

TECHNOLOGIES FOR WORSHIP

MEDIA KIT

2024

Another year, another media kit. This is where I'm supposed to tell you how wonderful the magazine is (TRUE!), how many monthly readers we have (38,647) and how many articles we run every issue (A LOT!). So, I can say all that (and as a matter of fact, I just did) but what I'd really like to talk about is the amazing live productions houses of worship are running every week, multiple times, with the majority using volunteers to run the AVL equipment.



Think about it: a professional theatre group runs AVL as well, but their people are paid, and they often work on the same show, following the same cues for months. A house of worship runs a different live production every week – new lighting cues, new audio mixes, new camera shots – and it typically isn't professionals running the show, but people with no experience with a desire to be involved in their worship community.

...and that's where our magazine comes in. The small but dedicated team at Technologies for Worship also wants to see churches continue to thrive and grow, and to do that they need to know as much as they can about the products available to them, and how to implement them in the best ways. Every writer we have, and every article we run, has the same guiding principle: will this information serve the worship volunteers, techs, worship leaders, teams and pastors that read our magazine and website.

So – our question to you is how can we help you? According to the 2020 National Congregational [Study](#) there are roughly 380,000 religious congregations in the United States alone, ranging in size from very small to mega – and even before COVID, 50% of all religious congregations were recording at least parts of their service for people to watch at a later time, and 20% were [streaming](#) live. The ubiquitous use of audio equipment goes without saying.

You want to get your products front and center with this vital and growing market – and Technologies for Worship offers an exciting blend of both editorial opportunities (always FREE) and advertising opportunities to help you do just that. So, explore our media kit and then call or email us to tell us what you need – we're here to help, and our readers need your information.

A handwritten signature in cursive script that reads "Michelle".

Michelle Makariak
Editor, Technologies for Worship Magazine
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mm@tfwm.com

Editorial Calendar 2024

JANUARY

Why Your Audio Should Have Its Own Network
Get a Grip: Camera Grip Options & Other Accessories
Lighting for Broadcast

FEBRUARY

Choosing the Best Console for Your FOH
The Latest PTZ Cameras (roundup)
Using Lighting Effects and Hazers

MARCH

Mixing for Broadcast
What You Need to Know about CCUs
Using Lighting Effects and Hazers

APRIL

Building an Audio Workflow
Which Loudspeaker is Best for Your Space
Maximizing Your Livestream Broadcast Without Impeding Worship
The Importance of a Lighting Grid

MAY

Understanding Plug-Ins
What You Need to Know about AV Processing
Understanding Your Broadcast Workflow
A DMX Refresher

JUNE

Acoustical Treatment Options
Lavalier vs Headset
Bit and Bobs: The Unsung Heroes of Worship Broadcast
Why You Should Look at Lime LEDs

JULY

IEM Roundup
The Best Livestream Broadcast Options for Your Church
Lighting Angles and What You Should Know

AUGUST

Miking the Band
Know Your Camera Shots
Highlighting Architectural Features

SEPTEMBER

A Breakdown of Intercom Solutions
Closed Captioning: Is It Important
Color-changing LED Lighting in the Sanctuary

OCTOBER

Production Headsets: Why Do they Matter?
How DSP Makes Your Services Better
Understanding Switchers
Keeping Your Lighting Cables Organized

NOVEMBER

Making Your Worship Hearing Accessible
Projection Roundup
Mixing the Old with the New: LED and Traditional Theatrical Lighting

DECEMBER

What You Need to Know about Your Wireless Set-Up
LED Screen Basic
Lighting Console Roundup

AD RATES & DEADLINES 2024

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*

2024

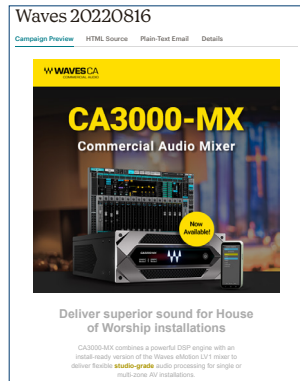
JANUARY	FEBRUARY	MARCH	APRIL
Material: 18 <i>Bonus Distribution: Cine Gear NY</i>	Material: 19 <i>Bonus Distribution: USITT - WAVE Spring</i>	Material: 19 <i>Bonus Distribution: NAB, FILO</i>	Material: 17 <i>Bonus Distribution: Streaming Media East</i>
MAY	JUNE	JULY	AUGUST
Material: 17 <i>Bonus Distribution: InfoComm, Cine Gear LA</i>	Material: 18 <i>Bonus Distribution: Cine Gear NY</i>	Material: 18 <i>Bonus Distribution: WAVE 2024</i>	Material: 16 <i>Bonus Distribution: Cine Gear ATL, IBC, CFX, NAB NY</i>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Material: 18 <i>Bonus Distribution: Streaming Media West, Christian Musician Summit</i>	Material: 17 <i>Bonus Distribution: LDI, Rocky Mountain AVX</i>	Material: 16 <i>Bonus Distribution:</i>	Material: 17 <i>Bonus Distribution: NAMM 2025</i>

e-BLAST SERVICE

PERFECT FOR:

LAUNCHING A NEW PRODUCT

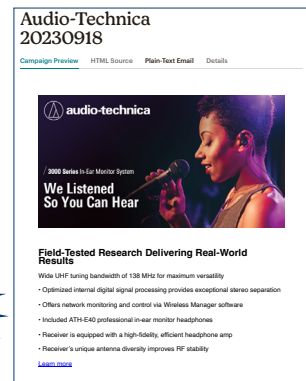
Got a new product perfect for the faith market? Showcase it with a targeted email directly to the people who matter most: your buyers.



**AVG
OPEN RATE:
38.8%**

REMINDING OF EXISTING PRODUCT

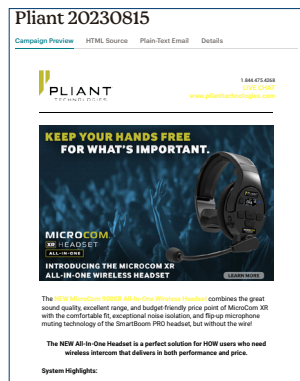
GREAT FOR WORSHIP MARKET!
Want to remind churches about product mainstays, or highlight the variety of products available to go. This is the way to go.



**AVG
OPEN RATE:
34.9%**

ANNOUNCING A TRAINING EVENT

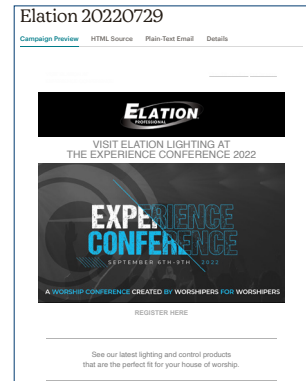
HoW technicians and volunteers are always on the lookout for training events to help keep them up-to-date. Let us help you spread the word to our highly qualified opt-in list.



**AVG
OPEN RATE:
31.1%**

ANNOUNCE TRADE SHOW BOOTH

Make sure our readers know which tradeshow 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:
36.3%**

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:

37.3%
(Apr. 1, 2023–Aug. 31, 2023)

THE PRICE

\$1500

MONTHLY NEWSLETTER

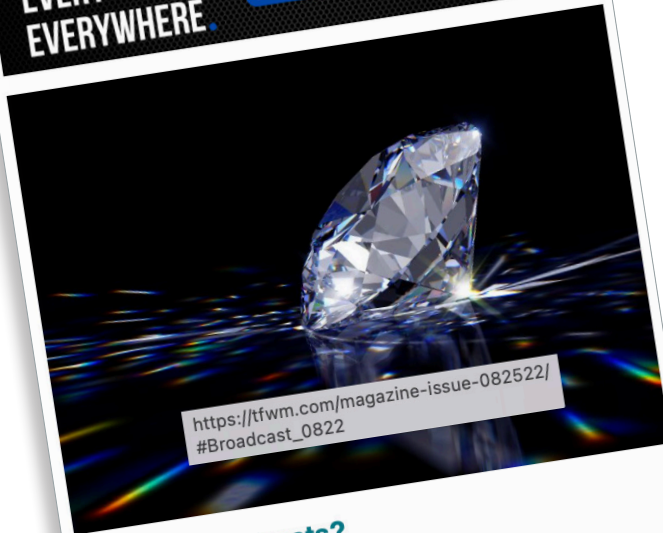
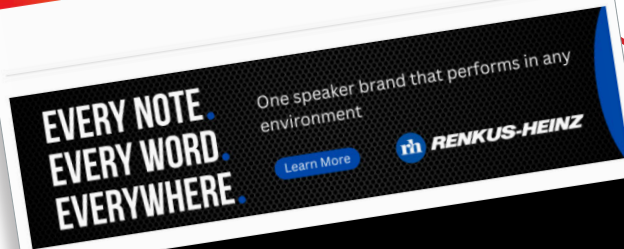
Bits & Bytes

The Technologies for Worship newsletter, goes out once per month to over **9,171 subscribers**. Featuring a variety of 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.

\$1000



Fractures or Facets?

by Richard Gaspard

Each week, untold millions gather together to gossip, belittle others, form unspoken alliances, deter others from their mission, cause disturbances, berate others under their breath, and in some instances, financially benefit while not contributing anything to the place they say they love.

You might ask, "What type of mental and emotional war zone is this?"

It's the local church. It's happening with deacons, children's ministry workers, parking attendants, and especially with the band and tech people. Now, I can't speak to the first three, but unleash me on the latter, and there won't be enough ink in all of Mont Blanc's reserves to write everything I know, think, and feel—but given this limited space, I'll be as succinct as possible.



