

TECHNOLOGIES FOR WORSHIP MEDIA KIT 2025



TECHNOLOGIES FOR WORSHIP

JUNE 2024

Setting the Stage

The Importance of Well-Lit Worship Spaces

Moving On from A Podium Mic?
Know Your Upgrade Options

Unveiling AV Processing:
Essential Considerations for
Seamless Audio-Visual Integration

Cross City Church:
The Generations Project

REVIEWS:

TASCAM Sonicvideo / 24XP / SB-16D

DPA 2017 Shotgun Microphone

Welcome to Our 2025 Media Kit!

Another year, another opportunity to showcase the incredible impact of our magazine. With monthly readership reaching 43,215 enthusiastic individuals and a wealth of insightful articles in every issue (and we mean A LOT!), we are excited to continue our mission.

However, while we could share the impressive numbers and accolades, what truly excites us is the remarkable live productions taking place in houses of worship across the nation every week. At the heart of every worship service lies the unwavering commitment to create an inviting and transformative experience, often fueled by passion rather than professional training. Each weekend, volunteers dedicate their time and energy to craft a unique atmosphere through sound, lighting, and video, making worship accessible and engaging for everyone. As the landscape of worship evolves, so too does the need for innovative products and practical knowledge to empower these dedicated teams.



That's where Technologies for Worship joins the conversation. Our small but passionate team is committed to empowering churches to thrive by equipping them with the knowledge they need about the latest products and best implementation practices. Every article we publish is guided by a singular question: How can we best serve the worship volunteers, technicians, leaders, teams, and pastors who engage with our magazine and online platforms?

Our Question to You: How can we assist you in reaching these teams? According to [The Burge Report](#), there are approximately 350,000 to 400,000 religious congregations in the United States, ranging from intimate gatherings to mega-churches. According to a recent article on [KilltheDJ.com](#), 91% of all churches livestream worship services, and 27% of attendees regularly watch from home. The essential role of AVL in this framework is undeniable.

If you're looking to position your products at the forefront of this vital and expanding market, Technologies for Worship offers a dynamic mix of editorial (always FREE!) and advertising opportunities designed to help you connect with this audience.

We invite you to explore our media kit and reach out via phone or email with your specific needs. We're here to support you. Together, we can ensure that our readers stay informed about your products and solutions.

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

Michelle Makariak
Editor, Technologies for Worship Magazine
705.500.4978
mm@tfwm.com

Editorial Calendar 2025

JANUARY

Mentoring Future Sound Engineers
Top 10 Tips for Getting the Mix Right
DANTE Visual Networking and Worship
Integrating PTZ Cameras into an Existing Network
Affordable Lighting for Small – Medium
Houses of Worship
A Focus On Worship Cameras Collection

FEBRUARY

Maximizing Your Monitor Mix
Creating a Control Room
Editing Pre-Produced Content
Understanding Lighting Cues
FOH Console Collection

MARCH

Choosing the Best Headphones for Mixing
Making Room in the Mix for Vocals
Matrix Intercom & Worship
Unsung Heroes of Broadcast Workflows
A Fresh Look at Environmental Lighting and Projection
LED Lighting Collection

APRIL

When is it Time for a New Audio Console?
Beemsteering: The Best Solution?
Wireless Cameras: Making the Most of them
Top 10 Tips for Choosing PTZ Cameras
Lighting Lessons: Working with the Pastor
to Create a Palette
PTZ Camera Collection

MAY

Improving Your Livestream Mix
Understanding the Different Types of Lenses
The Best Places to Mount PTZs
Programming Your Lighting Console
Headset Microphones Collection

JUNE

Common Mistakes Church Engineers Make
Audio Installation Safety Practices
Instrument Miking
AV-over-IP Solutions for Worship
Lighting for Streaming and Live Worship–
Is there a difference?
Intercom Collection

JULY

Choosing the Best Loudspeakers for Challenging Spaces
Plotting Your Stage Inputs
When Short-Throw Projection is Your Best Option
Cinematic Worship– What is It and Do You Need It?
Understanding Your LED Arrays

AUGUST

Preventing Feedback from your Mics
Live Recording Tips and Tricks
Wi-Fi and Worship Broadcast– What You Need to Know
Establishing a PTZ workflow
LED Walls: A Refresher
Lighting Safety: Understanding Fasteners and Rigging
Line Array Collection

