OUR HERITAGE:

Religion News Service (RNS) was founded in 1934 as an independent, non-profit affiliate of the National Conference of Christians and Jews. From the start, it has been dedicated to providing objective news about religion.
RNS is a wholly owned entity of the Religion News Foundation, a 501(c)3 organization, with the charitable purposes of (i) advancing the public understanding of religion and (ii) facilitating, informing, and improving religious literacy and encouraging public discourse about religion in a neutral and informative way.
ABOUT RNS

WHO WE ARE:
ReligionNews.com is the digital platform for Religion News Service. We are an independent, non-profit 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. RNS is a trusted resource for secular and faith-based news organizations around the world including leading newspapers, news magazines, online media outlets, broadcast firms and religious publications.
We seek to improve understanding about religion, faith, and belief. We promote conversation about the role of religion in public life. We provide intimate looks at belief in everyday life and in-depth news coverage of religion, spirituality, ethics and culture. We also analyze significant developments in the world of faith.
RELIGION NEWS SERVICE
PILLARS OF INFORMATION

News
Opinion
Politics
Faiths
Science & Tech

Arts & Culture
Health & Lifestyle
World
U.S.
People
Podcasts
MEET OUR AUDIENCE

Our readers are consumers who recognize religion is a vital and powerful force in society. These include religious leaders, students, leaders of ethnic and racial-minority communities, business leaders, consumers on a spiritual journey, grassroots activists, believers and thought leaders and thought seekers, alike.

READERS
2.2 Million
average monthly readers

PAGE VIEWS
1.6 Million
average monthly page views

DOWNLOADS
+200,000
total podcast downloads

FEMALE
41%

MALE
59%

AVERAGE HHI
$117,305

AVERAGE NET WORTH
$1,078,188

MEDIAN AGE
56

MASTERS OR PHD
70%
REACH HIGHLY EDUCATED, EXCEPTIONALLY ENGAGED AND ACTIVE INFLUENCERS

RNS readers care about their communities:

- 91% participate in social media
- 69% more likely to have taken an action after seeing an ad online
- 73% active investors in stock market
- 62% active in climate awareness
- 81% active in contributing to charitable organizations
- 60% engage in food & wine
WHAT WE OFFER

We’ll help tailor your campaign to one (or all) of our robust media channels, whether it’s digital custom content amplified across ReligionNew.com, our newsletters, or podcast sponsorship.

Advertising

Branded Content

Events
WEBSITE

Display ads
We offer a variety of premium advertising placements across the RNS website. Our ad units are strategically positioned to maximize visibility and engagement for advertisers.

Homepage Takeover + POE
Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 49K daily impressions on the homepage and most other points-of-entry.

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>SECTION</th>
<th>SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
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Accepted File Formats
- JPEG
- PNG
- GIF

File Specifications
- Under 150KB
- Max Length: 10 secs
- Max Loops: 24FPS
Subscribers: 70,000+

Newsletters
RNS subscribers love seeing us in their inbox, as shown by our tremendous open rates that far exceed industry benchmarks.

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

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

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<tr>
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<td>$6,000</td>
<td>$15,800</td>
<td>$26,716</td>
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</table>

Sponsorship

- Sponsored content (150 words maximum) with embedded link.
PODCASTS

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 midroll 30 or 60-second spot.

Platform: RNS Podcasts

200,000 TOTAL DOWNLOADS
10,000 per month | 4 seasons | 40 episodes

2022 WILBUR AWARD, BEST PODCAST SERIES
“Enthusiastically endorsed by our judging panel for excellence in communicating religious or inspiring themes.”

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<thead>
<tr>
<th>LENGTH</th>
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<th>COST PER SHOW</th>
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<tr>
<td>30</td>
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Accepted File Formats
► All files transcoded to MP3 128KBPS CBR / 2 channel (stereo) or mono

File Specifications
► Under 2GB

Rate are for host-read ads.
LET’S TALK

For more information on our advertising and custom marketing solutions, please contact:

ADVERTISING AND SPONSORSHIP SALES

JAMES MOORHEAD
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Office: 844-767-6397 Ext 3
Cell: 312-203-2033