

TECHNOLOGIES FOR WORSHIP MEDIA KIT 2025



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

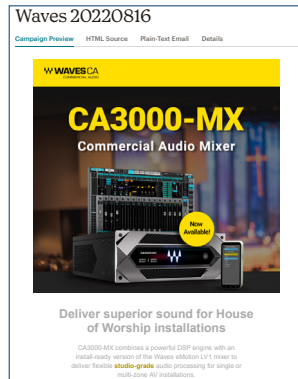
e-BLAST SERVICE

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:
39.6%

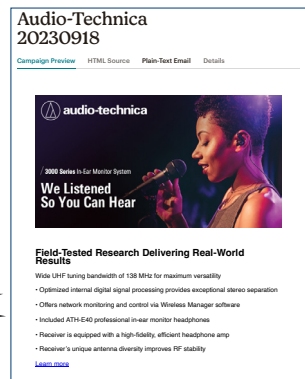


REMINDING OF EXISTING PRODUCT

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.

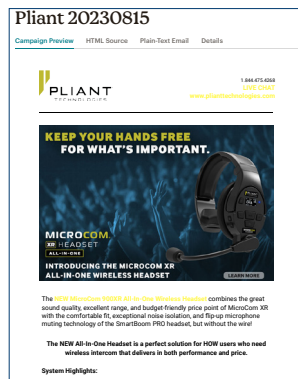
AVG
OPEN RATE:
35.8%



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.

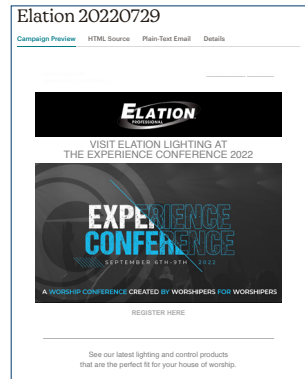
AVG
OPEN RATE:
34.8%



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:
36.9%



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:

38.1%

(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**



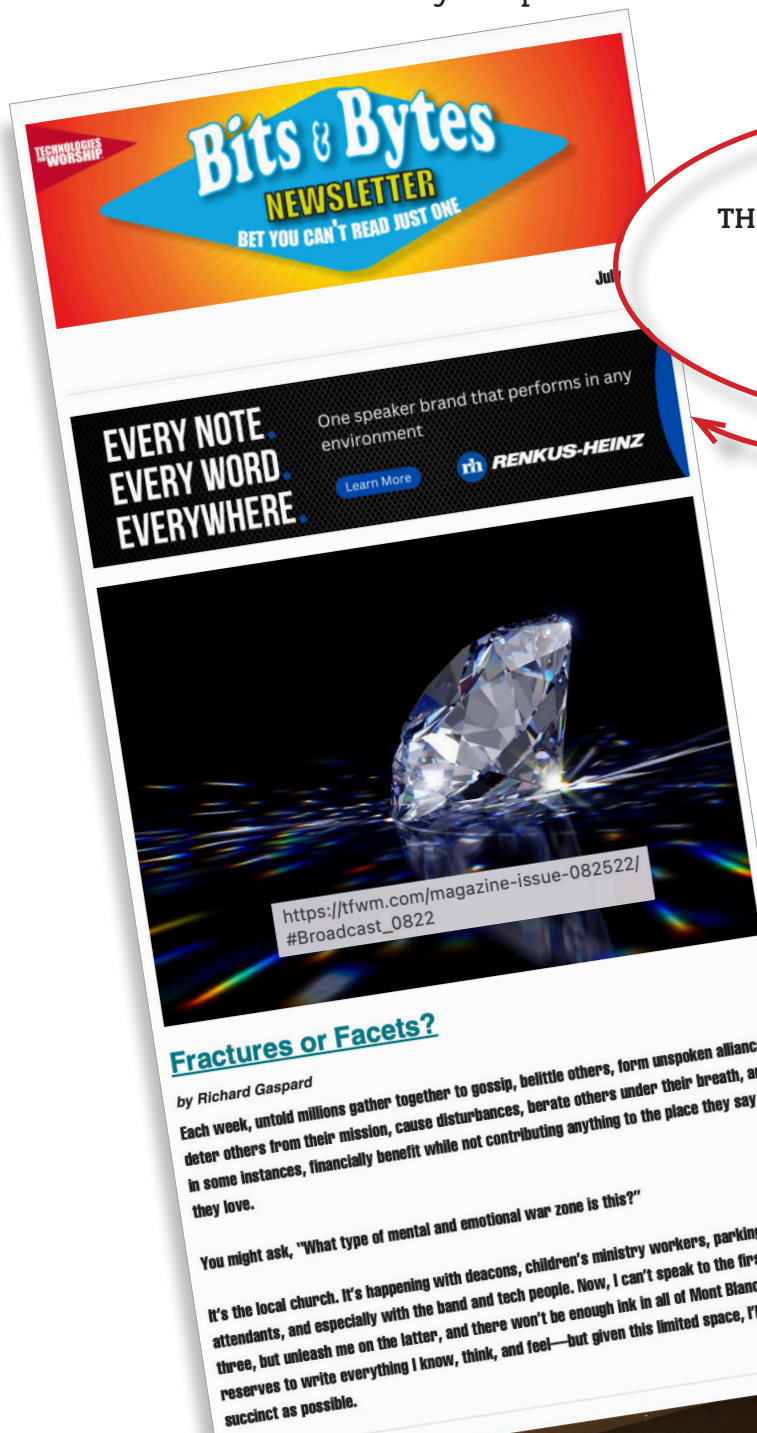
"Technologies for Worship Magazine (TFWM) is an excellent channel for interacting with the house-of-worship community. We are delighted with the team's frequent requests for editorial input and information about the latest Lawo products and solutions. Michelle and Jean and their competent team are definitely 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 **10,315 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 **58.8%**, 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