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



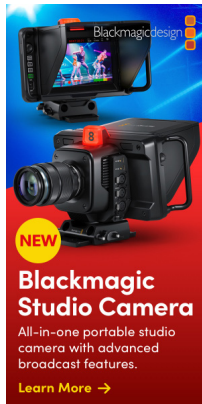
LEADERBOARD **\$1000**

728 x 90 px
3 positions: Top Center, Rotational



MEDIUM RECTANGLE **\$750**

300 x 250 px
2 positions: Right Side, Rotational



HALF PAGE BANNER **\$1200**

300 x 600 px
2 positions: Right Side, Rotational

STATIC



LEADERBOARD **\$1200**

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.

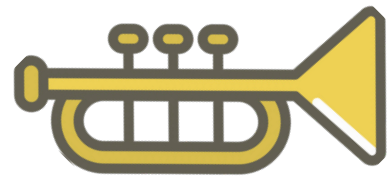
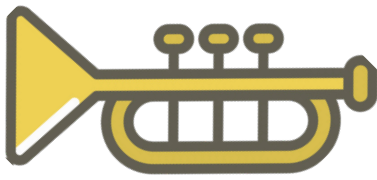
Flash and Java accepted if URL link is embedded*

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 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**



"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**



"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 Puzziello, Marketing Director, MACKIE**



Always accessible and collaborative, Jean plays a key role in creatively building our program to accomplish current goals with a variety of eblasts, 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, JVKENWOOD USA**



"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**



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 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®

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 lets our readers know you want to work with them.

'INTRODUCING...' Editorial Check-list

- Word Count=1200
- 1 intro picture of a venue setting with product in use
- 3-5 shots of: Product in use, Charts, Graphs, Line Drawings or Schematics that will catch the worship market's attention
- All images look best at 300dpi or more at 5 inches wide

**PLEASE MAKE SURE
ALL BOXES ARE
CHECKED**

SEE AN EXAMPLE
ONLINE HERE:



TECHNOLOGIES FOR WORSHIP®

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

'OUT OF THE BOX' Editorial Check-list

- Word Count=750-1000
- 1 'lead-off' picture of the product or product in use (ie. venue setting)
- 3-5 isolated product shots (no background/ transparent) from different angles
- All images look best at 300dpi or more at 5 inches wide

**PLEASE MAKE SURE
ALL BOXES ARE
CHECKED**

SEE AN EXAMPLE
ONLINE HERE:



TECHNOLOGIES FOR WORSHIP[®]

Showcasing three product solutions from the same manufacturer for three different types of worship needs (for example small, medium, and large churches to portable, fixed facility, and multisite facilities), **Best in Show** highlights how the same manufacturer has a solution for every potential need.

'BEST IN SHOW' Editorial Check-list

- Word Count**
(Intro Paragraph)=100
(each of the three church sizes)=250
- 1 'lead-off' picture of the product in use (ie. venue setting)**
- 1-2 isolated product shots (no background/ transparent) for each church size**
- All images look best at 300dpi or more at 5 inches wide**

**PLEASE MAKE SURE
ALL BOXES ARE
CHECKED**

SEE AN EXAMPLE
ONLINE HERE:



TECHNOLOGIES FOR WORSHIP®

By spotlighting the five most important features a house of worship needs to know about a specific product, **What the Spec** helps cut through the noise of a typical spec sheet before a purchasing decision is made.

'WHAT THE SPEC...' Editorial Check-list

- Word Count**
(Intro Paragraph)=100
(each of the Five Key Features)=200
- 1 'lead-off' picture of the product in use (ie. venue setting)**
- 3-5 isolated product shots (no background/ transparent) from different angles**
- All images look best at 300dpi or more at 5 inches wide**

**PLEASE MAKE SURE
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CHECKED**

SEE AN EXAMPLE
ONLINE HERE:



TECHNOLOGIES FOR WORSHIP®

Growing With highlights the different ways your company can grow with a house of worship as their ministry tech needs evolve— making your company a trusted partner in their success.

'GROWING WITH' Editorial Check-list

- Word Count=1500
- 1 intro picture of a venue setting with product in use
- 3-5 shots of: Product in use, Charts, Graphs, Line Drawings or Schematics that will catch the worship market's attention
- All images look best at 300dpi or more at 5 inches wide

**PLEASE MAKE SURE
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CHECKED**

SEE AN EXAMPLE
ONLINE HERE:



TECHNOLOGIES FOR WORSHIP[®]

Expanding on the smaller install stories, **A Closer Look** takes a deeper dive into a recently completed install, allowing TFWM readers to see what products and integrators are working with their peers to provide tech solutions.

'A CLOSER LOOK...' Editorial Check-list

- Word Count=1200
- 1 intro picture of a venue setting with product in use
- 3-5 shots of: Product in use, Charts, Graphs, Line Drawings or Schematics that will catch the worship market's attention
- All images look best at 300dpi or more at 5 inches wide

**PLEASE MAKE SURE
ALL BOXES ARE
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SEE AN EXAMPLE
ONLINE HERE:

