

# TECHNOLOGIES FOR WORSHIP®



## YEARS

### MEDIA KIT 2026

## WHY CONSISTENT ADVERTISING TO HOUSES OF WORSHIP MATTERS

For AVL manufacturers, the house of worship (HoW) market represents a uniquely dynamic and rewarding segment—but also one that requires a long-game approach when it comes to marketing. While churches may not operate on the same purchasing cycles as commercial venues or entertainment spaces, they are continuously evolving, and your brand needs to stay top-of-mind.

## BRAND RECOGNITION IN A CROWDED MARKET

In today's saturated AVL space, brand recognition is everything. Churches often rely heavily on word-of-mouth, peer recommendations, and familiarity when making purchasing decisions. A consistent advertising presence reinforces your brand name and builds trust with decision-makers—whether that's a full-time tech director, a part-time worship leader, or a volunteer managing Sunday services. The more frequently a church sees your brand—through digital campaigns, trade publications, targeted email, or social media—the more likely they are to recall it when it's time to upgrade their sound system, lighting rig, or streaming setup.

## STAYING RELEVANT IN A CONSTANTLY CHANGING LANDSCAPE

Houses of worship are not static. Congregations grow. Facilities expand. Budgets change. And critically, volunteers and technical leadership turn over with surprising regularity. A church that had a long-time AV lead may now have a new team with little brand loyalty—or even brand awareness. That's where consistent advertising comes in. It ensures that your message reaches not just the initial purchaser, but also the new decision-makers as they step into leadership roles. A one-time campaign might reach today's team—but it's the steady presence that builds trust with tomorrow's.

## NEW NEEDS, NEW SOLUTIONS

Post-pandemic, many churches have permanently adopted hybrid and online worship models. This shift has opened the door for new AVL needs—better live-streaming, improved in-room audio, lighting for cameras, and more intuitive control interfaces for volunteers. These evolving requirements mean churches are often researching solutions even outside their traditional purchasing cycle. By advertising consistently, you position your brand as a proactive partner in that journey, offering innovation and support exactly when churches are looking to adapt or improve.

## BUILDING LONG-TERM BRAND LOYALTY

Finally, consistent outreach builds credibility and familiarity over time. AVL decisions in the HoW market are rarely made overnight. The process often involves committees, consultations, and a significant amount of research and comparison. The brands that are most consistently seen are the ones most often trusted when the time comes to buy.

In a market where trust, familiarity, and timing are everything, consistent advertising isn't optional—it's essential. Stay visible. Stay relevant. Stay ready to serve a vibrant and ever-changing community.

### THE HOUSE OF WORSHIP MARKET: A BILLION-DOLLAR OPPORTUNITY

According to ConstructConnect, an estimated \$86 billion will be spent on House of Worship (HoW) construction in 2024—and that doesn't even include AVL equipment needs.

A recent study by MediaMerge reveals that the average HoW will invest between \$275,000 and \$720,000 in integrated Audio, Video, Lighting (AVL) systems and infrastructure, depending on size (<250 to 500+ seats).

Meanwhile, the Hartford Institute for Religion Research estimates there are over 370,000 houses of worship across the United States.

To ensure longevity and performance, The Penn Group recommends that HoWs allocate an annual contingency budget of at least 10% of their AVL system's value for upkeep and emergencies. That translates to \$10.175 billion that should be budgeted annually.

This is a massive, growing market—and one you want to be part of.



# Editorial Calendar 2026

	Audio	Lighting	Livestreaming / Broadcast / Video	LED Video Display	Projection / IMAG	General (Leadership, Volunteers, Planning, etc.)	Portable Churches	Used Equipment / Rentals	Power Management
<b>JANUARY</b>	Acoustic Treatment Basics for Churches: Fix the Room First	Lighting w/ Purpose: Atmosphere w/o Distraction		LED vs Projection: How to Know When It's Time to Switch	Projection Mapping: Creative Uses Beyond Lyrics	How to Build a Year-Round AVL Upgrade Plan	Building an AVL System that Sets Up Fast & Sounds Great	From Easter to Conferences: When It Makes More Sense to Rent Instead of Buy	
<b>FEBRUARY</b>	Gain Structure: Setting Levels for Clear, Clean Audio	Lighting on a Budget: Big Impact w/ Limited Fixtures	Building a Livestream from Scratch		The Basics of IMAG: When and Why Churches Use I	Training Volunteers for Long-Term Success	Set-Up to Sound-check in Under 30 Minutes		Keep the Lights On: How to Plan Power Distribution for AVL
<b>MARCH</b>	Stage Volume Control: Reducing the Noise	Programming Your First Lighting Scenes	Hybrid Worship: Creating a Unifying Experience	LED Walls: Understanding Pixel Pitch & Viewing Distance	Choosing the Right Projector Lumens for Worship Spaces	Tech Team Culture: Serving the Mission, Not Just the Mix	Quick-Deploy Loudspeaker Systems		
<b>APRIL</b>	Using Ambient Mics for Livestream	When Are Moving Lights in Mid-Sized Churches Worth It?	The Volunteer Camera Operator Guide	Building a Modular LED Wall: Flexibility for Future Growth	Screen Placement Matters: Site Lines, Heights, & Visibility		Electrical Planning for Portable Venues	Buying Smart: How to Evaluate Used AVL Gear	
<b>MAY</b>	EQ Tips to Make Instruments Sit Together		Capturing Mixes That Sound Great Online	Stage Design with LED: Creating Dynamic Backdrops	Maintaining Projector Quality	Improve Service-by-Service w/o Discouraging Volunteers	Cable Management for Portable Churches	How Rentals Can Help Churches Save Money	
<b>JUNE</b>	Mixing for Hearing Assist Systems	LED Fixtures vs Traditional: When to Upgrade	Graphics & Lower Thirds: Adding Polish to Broadcast	LED Buying Guide: Specs That Actually Matter for Churches	Improving IMAG: Camera Gear and Workflow Tips	AVL Gear Donations: When to Accept Used Gear (and When Not To)	Why Compact Digital Consoles Are Perfect		Future-Proofing for Electrical Upgrades and Expansion
<b>JULY</b>	Mic'ing Acoustic Guitar and Piano:	Color Temperature and Worship Mood	Streaming Platforms: How to Choose	Running Lyrics & Video Content on LED	Getting Crisp Lyrics Without Upgrading the Projector		Portable Lighting Packs: Creating Atmosphere		
<b>AUGUST</b>	When to Upgrade Your PA	Volunteer-Friendly Lighting Consoles	Keeping Your Broadcast Live When Things Fail	Troubleshooting LED Panels: Common Failures & Fixes		Working with Pastors & Worship Leaders: Communication Tips	Portable Projection & Screens: Fast-Setup Visuals	Trade-In, Buy, or Sell? Upgrading with Used Gear	
<b>SEPTEMBER</b>	EQ Cheat Sheet: Frequency Fixes for the Band	Seasonal Lighting: Designing for Special Services	Reducing Latency: Syncing Audio, Video & Lyrics	Creating Visual Moments: LED Walls for Seasonal Services	Projection Mapping for Worship: Creative Uses	Planning for Christmas: AVL Checklists for Your Biggest Service	Rolling Racks & Road Cases: Gear Storage Strategies		
<b>OCTOBER</b>	How to Use Reverb Tastefully in Worship Audio	Tips for Making Stage Looks Translate to Video		Total Cost of LED Ownership vs Sticker Price	Integrating Pro-Presenter w/IMAG & Media Servers	Scaling Your AVL Systems as the Congregation Grows	Avoiding Damage During Load-In and Load-Out	Partnering with Rental Companies	
<b>NOVEMBER</b>	Dealing with Bad Room Tone: Practical Fixes	Building a Basic Lighting - Yet Dynamic - Rig	Camera Angles & Lens Selection for a Cinematic Look		Wide Screens vs Dual Screens: Pros and Cons	Avoiding Burnout in Worship Tech Teams	Livestreaming Solutions for Portable Churches		Why Clean Power Matters: Protecting Your AVL Gear
<b>DECEMBER</b>	Measuring SPL and Managing Volume Complaints		Multi-Use Cameras in Worship: What to Look For	LED Controllers & Processors: Why You Need the Right One	Projection in Bright Rooms: Overcoming Ambient Light	Budgeting for AVL: Making the Case to Leadership for Upgrades	Training AVL Teams for Fast, Repeatable Setup Each Week	Is Used Equipment the Best Investment for Growth	

# 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 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**



"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**



"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**



"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, LAW0**

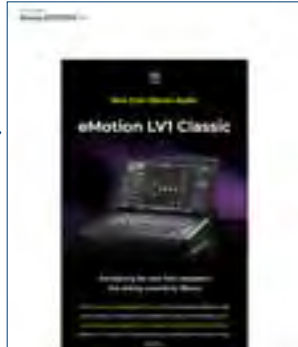


# e-BLAST SERVICE

## 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:  
**42.6%**

### 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:  
**37.9%**

### 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:  
**38.7%**

### 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:  
**40.2%**

## 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

**17,150**

OPEN RATE  
AVERAGE:

**41.4%**

(Apr. 1, 2025–Aug. 25, 2025)

THE PRICE

**\$1500**

# AD RATES & DEADLINES 2026

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

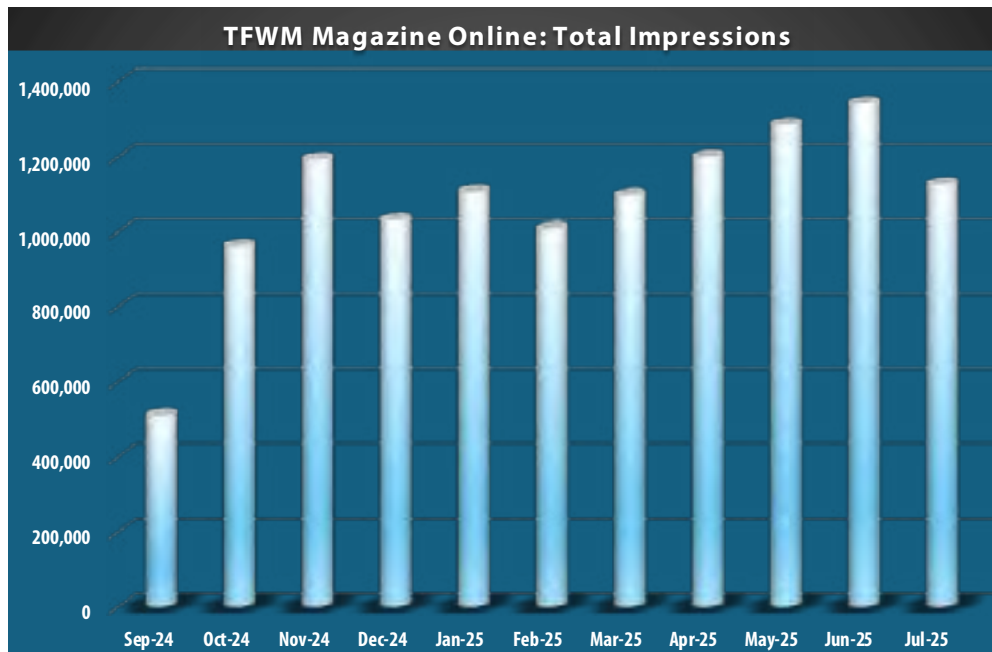
## AD MECHANICALS

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



## ONLINE MAGAZINE STATS

### Jul-24

63,891 total opens  
1,000,989 total impressions  
38,315 unique open rate

### Aug-24

77,632 total opens  
1,110,201 total impressions  
41,310 unique open rate

### Sep-24

55,438 total opens  
510,909 total impressions  
30,798 unique open rate

### Oct-24

67,813 total opens  
962,438 total impressions  
42,118 unique open rate

### Nov-24

82,987 total opens  
1,195,012 total impressions  
47,016 unique open rate

### Dec-24

73,368 total opens  
1,033,899 total impressions  
40,897 unique open rate

### Jan-25

80,336 total opens  
1,107,333 total impressions  
45,613 unique opens

### Feb-25

72,714 total opens  
1,009,877 total impressions  
41,011 unique opens

### Mar-25

77,003 total opens  
1,098,549 total impressions  
42,871 unique opens

### Apr-25

83,237 total opens  
1,201,121 total impressions  
43,509 unique open rates

### May-25

85,762 total opens  
1,287,356 total impressions  
45,698 unique open rates

### Jun-25

86,203 total opens  
1,343,467 total impressions  
47,514 unique open rates

### Jul-25

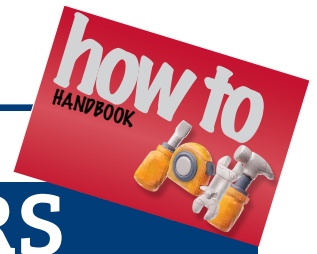
80,614 total opens  
1,127,657 total impressions  
42,112 unique open rates

