



OUTREACH[®] MEDIA GROUP
Reach Church Leaders and Faith-Based Consumers

————— 2022 MEDIA KIT —————

Your Brand. Our Audience.

Church Leaders and Faith-Based Consumers

With over **2 million church leaders** and **2-4 million faith-based consumers**, we have the audience you want to reach – **influencers in the church** and **influencers in the home**.

The Outreach Media Group family of websites started with the acquisition of SermonCentral.com in 2000. Now the largest sermon sharing site in the world, SermonCentral.com is the go-to source for teaching pastors in 237 countries and territories worldwide. Through the years, we have grown to **12 content-rich websites** including FaithIt.com, recognized as one of the fastest-growing websites on the Internet.

We reach your target audience where they are, whether they are perusing articles and videos on our sites, checking social media, or in their church office reading *Outreach* magazine.



Our Websites



2 million+ Church Leaders a month
3.7 million+ Visits a month
13 million+ Pageviews a month

1 million+ social media followers
990,000+ social media likes



2-4 million Consumers a month
3 million+ Visits a month
4 million+ Pageviews a month

2.2 million+ social media followers
2.3 million+ social media likes

Influencers in the
Church
— Every Month —



over **1.1**
million
Preachers &
Teachers

Sermon Central

SermonCentral.com hosts the largest collection of sermon preparation resources on the web and has a loyal following with over 59 percent of the audience returning to the site every week.

870k
Ministry
Leaders

CHURCHLEADERS

With a monthly audience of about 870,000 visitors, ChurchLeaders.com offers 40,000 free resources for church leaders in every area of ministry. This is the channel for reaching influential church leaders, including senior pastors, youth leaders, worship leaders, outreach leaders, children's ministry leaders, and more!

50K Online
30K in Print
Church Leaders
& Community
Builders

OUTREACH MAGAZINE

OutreachMagazine.com and *Outreach* magazine highlight ideas, inspiration, and resources to help the leaders of America's growing churches reach their communities and change the world.

SermonCentral

SermonCentral.com hosts the largest collection of sermon preparation resources on the web! Senior pastors and preaching pastors use this site on a regular basis to prepare their sermons, with most users returning weekly.

Partnering with SermonCentral.com gives you the opportunity to connect with pastors that influence the buying decisions of their church and who are always looking for sermon, church, and ministry resources.

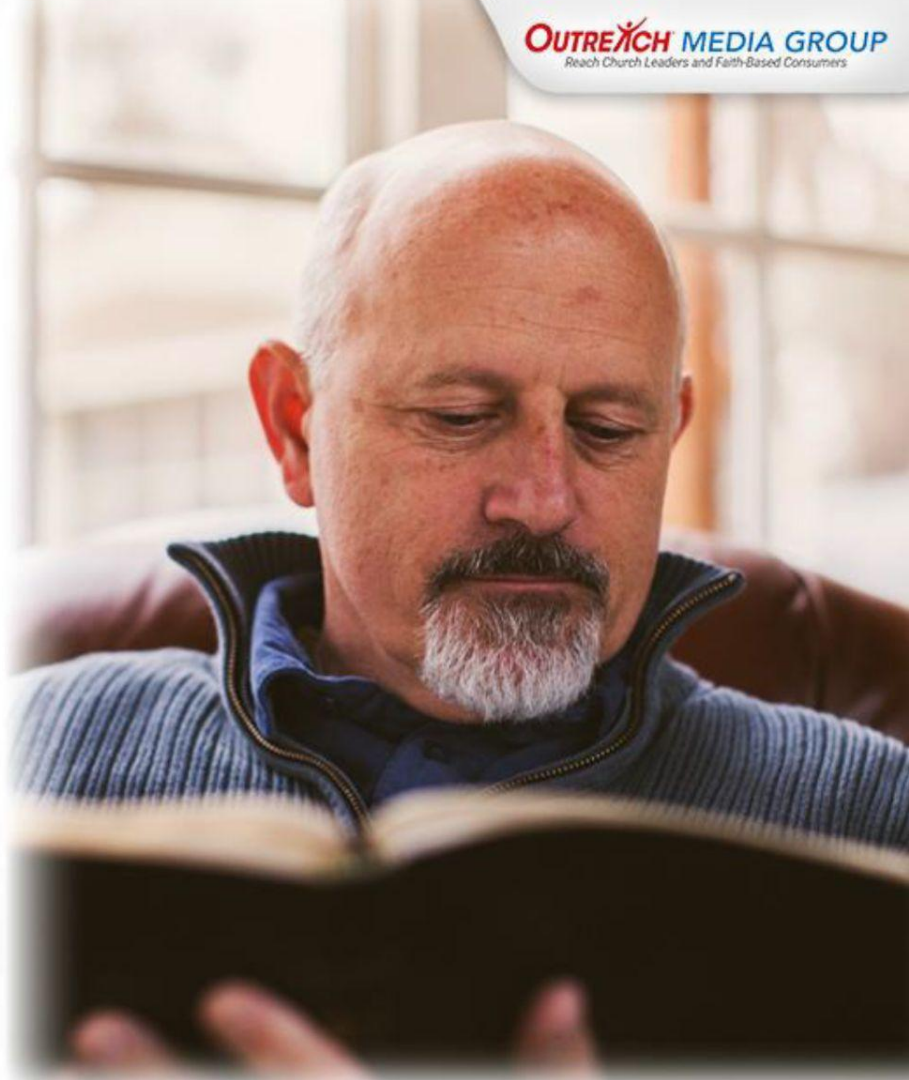
Advertising to the SermonCentral audience gets your message in front of these influential decision makers in the church.

Email Subscribers (US): 170,000

Monthly Visits: 2,200,000

Monthly Visitors: 1,100,000

Monthly Pageviews: 10,500,000



CHURCHLEADERS

ChurchLeaders.com offers over 40,000 free resources for church leaders in every area of ministry. These include articles, news, and practical how-tos, videos, blogs, and other tools for leading better every day.

ChurchLeaders.com is the channel for reaching influential church leaders in every area of ministry, including senior pastors, youth leaders, worship leaders, outreach leaders, children's ministry leaders, small group leaders, and volunteer leaders.

Email Subscribers (US): 170,000

Monthly Visits: 1,200,000

Monthly Visitors: 870,000

Monthly Pageviews: 2,100,000



Establish your brand in the award-winning magazine and its website, Outreachmagazine.com. Packed with ideas, insights, and effective church practices, *Outreach* magazine's audience is primarily pastors and church leaders, as well as laity who are passionate about outreach.

Advertising with *Outreach* magazine means you'll appear alongside key faith leaders like Craig Groeschel, Erwin McManus, Franklin Graham, Max Lucado, and more. With *Outreach* magazine, you are not simply an advertiser but **a trusted, valued ministry resource**.

This niche audience provides a great advertising venue for any company who wants to reach influential, proactive church leaders in the growing churches of America.

Email Subscribers (US): 72,500

Monthly Visits: 83,000

Monthly Visitors: 50,000

Monthly Pageviews: 151,000

Magazine Subscribers: 30,000 **Readership:** 75,000



Establish your brand in the award-winning magazine and its website, Outreachmagazine.com. Packed with ideas, insights, and effective church practices, *Outreach* magazine's audience is primarily pastors and church leaders, as well as laity who are passionate about outreach.

Advertising with *Outreach* magazine means you'll appear alongside key faith leaders like Craig Groeschel, Erwin McManus, Franklin Graham, Max Lucado, and more. With *Outreach* magazine, you are not simply an advertiser but a **trusted, valued ministry resource**.

This niche audience provides a great advertising venue for any company who wants to reach influential, proactive church leaders in the growing churches of America.

