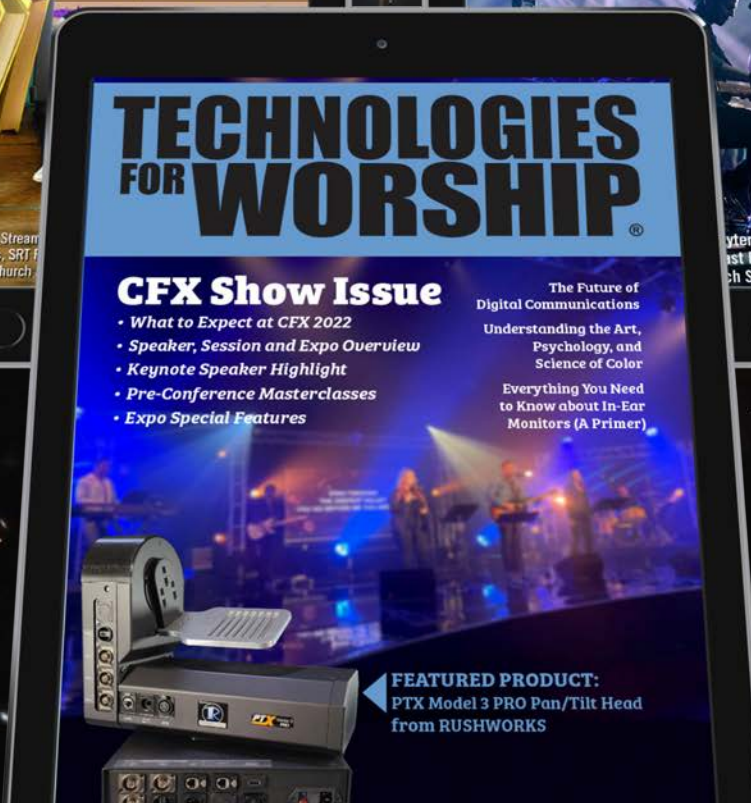


TECHNOLOGIES FOR WORSHIP®

MEDIA KIT 2023



TECHNOLOGIES FOR WORSHIP MAGAZINE DOUBLES DOWN

The last couple of years have been challenging for everyone – not only did this pandemic impact the live events and AVL industries, but there were ripple effects that were also felt by companies – like ours – that rely on these industries to showcase all the wonderful ways broadcast, audio, lighting, etc. can meaningfully augment the worship experience.

So, what did Technologies for Worship Magazine do to weather this change? Well, first we made the jump to an all-digital format. We mean, why not? Our digital magazine was growing by leaps and bounds, and the majority of our print readers also received the digital issue, so that was an easy decision. BUT – and here's where it gets exciting! – we also decided to blow-up the editorial. Not literally, of course, but figuratively – averaging 35+ articles every issue. This means more educational articles, more install stories featuring the gear other houses of worship are effectively using, and more in-depth looks at manufacturers and products that will benefit our readers moving forward.

Not only that, we also did away with the not-so-mobile friendly 'flip-book' digital magazine and introduced an all-new look in our magazine app, optimized for mobile reading, and available for iOS and Android devices. In other words, instead of minimizing our offerings, we doubled down and grew...continuing to improve our content with every new issue. And we managed to do all this without charging a subscription fee. That's right – we are an open-source free educational magazine for Houses of Worship and their AVL peeps. MIC. DROP.

[Download the iOS app.](#)

[Download the Android app.](#)

We're excited about our innovative new look, but even more, we are committed to continuing our unprecedented editorial. We invite you to join our digital revolution!

Michelle Makariak

Editor, Technologies for Worship Magazine



OUT OF THE BOX EDITORIAL* SPECIFICATIONS

For our readers, Out of the Box features a closer look at new products that might be beneficial to their church tech needs. For the manufacturer, Out of the Box offers an opportunity to showcase a new product they feel will be beneficial to our readers.



How Many Words?

500
WORD COUNT
MAX



Any Images?

Pictures:

- minimum three photos each from a different angle
- 300dpi at least 5 inches
- isolated product with no background (transparent)
- please include a photo of IOs if possible

EXAMPLE:



What Should Be In It?