SEPTEMBER

Loudspeaker Placement Basics
The Importance of Patching
EQ'ing Vocals and Speech
4K Cameras and Your Broadcast
Enhancing Special Occasions with Special Effects
Video Walls Collection

OCTOBER

Monitoring Wedges– Do They Still Have a Place in
Modern Worship?
Selecting a Multi-Use Camera
Creating Video for Social Media
Adding Dimensionality and Depth to Your Stage Lighting
IEMs Collection

NOVEMBER

Beem Steering Basics
Understanding Audio Signal Flow
Troubleshooting Microphones– Common Fixes for
Common Problems
Understanding Your Livestream Workflow
Maintaining and Protecting Your Lighting Investment
Projector Collection

DECEMBER

Understanding DSP
Miking Techniques for Live Worship
Amplifying IMAG: Keeping it Fresh
Lighting Traditional Worship Spaces

AD RATES & DEADLINES 2025

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*

2025

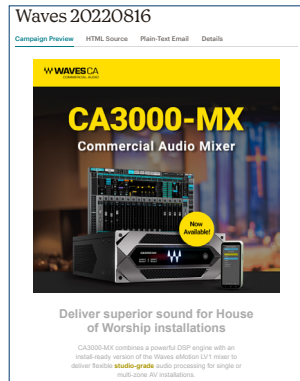
JANUARY	FEBRUARY	MARCH	APRIL
Material: 12 <i>Bonus Distribution: Cine Gear NY</i>	Material: 9 <i>Bonus Distribution: USITT - WAVE Spring</i>	Material: 8 <i>Bonus Distribution: NAB, FILO</i>	Material: 12 <i>Bonus Distribution: Streaming Media East</i>
MAY	JUNE	JULY	AUGUST
Material: 10 <i>Bonus Distribution: InfoComm, Cine Gear LA</i>	Material: 7 <i>Bonus Distribution: Cine Gear NY</i>	Material: 12 <i>Bonus Distribution: WAVE 2024</i>	Material: 9 <i>Bonus Distribution: Cine Gear ATL, IBC, CFX, NAB NY</i>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Material: 13 <i>Bonus Distribution: Streaming Media West, Christian Musician Summit</i>	Material: 11 <i>Bonus Distribution: LDI, Rocky Mountain AVX</i>	Material: 8 <i>Bonus Distribution:</i>	Material: 13 <i>Bonus Distribution: NAMM 2026</i>

e-BLAST SERVICE

PERFECT FOR:

LAUNCHING A NEW PRODUCT

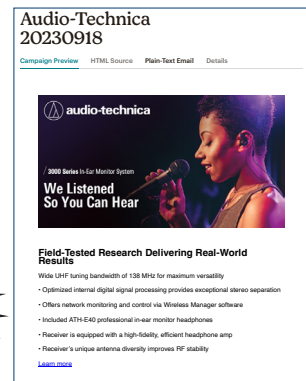
Got a new product perfect for the faith market? Showcase it with a targeted email directly to the people who matter most: your buyers.



**AVG
OPEN RATE:
38.8%**

REMINDING OF EXISTING PRODUCT

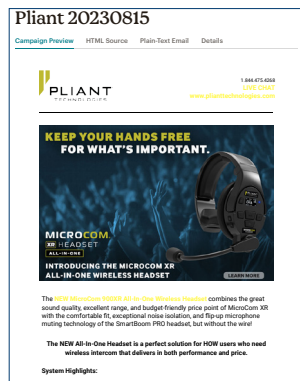
GREAT FOR WORSHIP MARKET!
Want to remind churches about product mainstays, or highlight the variety of products available to you? This is the way to go.



**AVG
OPEN RATE:
34.9%**

ANNOUNCING A TRAINING EVENT

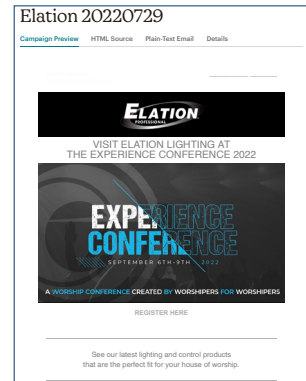
HoW technicians and volunteers are always on the lookout for training events to help keep them up-to-date. Let us help you spread the word to our highly qualified opt-in list.



