	6X	12X
Full page	\$1495	\$1415	\$1360	\$1224
1/2 page	1150	1100	1000	950

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} "
1/2 page horizontal	7" x 5"
1/2 page horizontal (bleed)	8 ^{5/8} " x 5 ^{7/8} "

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 magazine is great! We've been partners for years and rely on them to help reach our House of Worship customers with news on new products and success stories. They've always been fantastic to work with.

— *Kyle Greetham, Marketing & Communications Manager – Digital Projection*

E-BLASTS

Perfect when launching a new product,
announcing a training event or getting the
word out about your new website

- Over 9,000 verified opt-in readers verified opt-in readers
- Open rates average 20%
- Click-thrus average 5.56%, and are in some cases higher than the industry average
- Social Media send outs via Twitter and Facebook at no extra charge
- E-blast system allows for address seeding
- A/B testing available
- TFWM email procedure adheres to all CAN-SPAM and GPDR laws



“At EARTEC we promote our wireless headsets to a diverse customer base from athletics and construction, to the production industry including churches. Throughout the dozens of publications to which we advertise the sales and editorial staff at Technology For Worship are the absolute best. These folks are easily accessible, attentive and sincerely share a collective goal which is to help our business succeed. It just doesn’t get any better than that!”— John Hooper, President, Eartec

HTML FORMAT

- **Content can be up to 800 pixels wide. That includes images, text and any formatted charts or tables.**
- **Please make sure all images are included with active links within the html.**
- **No FLASH or JAVA SCRIPT please.**

TFWM.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. Our new social media links mean advertisers can share pages via social media sites.



Maximize your brand awareness on TFWM.com

Technologies for Worship magazine has been a fantastic magazine to partner with. The people at TFWM are fun to work with and always have ideas to help your company get noticed. Unlike most other advertisers we work with TFWM works to get you bonus content in front of the eyes of their subscribers. Jean is always asking us for content on various topics from education, installs, and problem solving products for the church market.— Bacheus Jabara, Marketing Director, Galaxy Audio

BANNER PLACEMENT & RATES:	
PIXEL SIZE	POSITION MONTHLY RATE
728 x 90 px	'LEADERBOARD' 3 positions: Top Center, Rotational \$750
300 x 600 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