



BUILD BRAND AWARENESS • INCREASE ENGAGEMENT • MAXIMIZE SALES LEADS

ReligionNews.com can deliver your marketing message to an engaged audience who understands that religion and faith are complex forces in our world.

▶ WHO WE ARE:

ReligionNews.com is the digital platform for Religion News Service, a subsidiary of Religion News Foundation. We are an independent, nonprofit source of global news on religion, spirituality, culture and ethics. Our staff of professional journalists creates content that informs readers with objective reporting and insightful commentary about a wide spectrum of faiths. Religion News Service is a trusted resource for secular and faith-based news organizations around the world including leading newspapers, news magazines, online media outlets, broadcasting firms and religious publications.

▶ OUR HERITAGE:

Religion News Service was founded in 1934 as an independent, nonprofit affiliate of the National Conference of Christians and Jews. From the start, it has been dedicated to providing objective news about religion.

▶ OUR MISSION:

We seek to:

- Improve understanding about religion, faith, and belief.
- Promote conversation about the role of religion in public life

We do this by:

- Providing intimate looks at belief in everyday life.
- Providing in-depth news coverage of religion, spirituality, ethics and culture.
- Analyzing significant developments in the world of faith



RNS AUDIENCE

Consumers who recognize religion is a vital and powerful force in society.

Religious leaders

Students

Leaders of ethnic and racial-minority communities

Business leaders

Consumers on a spiritual journey.

Grassroots activists

Believers

Seekers



Through our partnership with The Associated Press's 15,000+ media subscribers, our news reaches a potential audience of a half billion people globally.

ENGAGEMENT:

2.2 million monthly pageviews

REACH:

1.6 million monthly readers



► PRESS RELEASE SERVICE

The ReligionNews.com Press Release Service offers organizations and businesses the opportunity to send a press release to a niche audience of religion-interested journalists, commentators, faith leaders, academics, advocates and more. Whether sharing an upcoming event, a book release, or an announcement about a job opportunity, RNS can distribute your release to key audiences.

Press releases are sent out to a press release wire and are posted on ReligionNews.com.

For rates on our Press Release Service, please contact: PressReleases@ReligionNews.com

► ADVERTISING & MARKETING SOLUTIONS

What issues are important to your organization? ReligionNews.com can utilize its journalism expertise to create a content-based custom program that engages our readers and reflects your brand's message.

Custom Solutions include:

• **Custom Podcasts:**

We can use our expertise to create, host, lead and promote roundtable discussions, interviews or series-based discussions that reflect your brand and the causes that are important to you.

• **Custom sponsored content:**

Placed prominently on ReligionNews.com, these campaigns include written pieces that run on our homepage. All pieces will clearly be marked as Sponsored Content on the website.

• **Solutions journalism:**

What issues are important to your organization? ReligionNews.com can tap into the expertise of community, spiritual, and other leaders to create content that focuses on problems and solutions.

• **Events:**

Custom workshops, conferences, panel discussions and leadership summits led, hosted and promoted through ReligionNews.com. We will invite the religious, spiritual, community, and nonprofit leaders to join journalists as they explore meaningful issues.

• **Learning modules:**

A learning platform that could include browser-based text and videos from teachers and leading thinkers grappling with a specific issue. We will guide participants in understanding the chosen subject, then lead exercises and discussion about how to take action. Programs could include videos, supporting text, workbook prompts, and downloadable additional research and information.



RNS ABOUT RELIGIONNEWS.COM

We have recently experienced:

- Record-breaking traffic growth
- Doubled page views in less than a year
- Daily story production doubled
- Redesigned website
- New CEO/Publisher
- New Editor-in-Chief
- Four new columnists
- Redesigned, relaunched and developed new newsletters
- Launched Town Hall events
- Attained Platinum Status on GuideStar
- Launched downloadable e-book

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RNS Morning Report

Top Stories



With vaccines on the horizon, faith leaders could play a crucial role in promoting their use

(RNS) — Asked about his participation in the Moderna vaccine trial, Rabbi Shmuel Herzfeld replied, 'It's the most important sermon I've ever given — by far.'



Buddhist temple attacks rise as COVID-19 amplifies anti-Asian American bias

(RNS) — Incidents have included vandalism of temples and Buddhist statues outside private homes, as well as verbal harassment of Asian Americans at their houses of worship.



As COVID-19 surges, Catholics find new, socially distanced ways to honor Our Lady of Guadalupe

(RNS) — 'Perhaps this year it is Our Lady who will come to our home,' said the Very Rev. Esequiel Sanchez, rector of the Roman Catholic Shrine of Our Lady of Guadalupe in Des Plaines, Illinois.

► NEWSLETTERS

Morning Report:

A weekday morning newsletter highlighting all the news and opinion pieces published the previous day.

Afternoon Opinion:

A weekday afternoon offering the most recent opinion and commentary pieces published on ReligionNews.com.

Weekly Digest:

A weekly summary of religion news, this newsletter is issued every Wednesdays at noon and includes the top news and opinion headlines of the week.

Photos of the Week:

A longtime favorite of ReligionNews.com readers, this Saturday morning newsletter showcases beautiful and compelling images taken around the world focusing on religion and faith.

ReligionNews.com's Newsletters offer two advertising opportunities:

SPONSORSHIP:

Sponsored content (150 words maximum) with embedded link.

BANNER ADS:

Banner: 728x90 pixels

Please note: Banner ads unavailable in Photos of the Week newsletter

RNS Afternoon Opinion

Only one month of Newsmatch left!
Donate to RNS today



Making an American saint can take more than a miracle

(RNS) — The cause of a Catholic priest killed in the Korea conflict sowed most of the boxes, but his candidacy had to overcome two formidable obstacles.



Southern Baptist seminary presidents double down on bad theology on race

(RNS) — Opposing critical race theory as bad sociology, the SBC's seminary leaders are guilty of bad theology.

ICYMI



Pope's new book speaks to Americans on racism, immigration and gender equity

(RNS) — Readers will be surprised how relevant the book's message is to American Catholics and the country's leaders.

► PODCAST SPONSORSHIP

Reach your audiences in a new way by sending a script to our podcast hosts who will read and include your ad in their ReligionNews.com podcast recordings. Options include pre-roll sponsorship announcement and mid-roll 60-second spot.



RNS Weekly Digest

RNS News



Evangelical leader Beth Moore trends on Twitter after calling Trumpism 'seductive and dangerous'

(RNS) — 'I have never seen anything in these United States of America I found more astonishingly seductive & dangerous to the saints of God than Trumpism,' the founder of Living Proof Ministries said in her tweet.



Dave Ramsey, Christian personal finance guru, defies COVID-19 to keep staff at desks

(RNS) — Christian personal finance advice celebrity Dave Ramsey, who plans a major, in-person staff Christmas party, sees wearing masks to prevent COVID-19 spread as a sign of fear rather than faith.



Vatican unveils nativity scene and lights up tree for Christmas

VATICAN CITY (RNS) — 'Christmas reminds us that Jesus is our peace, our joy, our strength, our comfort,' Pope Francis said at the Vatican's traditional lighting ceremony, Friday (Dec. 11).

► WEB ADS

Ads can be placed throughout the RNS website, including a prominent banner location on our homepage.

Banner: 728x90 pixels

Sidebar: 300x250 pixels



For more information on our advertising and custom marketing solutions, please contact: Advertising@ReligionNews.com