**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

9140

OPEN RATE
AVERAGE:

37.3%
(Apr. 1, 2024–Jul. 31, 2024)

THE PRICE

\$1500



**TECHNOLOGIES
FOR
WORSHIP.**

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**



“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**



“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 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, JVCKENWOOD USA**



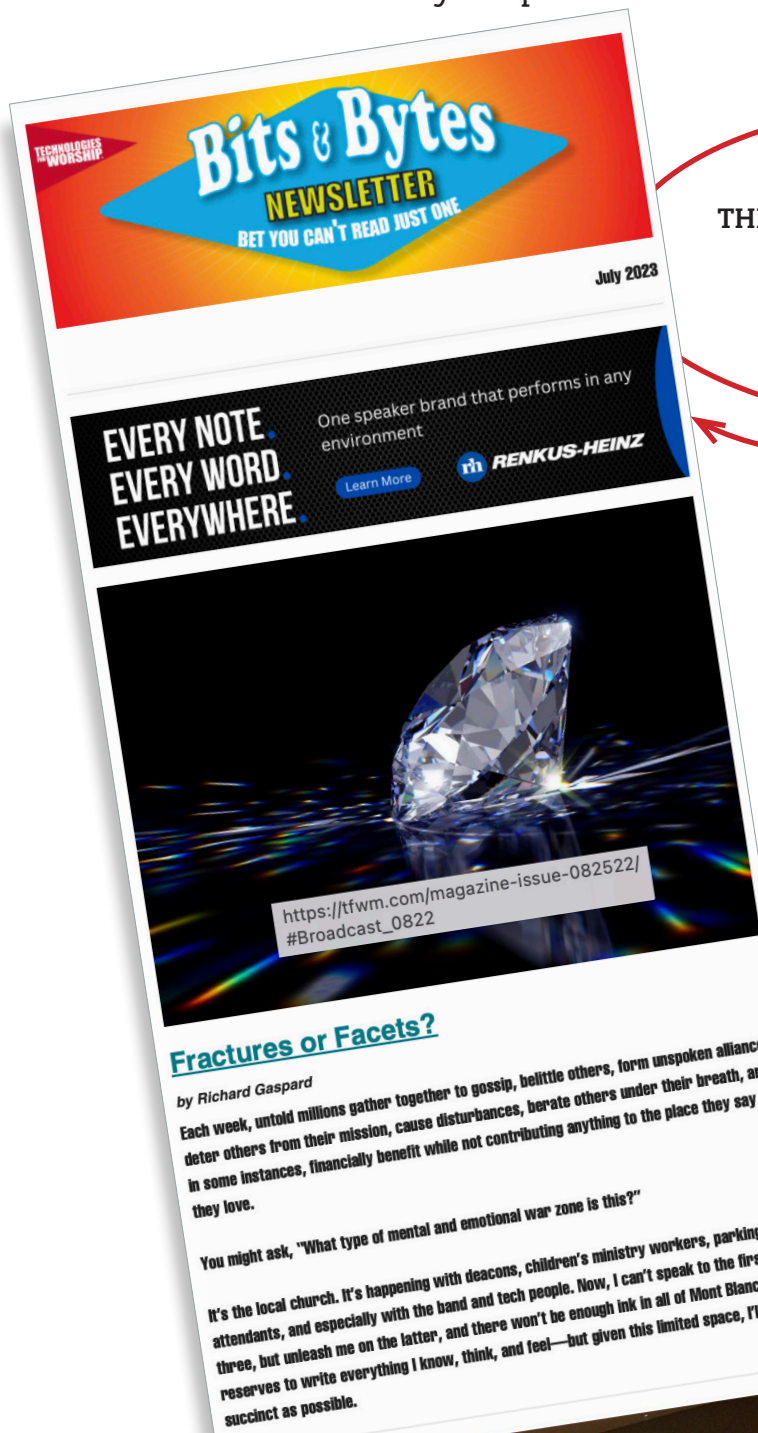
“Technologies for Worship Magazine (TFWM) is an excellent channel for interacting with the house-of-worship community. We are delighted with the team’s frequent requests for editorial input and information about the latest Lawo products and solutions. Michelle and Jean and their competent team are definitely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

• **Andreas Hilmer, Chief Marketing Officer, LAWO**

MONTHLY NEWSLETTER

Bits & Bytes

The Technologies for Worship newsletter, goes out once per month to over **10,849 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.