- PERTINENT INFO ABOUT THE PRODUCT, INCLUDING IMPORTANT SPECS (NOT BULLETED)
- QUOTE FROM A PRODUCT MANAGER OR COMPANY SPOKESMAN ABOUT BENEFITS TO PRODUCT FOR WORSHIP
- WHEN PRODUCT IS AVAILABLE, AND MSRP IS AVAILABLE

Copy should not include:

- REFERENCE TO AREAS NOT PERTINENT TO HOUSES OF WORSHIP (IE: TOURING PRODUCTIONS, RENTAL COMPANIES, ETC.)

BEST IN SHOW EDITORIAL* SPECIFICATIONS

For our readers, Best In Show showcases three product solutions from the same manufacturer for three different types of worship needs. This can range from Small, Medium and Large churches to Portable, Fixed Facility and Multisite or Sanctuary, Overflow, Youth Worship, etc. Best In Show highlights how the same manufacturer has a solution for every potential need.

IMAGES:

- 1 intro picture of product in use, ie. church setting
- 2 product shots for each church size
- All images should be a minimum 300dpi at 5 inches width. Product shots should be isolated (on transparent background)

**Word
Count:**

250

per church size/category

100

Introductory Paragraph

Sample Product Shots:

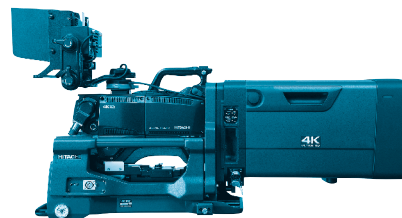
HDTV and 4K Camera Solutions from Hitachi



Small Church



Medium Church



Large Church

WHAT THE SPEC! EDITORIAL* SPECIFICATIONS

What The Spec helps cut through the noise a typical product specification sheet has to spotlight the five most important points a house of worship needs to know about the product before they make a purchasing decision.

How Many Words?

100_{max}

(Introductory Paragraph)

+

200_{max}

(Each of Five Key Specs/Features)

+

URL link

(FOR MORE INFORMATION)

How About Photos?

Pictures:

One 'lead-off' picture of the product in use/action (i.e. venue setting).

As many product shots as can be provided, from different angles or views, that showcase the features discussed (*if possible*)

- 300 dpi.
- 5 inches wide (min.)
- Isolated product shots with no background (transparent)

MULTI-VIEW SAMPLES



GROWING WITH... EDITORIAL* SPECIFICATIONS

Building a long-term relationship with a church is beneficial not only to the church but also to the manufacturer. Our Growing with feature showcases the different ways your company can grow with a house of worship as their ministry needs evolve – making your company a trusted partner in their success.



Word Count

1200

MAX



Images?

Pictures:

- 1 intro picture of a worship facility you currently work with (if applicable)
- 3 – 5 shots of products beneficial to the worship market
- All images should be a minimum 300dpi at 5 inches wide. Product shots should be isolated (on a transparent background)

EXAMPLE PRODUCT SHOTS



*ALL OUR EDITORIAL IS FREE

INTRODUCING EDITORIAL* SPECIFICATIONS

If you are new to the worship market, or just looking to expand your brand awareness, our Introducing feature is for you! With a focus on sharing your company's story and the products and/or services you have available for the faith market, *Introducing* breaks down your information with a worship-specific focus and let's our readers know you want to work with them.

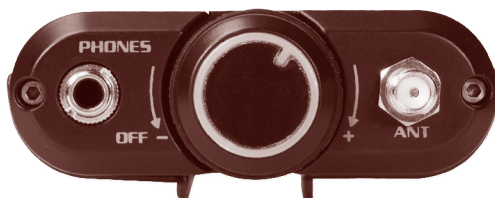
IMAGES:

- 1 intro picture of a worship facility you currently work with (if applicable)
- 3 – 5 shots of product/service your company feels are beneficial to the worship market
- All images should be a minimum 300dpi at 5 inches wide. Product shots should be isolated (on a transparent background)

Word
Count:

1200
MAX

Sample Product Shots: (VocoPro • TFWM April 2022)



A CLOSER LOOK EDITORIAL* SPECIFICATIONS

Expanding on the smaller Install stories, *A Closer Look* showcases a specific worship-related install with a live link to the church, the integrator, and the manufacturer along with images from the house of worship, and also features product images showcased in the story and/or include a slide show of similar product options so our readers can find the best potential solution for their worship needs.