View this email in your browser
**TECHNOLOGIES
FOR WORSHIP®**

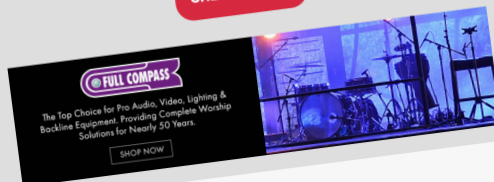


October doesn't have to be a scary month— as a matter of fact, for Technologies for Worship Magazine readers— we've made this issue all about the treats!

As you've come to expect from our magazine, this issue is chock-a-block with educational articles on assistive listening, when to purchase new audio equipment, how to mic a drum kit, and developing a lighting program, to name just a few PLUS new products, a Q&A with Rick Joyner, Audio-Technica U.S. Manager, Audio Solutions and one with Joshua Maichele, Application Project Director, House of Worship at L-Acoustics, and a Tech Spotlight focusing on Eastlake Baptist Church, to name just a few.

As a matter of fact, this issue is **boo-tiful!**

CHECK IT OUT!





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

ALL NEW DESIGN

The website design from 2017 is GONE, and in its place is a more functional and more user-friendly www.tfwm.com.

Featuring our digital issue archive, current installs, articles, and more, the new website is optimized for computer, tablet, and phone users. Keyword and tag searchable, the new website works in conjunction with the magazine to create a more organic experience for house of worship pastors, worship leaders, AVL techs, and volunteers to navigate. Readers can easily access current and past issues, learn more about our advertising partners and keep abreast of the latest products, installs, and educational opportunities they should know about.

➔ NEW FOR OUR ADVERTISING PARTNERS

We're sharing the love! We appreciate your support and know our readers do, too. All advertisers committing to six or more combined adverts, banners, eblasts or a combo of any three will also receive a Partner Page on our website.

You can provide a zipped HTML folder for your page or send us the information needed to create your page for you.



6 adverts/banners/eblasts or combo =	6 months Partner Page
9 adverts/banners/eblasts or combo =	9 months Partner Page
12 adverts/banners/eblasts or combo =	12 months Partner Page