\$1200

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?"

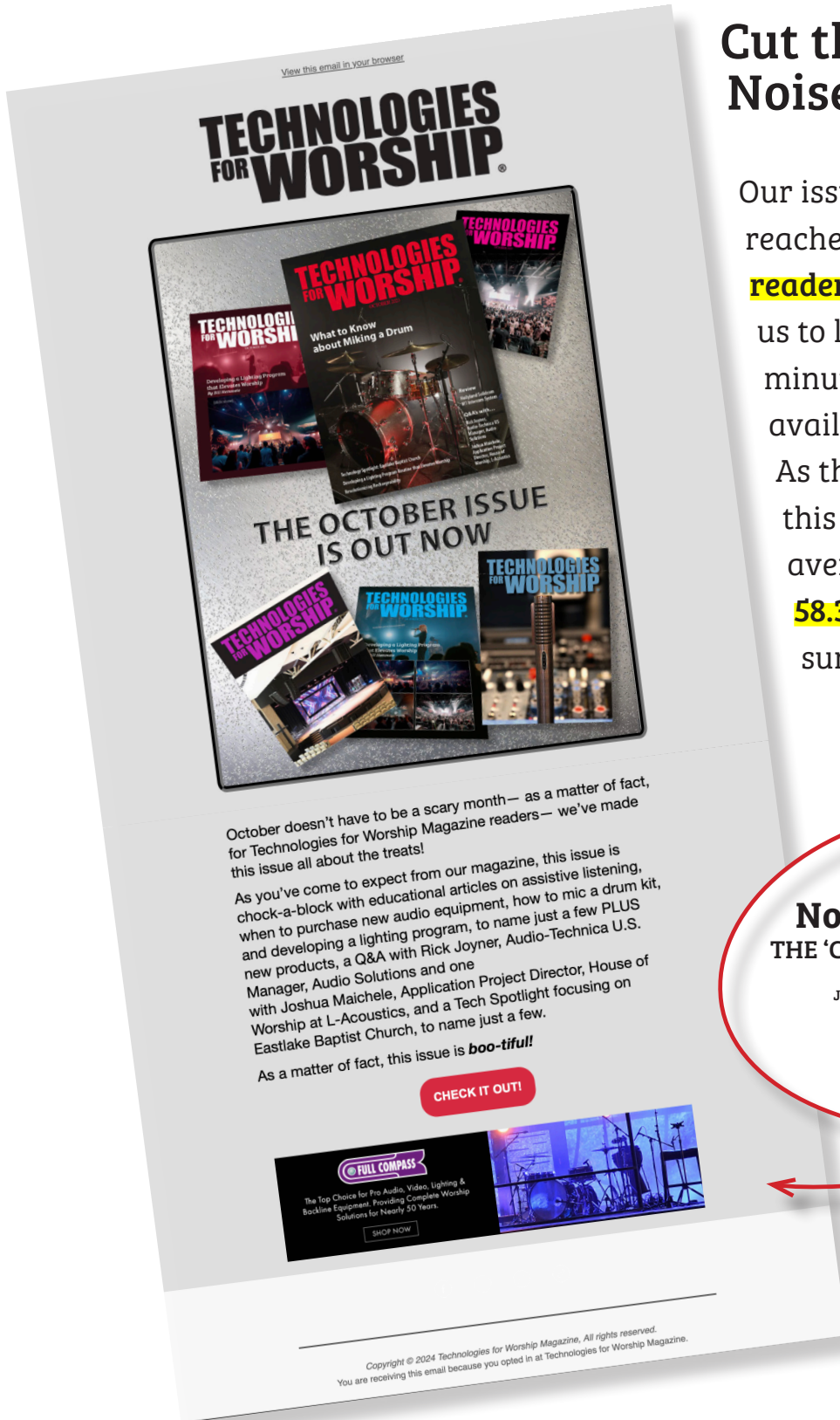
It's the local church. It's happening with deacons, children's ministry workers, parking attendants, and especially with the band and tech people. Now, I can't speak to the first three, but unleash me on the latter, and there won't be enough ink in all of Mont Blanc's reserves to write everything I know,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

MONTHLY ISSUE NOTIFICATION E-BLAST

Cut through the Noise!