Email Subscribers (US): 45,000

Monthly Visits: 83,000

Monthly Visitors: 50,000

Monthly Pageviews: 151,000

Magazine Subscribers: 30,000 **Readership:** 75,000





New churches and churches planting churches all need resources as they grow. **ChurchPlants.com** provides products, services, and support for churches and organizations to help plant and grow new churches.

The type of church leader visiting this site is searching for content and tools for church growth and planting. Advertising through ChurchPlants is a great way to connect with this niche audience of influencers in the church.

Email Subscribers: 8,000

Monthly Visits: 40,000

Monthly Visitors: 34,000

Monthly Pageviews: 53,000

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ChurchJobFinder.com aims to provide the best job search tools and resources for church leaders and pastors seeking their next role in ministry. The majority of the audience is pastors and church leaders of all ages looking for their next ministry position, and to advance their career and education.

This site provides an opportunity to reach upwardly mobile church leaders looking for careers and resources. With an audience of primarily employed job seekers, ChurchJobFinder is an ideal platform for seminaries, universities, church planting resources, and more.

Email Subscribers (US): 13,000

Monthly Visits: 19,000

Monthly Visitors: 12,000

Monthly Pageviews: 43,000



SermonQuotes

SermonQuotes.com engages church leaders through social networking and email. The website is full of uplifting, honest, and profound quotes that are easily shareable. Most users visit for their daily dose of inspiration first thing in the morning. With a daily newsletter and socially shareable content, SermonQuotes.com is the perfect platform for reaching a highly engaged church leader audience.

Email Subscribers (US): 22,000

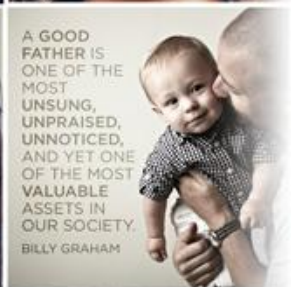
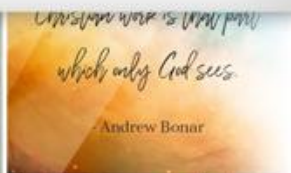
Monthly Visits: 44,000

Monthly Visitors: 26,000

Monthly Pageviews: 87,000



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CHURCH DISCOUNTS

ChurchDiscounts is an email audience of influencers in the church who are looking for deals and discounts. This email list promotes offers that give 25% or more off resources for church leaders.

ChurchDiscounts is primarily pastors and church leaders who are involved in sermon preparation, like to stay on top of the current trends in the church, and love to read books and magazines.

From sermon kits and church leadership resources to ebooks and church invitations, ChurchDiscounts is the ideal channel for promoting your deals.

Email Subscribers (US): 15,000



Influencers in the
Home
— Every Month —



2.5 million women
enjoying faith-based video content

faith it

FaithIt.com is a cause-based social-media integrated website with thousands of viral videos and articles users share within their personal networks. Targeting women between the ages of 25-44, one of the fastest-growing websites in the history of the Internet. FaithIt has tens of millions of faith-based visitors each year.

785k moms
raising children and directing households

ForEvery
MOM

Like Church Leaders in the church, these women are the decision-makers in their homes. ForEveryMom.com is the ideal platform to reach mothers between the ages of 25-44 years old. By providing inspiring articles and practical parenting tips, the site gives daily encouragement to the everyday mom.



FaithIt.com is a website designed to drive social sharing of faith-based and inspirational stories. The site made its mark as one of the fastest-growing websites on the Internet and continues to reach influencers in the home every day with engaging, cause-driven content.

FaithIt.com reaches primarily faith-based women between the ages of 25-54 who are active on social media and influence the entertainment, educational, and buying choices in their household. Advertising with FaithIt.com provides you an opportunity to connect with these decision makers in the home.

Email Subscribers (US): 81,500

Monthly Visits: 2,400,000

Monthly Visitors: 2,500,000

Monthly Pageviews: 2,900,000



ForEvery MOM



ForEveryMom.com is the ideal platform to reach mothers between the ages of 25 and 44 years old. By providing inspiring articles and practical parenting tips, the site gives daily encouragement to the everyday mom and has attracted over 112 million unique visitors since November 2014.

Advertising with ForEveryMom.com offers you a unique, powerful opportunity to reach decision makers in the home and a socially-engaged faith-based audience.

Email Subscribers (US): 83,000

Monthly Visits: 925,000

Monthly Visitors: 787,000

Monthly Pageviews: 1,100,000

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ThrivingMarriages.com attracts engagement from primarily young to middle-aged couples looking for resources to help their marriage thrive. This site tackles topics on communication, intimacy, spiritual growth, and commitment and aims to provide couples with encouragement and practical insights for the journey.

Advertising through ThrivingMarriages.com provides you an opportunity to reach influencers in the home who impact the buying decisions for themselves and their family.

Email Subscribers (US): 52,000

Monthly Visits: 16,000

Monthly Visitors: 10,000

Monthly Pageviews: 30,000



TO SAVE A LIFE

ToSaveALife.com is designed to help hurting young adults find hope through stories of healing and redemption. This audience responds to high-energy, cause-driven, inspiring stories that they share on social media and resources to help bring awareness to the serious issues they face today.

ToSaveALife is the ideal platform to reach young people 25-34 years old. With a large social media audience, partnering with ToSaveALife offers you a unique opportunity to reach this audience of millennial influencers in the home.

Email Subscribers: 2,000

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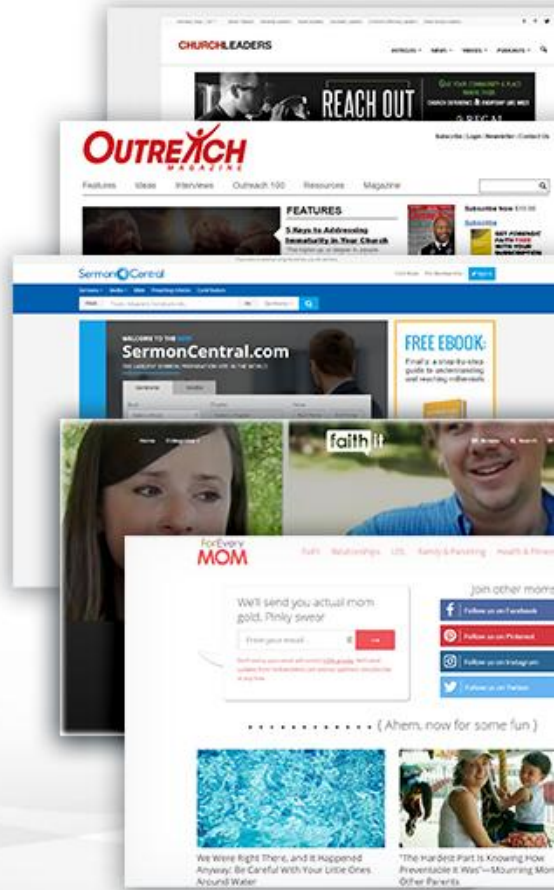


Compelling Branding

Outreach Media Group reaches influencers in the church and the home through twelve different websites, their associated email subscribers and social media audiences. **Branding is an essential part of any long-term strategy to reach your potential customers and achieve market penetration.**

To generate awareness of your brand or service, we target our audience to **drive qualified traffic** into your environment using a strategic, multi-touch campaign.

We get **your message in front of the audience you want** through display ads, dedicated email, social media, video views, editorial content, and more!