TFWM.COM/ WEBSITE BANNERS

ROTATIONAL



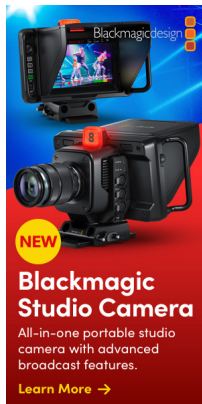
LEADERBOARD \$1000

728 x 180 px
3 positions: Top Center, Rotational



MEDIUM RECTANGLE \$750

300 x 250 px
2 positions: Right Side, Rotational

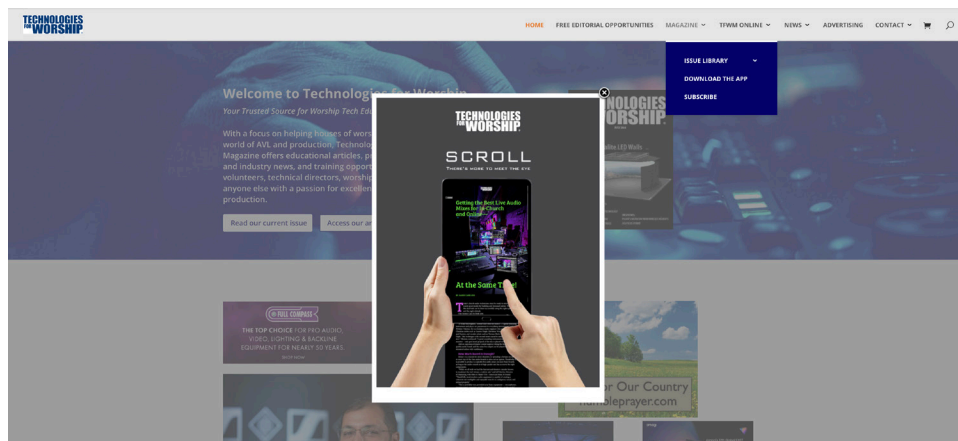


SKYSCRAPER BANNER \$1200

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**

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?

750-1000

**WORD COUNT
MAX**

**PLEASE
INCLUDE
PHOTO
CAPTIONS FOR
ALL PHOTOS**



Any Images?

Pictures:

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

EXAMPLE:



What Should Be In It?

- PERTINENT INFO ABOUT THE PRODUCT, INCLUDING IMPORTANT SPECS
- QUOTE FROM A PRODUCT MANAGER OR COMPANY SPOKESMAN ABOUT BENEFITS OF 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. venue setting)
- 2 product shots for **EACH** church size
- All images should be a minimum 300dpi at 5 inches wide. Product shots should be isolated (transparent background)

**Word
Count:**

200

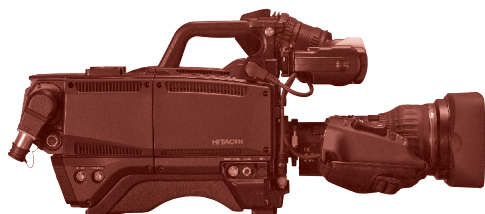
per church size/category

150

Introductory Paragraph

Sample Product Shots:

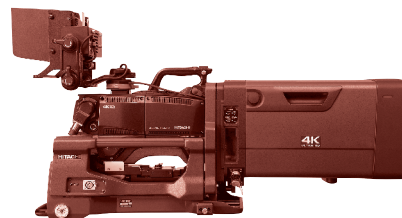
HDTV and 4K Camera Solutions from Hitachi



Small Church



Medium Church



Large Church

Please include product URL for each of the three church sizes

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)

PLEASE
INCLUDE
PHOTO
CAPTIONS FOR
ALL PHOTOS

*ALL OUR EDITORIAL IS FREE

How About Photos?

MULTI-VIEW SAMPLES



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)

HOW-TO EDITORIAL* SPECIFICATIONS

1. Material Sourcing



The process begins with finding raw material. Optimo has a worldwide exclusive on sustainably sourced Canadian silver beaver felt from a supplier in Portugal and each year releases various colors and weights for limited-edition collections. "Beaver is the ultimate fur to felt for a smooth-finish hat because of its tightness and feel," Thompson says. "Traditionally, underbelly [fur] is known as the best of the best because the color is clearer and more vibrant once it's dyed." The fine fur is felted—a time-honored technique that binds the fibers together and produces a bell-shaped hat body—at the mill before being shipped to Chicago.

2. Blocking



The next step, called blocking, creates the initial structure. An inverted hat body is placed into a 1940s blocking machine that Thompson sourced from Germany. The material is then steamed, and a domed mold called a hat block is plunged into the felt, forcing it into the desired size and shape.

3. Slow Bake



The best How-To is simple to follow, is informative and has images that outline each point.

PLEASE PROVIDE:

- An introductory deck with a 50-100 word overview explaining the purpose of the how-to.
- Easy-to-follow steps with subheads for each. Explain the process for each step. Include a photo, graphic, or conceptualized image that supports the step. Each image must be hi-res and at least 5" wide.

EACH HOW-TO SHOULD HAVE A MINIMUM OF FIVE STEPS.