**How Many
Words?**

1200_{max}

**How About
Photos?**

Pictures:

1-3 pictures of the church / product in action (i.e. worship/ venue setting)

Product shots* for gear showcased in the article, with a webpage link

Product shots* of product options similar to showcased product, with a webpage link.

- All images should be a minimum 300dpi at 5 inches wide.
- Product shots should be isolated (on a transparent background)

SAMPLE VENUE PHOTO



SAMPLE PRODUCT SHOTS



HOW-TO EDITORIAL* SPECIFICATIONS

How-To articles can be written to promote a specific product and how-to use it properly or implement it into worship, or it can also be a more generalized How-To article focusing on an overall solution for the faith market, ie: How To Understand Download and Upload Speeds.



How Many Words?

TBD
PENDING
ARTICLE TOPIC



Any Images?

Pictures:

- Photos, images, charts, etc., that work with the theme of the article. One YouTube video link may also be included for consideration, if appropriate.
- Photo captions and photo credits
- 300dpi, at least 5 inches
- Please include a headshot of the by-lined author and a 40-50 word author bio.



What Should Be In It?

- CLEAR, CONCISE INFORMATION IN AN EASY-TO-FOLLOW FORMAT RELATING TO THE TOPIC.

Copy Should Not Include:

- IF THE HOW-TO YOU ARE SUBMITTING IS A GENERALIZED ARTICLE, PLEASE KEEP IT BRAND AGNOSTIC

*PLEASE NOTE, MORE CONSIDERATION WILL BE GIVEN TO GENERALIZED **How-To** ARTICLES

THOUGHT LEADERSHIP EDITORIAL* SPECIFICATIONS

Designed specifically to be brand agnostic, Thought Leadership articles are designed to be informative and thought-provoking, establishing your company as a leader in the HoW market and showcasing your expertise in an organic and educational way.

ANY IMAGES?

PICTURES:

- Photos, images, charts, etc., that work with the theme of the article
- 300dpi, at least 5 inches
- Photo captions and credits
- Please include a headshot of the by-lined author and a 40-50 word author bio.

How Many
Words?

TBD

pending article topic

What Should Be In It?

This should be an educational article on a topic pertinent to the faith market, and can range across the AVL spectrum and beyond.

Copy Should Not Include:

References to your company's products or services, unless you are also mentioning other manufacturers products or services. **Remember, this is BRAND AGNOSTIC.**

AD RATES & DEADLINES 2023

AD RATES (All rates are net USD)

Frequency	1x	3x	6x	12x
Full Page	\$1625	\$1540	\$1485	\$1355
1/2 page	\$1275	\$1225	\$1125	\$1075

AD MECHANICALS

Space Unit	Width & Depth
Full Page:	8 3/8" x 10 7/8"
Live Matter (Safety):	7" x 9 1/2"
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

MATERIAL DEADLINES & BONUS DISTRIBUTION*

JANUARY	Jan. 17	USITT
FEBRUARY	Feb. 15	NAMM and NAB
MARCH	Mar. 14	FILO
APRIL	Apr. 18	InfoComm
MAY	May 15	
JUNE	Jun. 14	
JULY	Jul. 18	
AUGUST	Aug. 16	
SEPTEMBER	Sept. 19	
OCTOBER	Oct. 18	
NOVEMBER	Nov. 15	
December	Dec. 13	

*Bonus Distribution Shows and Dates will be updated as available

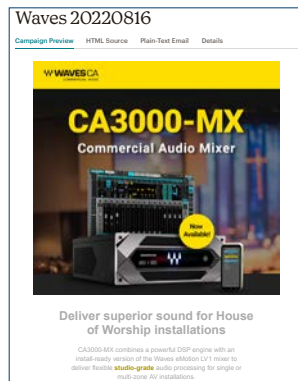
e-BLAST SERVICE

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.

AVG
OPEN RATE:
37.2%



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.

AVG
OPEN RATE:
34.6%



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.

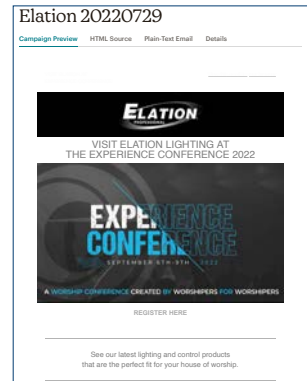
AVG
OPEN RATE:
29.5%



ANNOUNCE TRADE SHOW BOOTH

Make sure our readers know which tradeshows to find you at, showcase the products on display that are most relevant to their needs and - most importantly— give them your booth number!