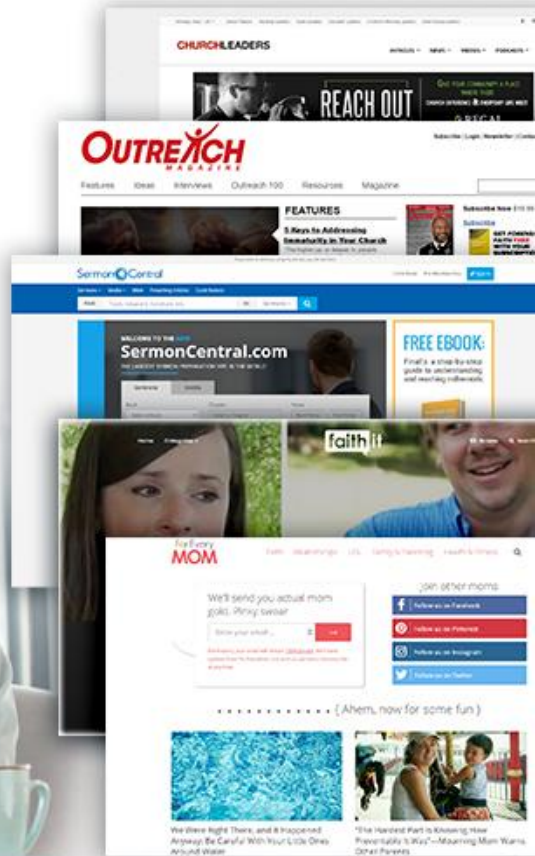


The Right Traffic

Outreach Media Group reaches influencers in the church and the home through twelve different websites, their associated email subscribers and social media audiences. **We have the right audience to drive the right traffic.**

If you are confident with your current conversion process, we target our audience to drive the traffic you want into your environment to continue your success and expand your reach.

We strategically drive visits to your website or landing page through display ads, social media, and more! Your media consultant is available to help you with artwork and landing page consultation, and to **optimize your campaign.**



Lead Generation

Outreach Media Group generates over 5,000 leads per month for clients. If you have an effective sales funnel in place, and need church leaders and faith-based consumers, then this plan is for you. We partner with you to build a campaign that targets the right audience using a premium or "carrot" to generate leads.

Our experienced team is equipped to handle artwork, landing pages, complex system integrations, and more! **We are here to worry about the details so you don't have to.**

We drive traffic to our custom landing pages where viewers fill out our form and the data is captured. The lead is then delivered seamlessly to you through a simple email or through an integration with your CRM and on to your waiting customer service team.

Guaranteed Results!

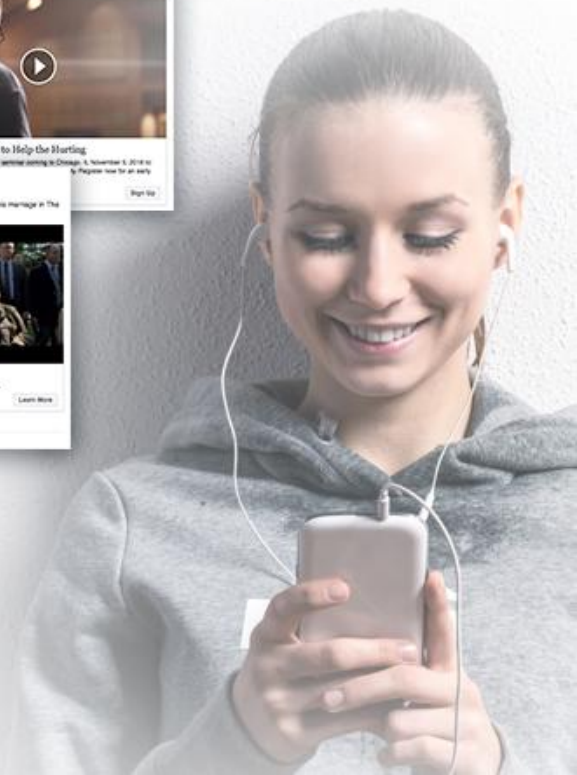
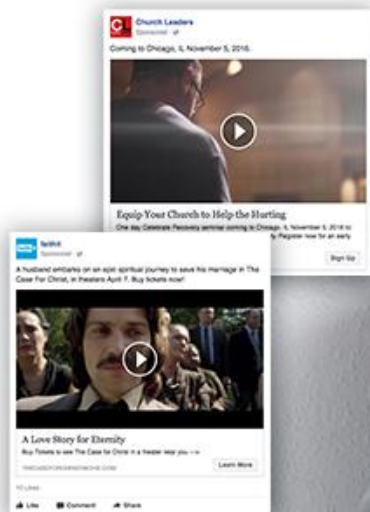


Targeted Video Views

Outreach Media Group reaches influencers in the church and the home through twelve different websites and their social media audiences. With over **3 million followers** and **3.2 million likes**, we get your message in front of our audiences where they are at the most.

If you have a video that you want to use to create buzz for a specific product, movie, or event, this is a great way to get the word out! We have seen great success for conferences, movie trailers, and marketing events, especially when run in conjunction with a cost for traffic campaign.

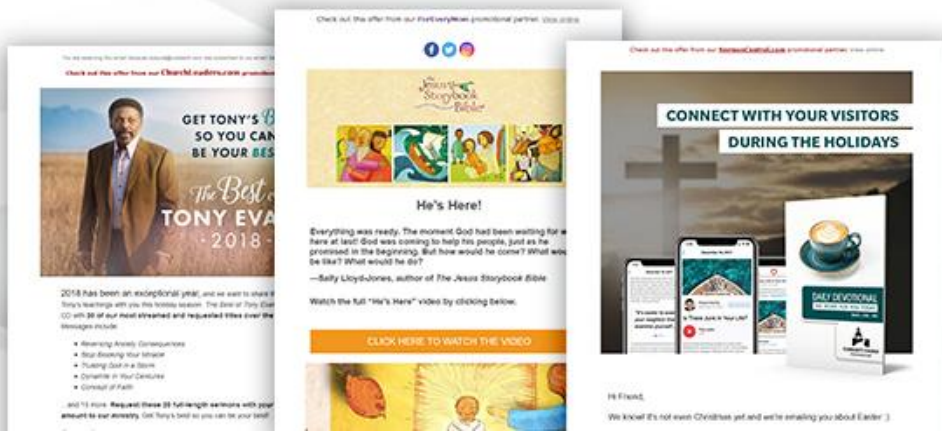
By bringing your video to where your audience lives online, you bring **awareness and engagement** through one of the most visually powerful and memorable mediums.



The Power of Email

Reach influencers in the church and home through dedicated email. Pastors and church leaders influence the buying decisions in their church, ministry, and congregation. Influencers in the home, like moms, influence the buying decisions of the household, including entertainment and education choices.

Get your message in front of church leaders and faith-based consumers **without the distraction of other content competing for their attention**. When you send a dedicated email blast, it's your offer only, backed by the reputation of our trusted brands. Our brands have built up that trust through providing engaging content, relevant resources, and viral stories.



Your Dedicated Content



Native Content in Newsletters

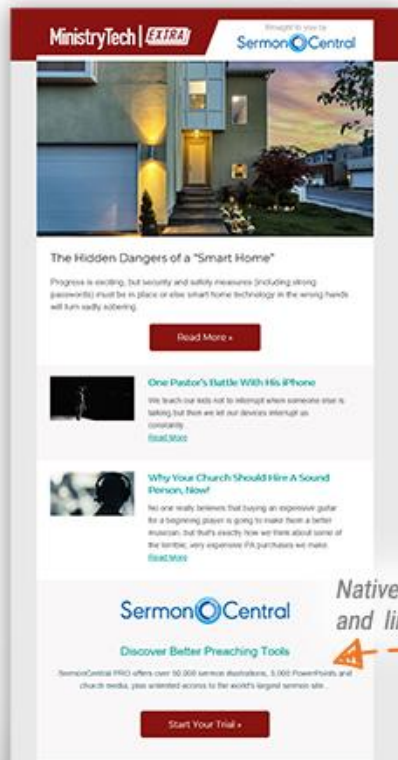
Outreach Media Group reaches influencers in the church and home with timely, relevant content. Whether it is with preaching tips or viral stories, we reach readers every day with resources they care about **from a brand they trust.**