Our issue notification reaches **10,191 registered readers** who have asked us to let them know the minute a new issue is available.

As the sole advertiser on this eblast, and with an average open rate of **58.3%**, your banner is sure to be seen.



Notification Banner:
THE 'CUMMERBUND'... 728 x 180 px
STATIC POSITION
JPG, PNG OR GIF AT 72 DPI. RESOLUTION
MAX FILE SIZE OF 40 KB.

\$1500



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

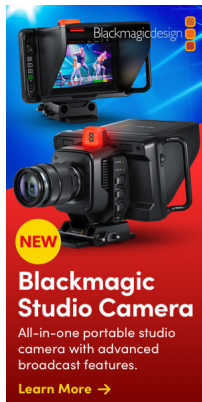
ROTATIONAL



LEADERBOARD **\$1000**
728 x 180 px
3 positions: Top Center, Rotational



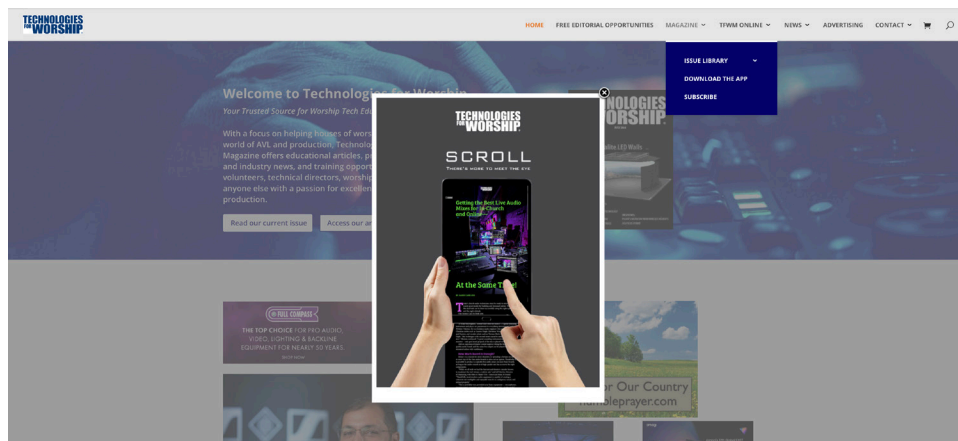
MEDIUM RECTANGLE **\$750**
300 x 250 px
2 positions: Right Side, Rotational



SKYSCRAPER BANNER **\$1200**
300 x 600 px
2 positions: Right Side, Rotational

POP-UP (Minimum: 400 x 400 px — Maximum: 600 x 600 px)

\$1500



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





TECHNOLOGIES FOR WORSHIP

TESTIMONIALS



“I have been working with Technologies for Worship Magazine for well over 20 years. They have always been my ‘go-to’ magazine for all my clients’ house of worship projects. With a solid qualified circulation number of 38K, and great connection with churches of all sizes ensures they have a great presence in the HoW market. What I love most about working with them is they are super easy to work with, completely responsive, and totally transparent.

If you have not engaged with TFWM — what are you waiting for!”

• Denise Williams, Senior Press Executive, Bubble Agency



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



“TFWM is an invaluable resource for companies looking to connect with the House of Worship market. I employ the magazine both as a marketing tool, and as a window into current trends in House of Worship Technology.”

• Richard Starr, Marketing Manager
Pro Audio Division,
American Music & Sound



“Thank you Technologies For Worship Magazine (TFWM) for being the leading media source for Houses of Worship. When recommending pastors and members of church congregations on locations to research products for their facility, TFWM is the first source considered. Jean, Michelle and Daryl, please continue the great work in providing the best House of Worship content available today.”

• Michael Jefferson. JC Connect LLC



“Technologies For Worship Magazine provides a diverse range of content from the latest products, to expose’ pieces from the industry and church innovators who are engaging audiences. In its’ monthly articles decision makers will find informative and thought-provoking articles that help them chart the course for their organization and understand the latest trends and resources currently available in the A/V Market.”

• Peter Blue,
Owner and Creative Specialist, Evident Productions



“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
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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
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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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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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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 other houses of worship and their integrators are working with 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:

