

# TECHNOLOGIES FOR WORSHIP<sup>®</sup>

A photograph of a modern church sanctuary. The stage is illuminated with several bright blue spotlights that create a dramatic effect. On the stage, there is a drum set on the left, a guitar on a stand in the center, and another guitar on the right. The ceiling is dark with visible lighting rigs and equipment. The overall atmosphere is contemporary and tech-oriented.

MEDIA KIT 2022

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**TECHNOLOGIES  
FOR WORSHIP**

## EDITORIAL CALENDAR

### JANUARY

- Audio: An explanation of EASE (and other modeling) acoustics software
- Lighting: Lighting for Contemporary and Traditional Spaces
- Streaming: Understanding Upload and Download Speeds
- Broadcast: Different Camera Styles for Different Jobs

### FEBRUARY

- Audio: Microphone Refresher
- Lighting: Understanding the Colorwheel and Color Blending
- Streaming: What Type of Streaming Service Provider?
- Broadcast: When is it Time to Replace Your Projector?

### MARCH

Guest-edited by FILO

### APRIL

- Audio: Digital Signal Processing – Just as Important as Ever
- Lighting: Removing Shadows and Creating Effects
- Streaming: Streaming Small Groups
- Broadcast: Transitioning Your Workflow

### MAY

- Audio: When to Upgrade Your Audio Console
- Lighting: Training Your Volunteers to Light Worship
- Streaming: When are IP-Cameras the Best Choice
- Broadcast: Preparing for Summer Worship Outdoors

### JUNE

Guest-edited by Paragon 360

### JULY

- Audio: The Best Intercoms for Your Space
- Lighting: Immersive Lighting for the Sanctuary
- Streaming: Building a Successful Podcast
- Broadcast: Getting Creative with Your Shots

### AUGUST

- Audio: The Importance of Dante-enabled Networks
- Lighting: Using LED Panels for Lighting
- Streaming: Moving to the Next Level
- Broadcast: What All Churches Need to Know about Building a Broadcast Ministry

### SEPTEMBER

Guest Edited by CFX

### OCTOBER

- Audio: Making Sure Your Christmas Audio Sings
- Lighting: Building Lighting Backdrops for Christmas Presentations
- Streaming: Adding Original Pre-Recorded Content to Your Stream
- Broadcast: Post-Editing Your Worship Services

### NOVEMBER

- Audio: Miking a Choir and Orchestra
- Lighting: What are Cyc Lights and How Can You Use Them?
- Streaming: What to Budget for Your Church Streaming Needs
- Broadcast: An LED-Screen Cost Analysis

### DECEMBER

How-to Educational Issue

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## AD RATES & DEADLINES

All rates are net USD

Frequency	1x	3x	6x	12x
Full page:	\$1525	\$1440	\$1385	\$1255
1/2 page:	1175	1125	1025	975

## AD MECHANICALS

Space Unit	Width & Depth
Full Page:	8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "
Live Matter (Safety):	7" x 9 <sup>1</sup> / <sub>2</sub> "
1/2 page horizontal	7" x 5"

TFWM will accept high resolution PDF or JPEG files\* via FTP upload or Email (size permitting) to your TFWM rep.

### FTP TRANSFER INFORMATION:

Send files to TFWM using LoadingDock online:

[www.kimhunt.loadingdock.ca](http://www.kimhunt.loadingdock.ca)

## MATERIAL DEADLINES & BONUS DISTRIBUTION

JANUARY	Jan. 07	
FEBRUARY	Feb. 08	USITT
MARCH	Mar. 08	NAB
APRIL	Apr. 07	FILO
MAY	May 10	NAMM, InfoComm, Cine Gear LA
JUNE	Jun. 09	
JULY	Jul. 07	
AUGUST	Aug. 10	
SEPTEMBER	Sept. 08	CFX, Cine Gear ATL
OCTOBER	Oct. 12	LDI, Rocky Mountain AVL
NOVEMBER	Nov. 10	
December	Dec. 08	

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e-BLAST SERVICE

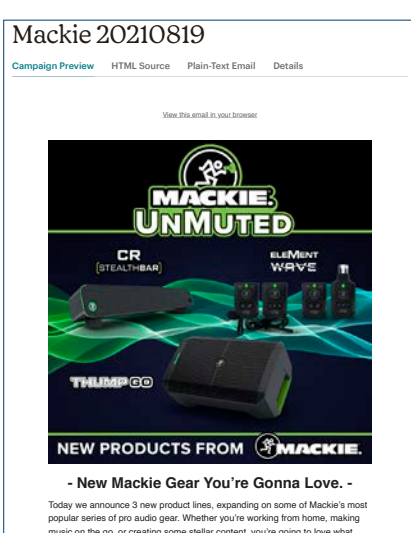
## Perfect for:

### LAUNCHING A NEW PRODUCT

Got a new product perfect for the faith market? Showcase it with a targeted email directly to the people who matter most: your buyers.

Average open rate:

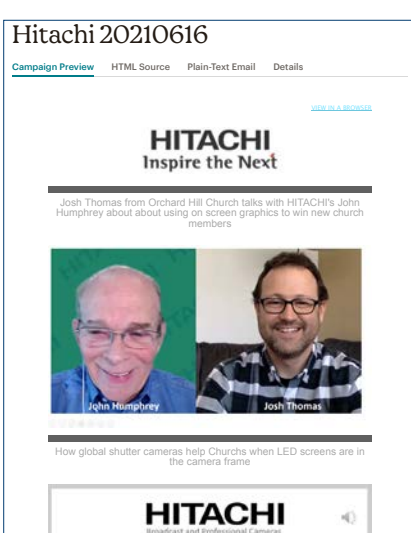
28.4%



### ANNOUNCING A TRAINING EVENT

HoW technicians and volunteers are always on the lookout for training events to help keep them up-to-date. Let us help you spread the word to our highly qualified opt-in list.

22.1%

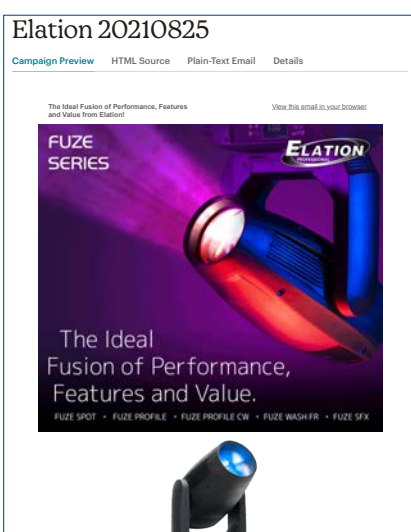


### REMINDING OF EXISTING PRODUCT

GREAT FOR WORSHIP MARKET!

Want to remind churches about product mainstays, or highlight the variety of products available to them? This is the way to go.

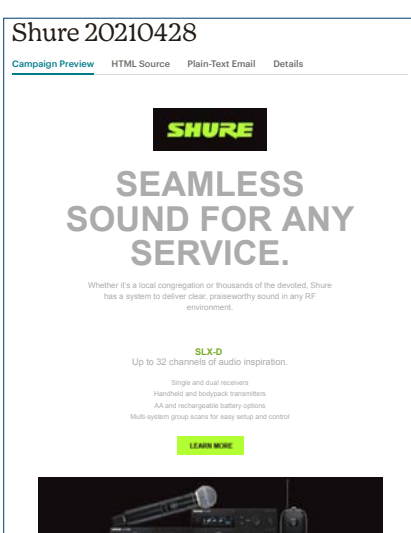
26.5%



### CORPORATE IMAGE REMINDER

Building communities and relationships is important, especially when working with Houses of Worship, where tech and volunteer turnover can be tremendous. Remind our readers you value their business with a branded eblast to tell them that.

21.4%



## THE NUMBERS

9200

VERIFIED OPT IN READERS

OPEN RATE AVERAGE:

24.6%

(Jan.2021-Sept.1,2021)

## THE PRICE

\$1500

# MEDIA KIT 2022

TECHNOLOGIES  
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ONLINE/ **TFWM.COM**

## ROTATIONAL



**LEADERBOARD** **\$750**

728 x 90 px  
3 positions: Top Center, Rotational



**MEDIUM RECTANGLE** **\$1000**

300 x 250 px  
2 positions: Right Side, Rotational



**HALF PAGE BANNER** **\$1200**

300 x 600 px  
2 positions: Right Side, Rotational

## STATIC



**LEADERBOARD** **\$1000**

728 x 90 px



**MEDIUM RECTANGLE** **\$1200**

300 x 250 px

### 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*

**Maximize your brand awareness on TFWM.com**



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**TESTIMONIALS**

“Technologies for Worship Magazine (TFWM) is an excellent channel for interacting with the house-of-worship community. We are delighted with the team’s frequent requests for editorial input and information about the latest Lawo products and solutions. Michelle and Jean and their competent team are definitely a force to be reckoned with!”



**Andreas Hilmer**  
**Chief Marketing Officer**  
**LAWO**

“Technologies for Worship has been an important part of our advertising and editorial outreach for many years. We look to them to help tell the story of our brand and how our products can have a true impact in churches and worship spaces. They are always great to work with and always find new ways to put us in the best light for potential customers.”



**Kyle Greetham**  
**Marketing & Communications Manager**  
**DIGITAL PROJECTION**

“We have been extremely pleased to be working with TFWM over the years. The staff and writers have always been a pleasure to work with and the publication materials produced are excellent. It is also great to see the new features of the digital content presentation.”



**Craig Yanagi**  
**National Marketing Manager**  
**JVC Professional Video Division - Wayne, New Jersey**

“Working with TFWM allows us to showcase our products and technologies to a strategic audience for L-Acoustics. Their editorial team helps us to tell our story and inspire readers, making TFWM a key partner in our communication program.”



**Mary Beth Henson**  
**Head of Press & Social Media**  
**L-ACOUSTICS**

“The team at TFW are not only wonderful people but also responsive and pro-active partners who work with us to get our message out via new product showcases, educational pieces and feature articles. Knowing that our message is reaching Technologies for Worship’s vast readership is both an important piece of our marketing and a reassuring peace of mind.”



**Larry Beck**  
**PR & Communications**  
**ELATION PROFESSIONAL**

“Technologies for Worship Magazine is a thoughtful group that focuses on the values and needs of their audience, while crafting an engaging narrative. Their approach is modern and easily accessible, creating a great value / relationship between pro audio brands and their users.”



**Rob Puzzitiello**  
**Marketing Director**  
**MACKIE**

“Technologies for Worship is an outstanding publication with deep relationships in the house of worship space. We’ve had a wonderful experience working with them over the years and appreciate their passion, foresight, and vision. The customer support provided by Technologies for Worship is unsurpassed.”



**KIM FRANKLIN**  
**Vice President of Marketing**  
**LISTEN TECHNOLOGIES**