AVG
OPEN RATE:
33.7%



E-BLAST SPECS

- **MUST** be in HTML Format
- Size can be up to 800 pixels wide, which includes images, text and any formatted charts or tables embedded within.
- All links and images must be active in the HTML file.
- Must not include "?" or spaces within the URLs; Substitute dashes for any ?, no hyper-text.
- **PLEASE NOTE:** Dynamic HTML links will not work. If the destination URL contains a question mark, then it will not operate properly.
- Also, **no JAVA SCRIPT.**
- Please include Subject line.

BY THE NUMBERS

VERIFIED
OPT IN READERS

9200

OPEN RATE
AVERAGE:

35.6%

(Jun.1, 2022–Sep.1,2022)

THE PRICE

\$1500

EDITORIAL FEATURE e-BLAST SPONSORSHIPS

Editorial Feature From

**TECHNOLOGIES
FOR WORSHIP®**



Multi-Campus Events Come Alive

By Tony Staires

Technological agility allows churches to keep serving their congregations when in-person meetings need to be avoided or when driving long hours tends to become a burden. The sheer size and geographical spread of some churches encourages operators to think outside the box to find ways of allowing all members to follow services from different on- or off-campus locations. Without sacrificing that powerful feeling of togetherness among attendees in different places.

...audio signals to a variety of on-

Sponsored by:

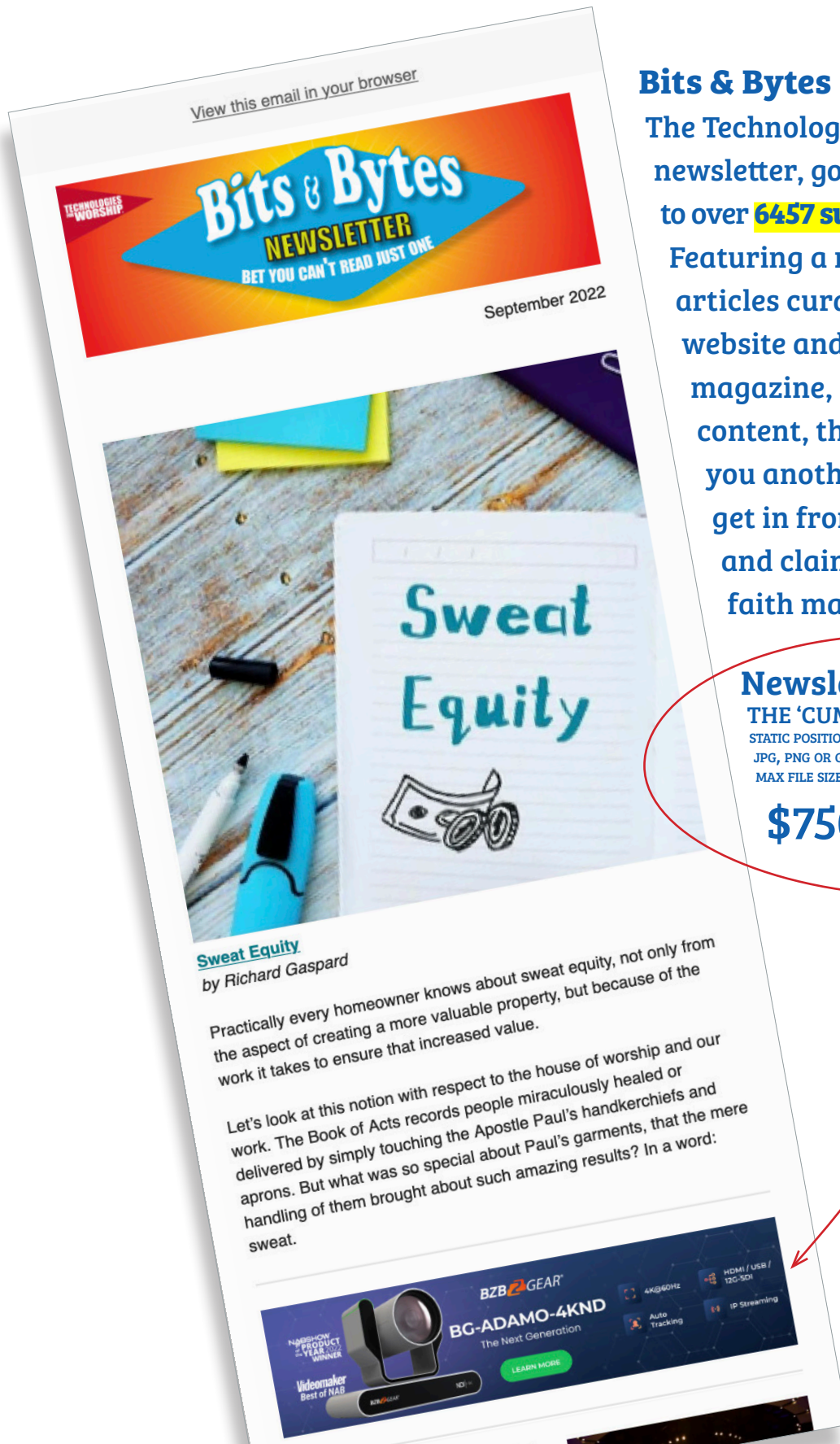
**TECHNOLOGIES
FOR WORSHIP®**

Sent 4X per month

\$650.00

per feature

MONTHLY NEWSLETTER



Bits & Bytes

The Technologies for Worship newsletter, goes out once per month to over **6457 subscribers**.

Featuring a minimum of seven articles curated from our website and past issues of the magazine, along with all new content, the newsletter gives you another opportunity to get in front of our readers and claim your place in the faith market.

Newsletter Banner:

THE 'CUMMERBUND'... 728 x 180 px

STATIC POSITION

JPG, PNG OR GIF AT 72 DPI. RESOLUTION

MAX FILE SIZE OF 40 KB.

\$750



LAUNCH PAD

We want your new product to be successful, and consistent exposure to our market will maximize success.

WE OFFER THAT CONSISTENCY WITH OUR LAUNCH PAD!

INCLUDES:

EDITORIAL

- Product Photo on cover of Technologies for Worship magazine
- A deep dive article looking at your product and its benefits to HoW (up to 2000 words)
- A Q&A with a company representative about new product. (up to 2000 words)
- Featured Product on TFWM.com

SOCIAL MEDIA

- 4 Product Tweets
- 4 Product Facebook Postings

ADVERTISING

- 3 Full Pages (Technologies for Worship Magazine)
- 2 e-Blasts
- 3 300X250 banners on TFWM.com

PRICE:
\$5700

For more information call
Jean Anderson
1-770-434-5330
jeand1177@aol.com



TFWM.COM/ WEBSITE BANNERS

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



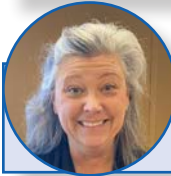
TESTIMONIALS



"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**



"We couldn't ask for a better media partner in the House of Worship market than TFW. The team at TFW not only works with us to get our message out, they are pro-active partners who often come with suggestions how we can more effectively reach our audience, which is a huge help and much appreciated in a busy work environment. And to top it all off, they are extremely nice people!" • **Larry Beck, PR & Communications, ELATION PROFESSIONAL**



Always accessible and collaborative, Jean plays a key role in creatively building our program to accomplish current goals with a variety of ebcasts, digital print, website placement, and app inclusion. Her responsive and timely ad result reporting is unmatched in my experience. • **Cathi Strader, President, ACE Backstage Co.**



"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, JVCKENWOOD USA**



"Technologies for Worship has developed into an authority in worship AV media by consistently producing quality content in an innovative format. The TFWM are strong partners, helping us to tell the stories of the teams using our technology to improve the lives of their congregations. We value the expertise of TFWM, who have become an important partner, building a strong and satisfying partnership over the long term."
• **Mary Beth Henson, Head of Press & Social Media, L-ACOUSTICS**



"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**



The worship community is very important to NAMM, and that is why we always follow Technologies for Worship Magazine to understand the latest in music, audio and live event products and services being utilized in houses of worship across the world. We also trust their reach to share our message and opportunities with a broad range of influencers including tech directors, worship leaders, pastors, and volunteers along with AVL, broadcast and other professionals. If you are interested in the latest in house of worship technology, TFWM is for you!
• **Andy Tompkins, NAMM**



"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**