We showcase your product or service and present it as a relevant resource within the newsletter to get your message in front of an already engaged audience. It includes a "sponsored by" link at the top of the newsletter and your specific wording and imagery as native content. **The best part** is the pricing is based only **on actual engagement with your content!**

Examples of some of our opt-in newsletters



Sponsored by link



Native Content and links

MinistryTech Magazine

888 Tech Center One Colorado Square, CO 80102 USA
888.999.9999

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You are receiving this email because you subscribed to MinistryTech.com. If you no longer wish to receive such emails, you may [unsubscribe](mailto:unsubscribe@ministrytech.com) or update your profile. For more information, visit www.ministrytech.com/privacy-policy



Editorial Content

Outreach Media Group reaches influencers in the church and the home through twelve different websites with timely, relevant, and viral content. Take advantage of our engaged, online audience with your editorial content featured alongside the latest ministry articles, resources, and stories.

By partnering with a trusted brand, your message will get in front of the people you want in a way they notice and are familiar with.

1 Your ads with Your content

2 Your link or links with Your content

For More Information: Focus on the Family has more information and resources at BringYourBible.org.

The image shows a 'Bring Your Bible to School Day' flyer on the left, which includes the text 'BRING YOUR BIBLE TO SCHOOL DAY OCTOBER 5' and 'GET FREE PASTOR GUIDE'. In the center is a screenshot of a church leaders website with the article title 'Does Our Culture Make Kids Feel Ashamed of Their Faith?' and a 'SHARE THIS STORY' button. On the right is a screenshot of a Focus on the Family article with the title 'Karl Pearson: Faithful Trail of Faithful Indicators and a Legacy of Great Ministry'. Dashed orange arrows point from the flyer to the church leaders website and from the church leaders website to the Focus on the Family article, demonstrating how the ad is integrated into editorial content.

OUTREACH[®] MAGAZINE

The Power of Print

OUTREACH[®] MEDIA GROUP
Reach Church Leaders and Faith-Based Consumers

Outreach magazine is celebrating its 18th year of publication! With a readership of 75,000, reach pastors and ministry leaders who keep abreast of the latest church resources, trends, and happenings through our award-winning magazine.

Outreach magazine was honored with a 2017 Award of Excellence by the EPA, and also won three Higher Goals Awards. In 2016, Outreach took home the prestigious Maggie award. The magazine's commitment to quality, relevant content fosters a loyal readership and the perfect audience for your message.

From the senior pastor, to the small group leader or youth leader, Outreach magazine puts you in front of the audience you want.



6 power-packed issues a year!



ASK about Advertorial Options
2-Page Spread with YOUR
content and companion ads



Join companies like
Tyndale, Baker,
Zondervan, Lifeway,
PushPay, Regent
University, and more!



July/Aug Future of the Church

Featuring an in-depth examination of the future of the church, this issue will provide readers with emerging trends and ways to creatively engage culture. This is a great issue to showcase mission opportunities, engagement tools and innovative resources.

Contract Deadline: 4/28/2022
Drop Date: 6/29/2022

The Outreach 100 Annual Issue

Featuring the country's fastest-growing churches, this issue examines what is shaping the American megachurch and churches of all sizes. This edition also features the top reproducing churches and includes the in-depth interviews, learning and stories behind the top churches, with trends for the future.

Contract Deadline: 6/30/2022
Drop Date: 8/31/2022

Nov/Dec Leadership

Celebrating the agile American church, this is the "ideas issue" with groundbreaking insights especially for church plants and small churches. Our engaged audience will be looking for doable ideas, innovation, year-end planning and Christmas ideas.

Contract Deadline: 9/2/2022
Drop Date: 10/29/2022

Our Commitment

Not only do we have the audience that is right for you, but we understand that every client has different needs and objectives.

That's why we do whatever it takes to craft a custom campaign that works for you. Our commitment is to help you achieve your goals and reach your target audience.

When we partner together, you get a team of marketers, strategists, and administrative support that works together to ensure the success of your campaign.

Your success is our success.



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