## MATERIAL DEADLINES & BONUS DISTRIBUTION\* • 2026

<b>JANUARY</b> <b>Material:</b> 15 <sup>th</sup> <b>Bonus Distribution:</b>	<b>FEBRUARY</b> <b>Material:</b> 12 <sup>th</sup> <b>Bonus Distribution:</b> Cine Gear NY - March USITT - March 18-21	<b>MARCH</b> <b>Material:</b> 12 <sup>th</sup> <b>Bonus Distribution:</b> NAB - April 18-26	<b>APRIL</b> <b>Material:</b> 9 <sup>th</sup> <b>Bonus Distribution:</b> FILO - May 5-6	<b>MAY</b> <b>Material:</b> 14 <sup>th</sup> <b>Bonus Distribution:</b> Infocomm - June 13-19 Cinegear Expo (LA) - June	<b>JUNE</b> <b>Material:</b> 11 <sup>th</sup> <b>Bonus Distribution:</b> Wave - July 20-24
<b>JULY</b> <b>Material:</b> 9 <sup>th</sup> <b>Bonus Distribution:</b>	<b>AUGUST</b> <b>Material:</b> 13 <sup>th</sup> <b>Bonus Distribution:</b> IBC - September 11-14	<b>SEPTEMBER</b> <b>Material:</b> 10 <sup>th</sup> <b>Bonus Distribution:</b>	<b>OCTOBER</b> <b>Material:</b> 15 <sup>th</sup> <b>Bonus Distribution:</b>	<b>NOVEMBER</b> <b>Material:</b> 12 <sup>th</sup> <b>Bonus Distribution:</b>	<b>DECEMBER</b> <b>Material:</b> 10 <sup>th</sup> <b>Bonus Distribution:</b>



TECHNOLOGIES  
FOR WORSHIP

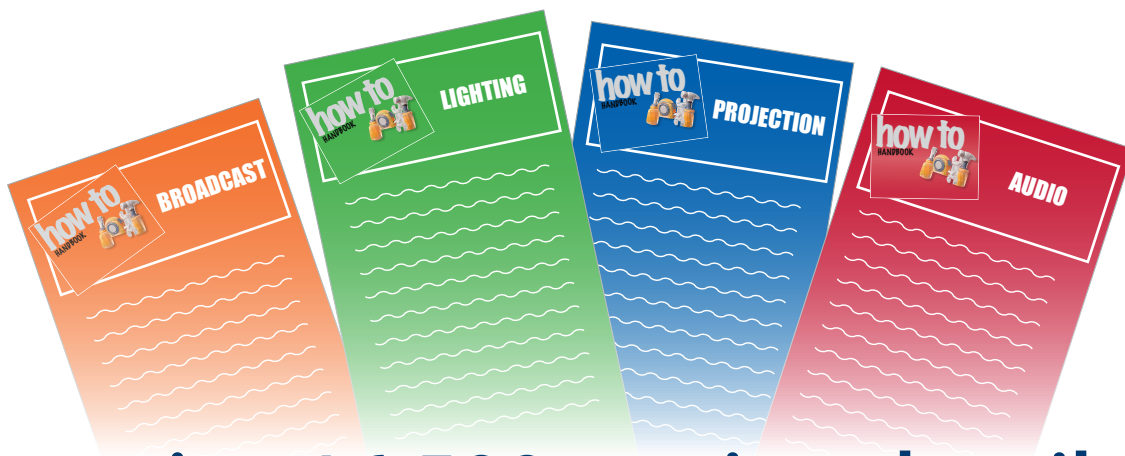


# HOW-TO NEWSLETTERS

Our readers are keeners, which is why our annual HOW to Issue has been one of our best read since its inception 10 years ago, so we're upping the ante!

Introducing the HOW-to family of newsletters, featuring a rotating series of our readers' most asked for "How-to's" in audio, broadcast, lighting and projection.

Each newsletter will come in a unique color for easy recognition and increased retention.



**Quantity: 16,500 opt-in subscribers**

## Cost:

Exclusive presenter = 3 banners (728 pixels x 180 pixels)

Plus logo/name underneath Masthead; "This edition brought to you by..."

**\$3750**

Single banner (pixels x pixels)

**\$1500**

## Each edition will include four How-To articles

For example, our Microphone edition will include:

*How to Choose the Best Vocal Mic*

*How to Properly Use a Headset or Lav Mic*

*How to Mic a Piano*

*How to Safely Store Your Mic and Cables*



# 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**

# TFWM.COM

## ROTATIONAL BANNERS



### 1 LEADERBOARD \$1000

728 x 180 px  
3 positions: Top Center, Rotational

### 2 MEDIUM RECTANGLE \$750

300 x 250 px  
2 positions: Right Side, Rotational

### 3 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**



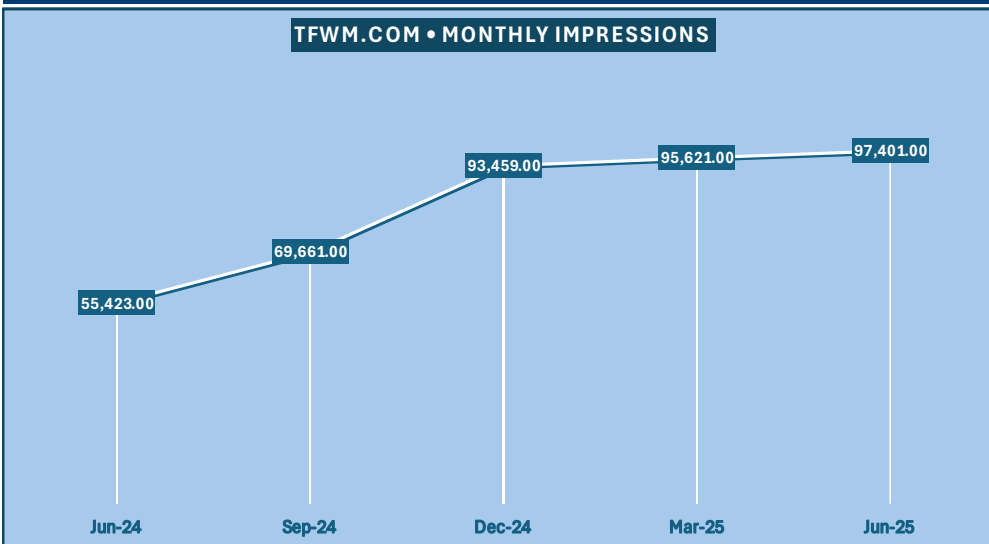
## FILE FORMATS

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*

## TFWM WEBSITE • A YEAR OF STEADY GROWTH



## MONTHLY IMPRESSIONS

Jun-24	55,423.00
Jul-24	94,048.00
Aug-24	101,570.00
Sep-24	69,661.00
Oct-24	82,536.00
Nov-24	92,597.00
Dec-24	93,459.00
Jan-25	149,220.00
Feb-25	91,463.00
Mar-25	95,621.00
Apr-25	97,339.00
May-25	96,112.00
Jun-25	97,401.00
Jul-25	92,654.00
Aug-25	93,337.00
Sep-25	95,004.00

Maximize your brand awareness on TFWM.com



## PARTNERS' PAGE

**"Business is not about  
one's own success or  
failure, but how  
successful we make  
our partners."**

**SEE OUR CURRENT  
PARTNERS AND  
THEIR PAGES**

### FEATURES/BENEFITS

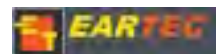
- Customizable by you to focus on your HOW products and services, which keeps readers engaged longer.
- You are able to take advantage of over 80,000 visits at no charge
- Your partner page will be active for at least six months.
- Reinforces your commitment to the house of worship market

TECHNOLOGIES  
FOR WORSHIP®

#### CONTACT

Jean Anderson

1-770-434-5330 • [jeand1177@aol.com](mailto:jeand1177@aol.com)

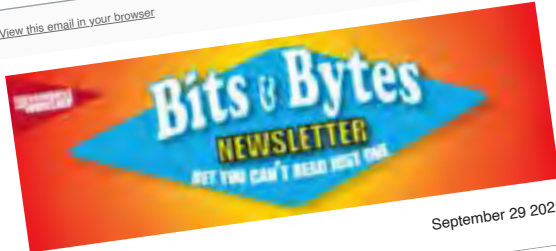




# MONTHLY NEWSLETTER

## Bits & Bytes

[View this email in your browser](#)



September 29 2025

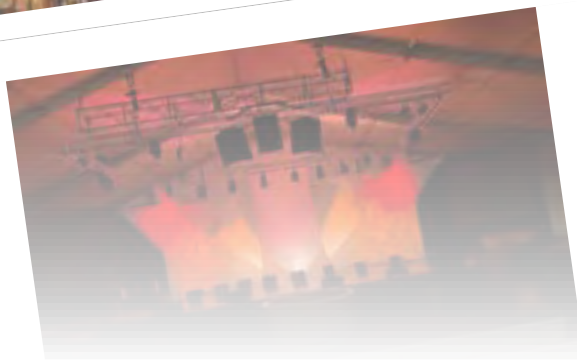


### Ambient Noise and Your Livestream Mix

Creating the right ambient noise in your worship livestream can elevate the experience for your online congregation, making it feel more immersive and genuine. Ambient noise, when used effectively, can replicate the atmosphere of in-person services, making remote worshippers feel more connected to the community.

Ambient noise encompasses the subtle background sounds that naturally occur in a space. In a worship setting, these might include the murmur of the congregation, the rustling of pages, or the soft echo of footsteps. While these sounds may seem insignificant, they contribute to the overall worship experience by reinforcing the sense of being present in a sacred space.

Without ambient noise, a livestream can feel sterile and disconnected. Viewers may feel like they're watching a performance rather than participating in a worship service. Incorporating ambient sounds can help bridge this gap, making the experience more relatable and engaging.



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**