



# Religion News Service

# 2024 MEDIA KIT

# Pursuing Excellence in Religion Journalism





# ABOUT RNS

## 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.





# ABOUT RNS

## TODAY:

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.



OUR WORK WAS CITED, QUOTED AND/OR REPUBLISHED IN A WIDE VARIETY OF PUBLICATIONS, INCLUDING:





# ABOUT RNS

## OUR MISSION:

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**



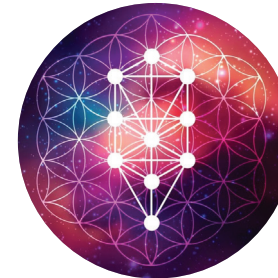
**Opinion**



**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

**62%**

active in climate awareness

**69%**

more likely to have taken an  
action after seeing an ad online

**81%**

active in contributing  
to charitable organizations

**73%**

active investors in stock market

**60%**

engage in food & wine

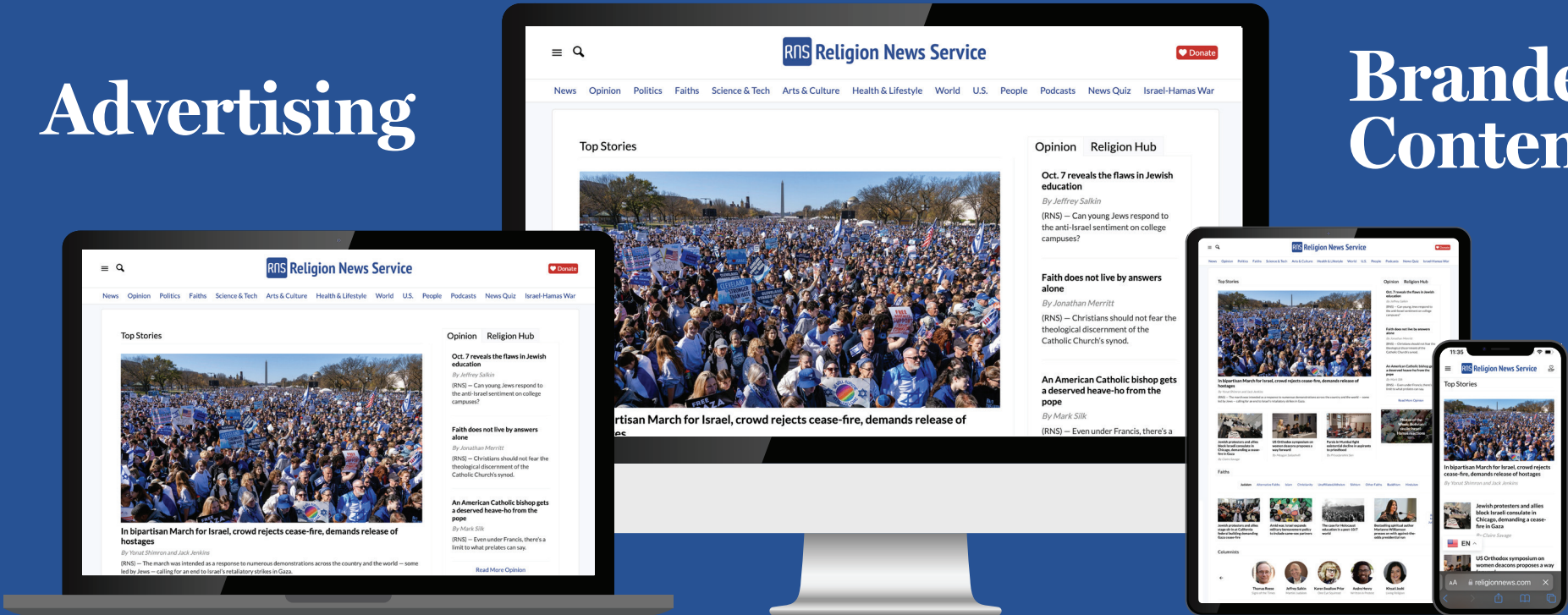


# WHAT WE OFFER

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



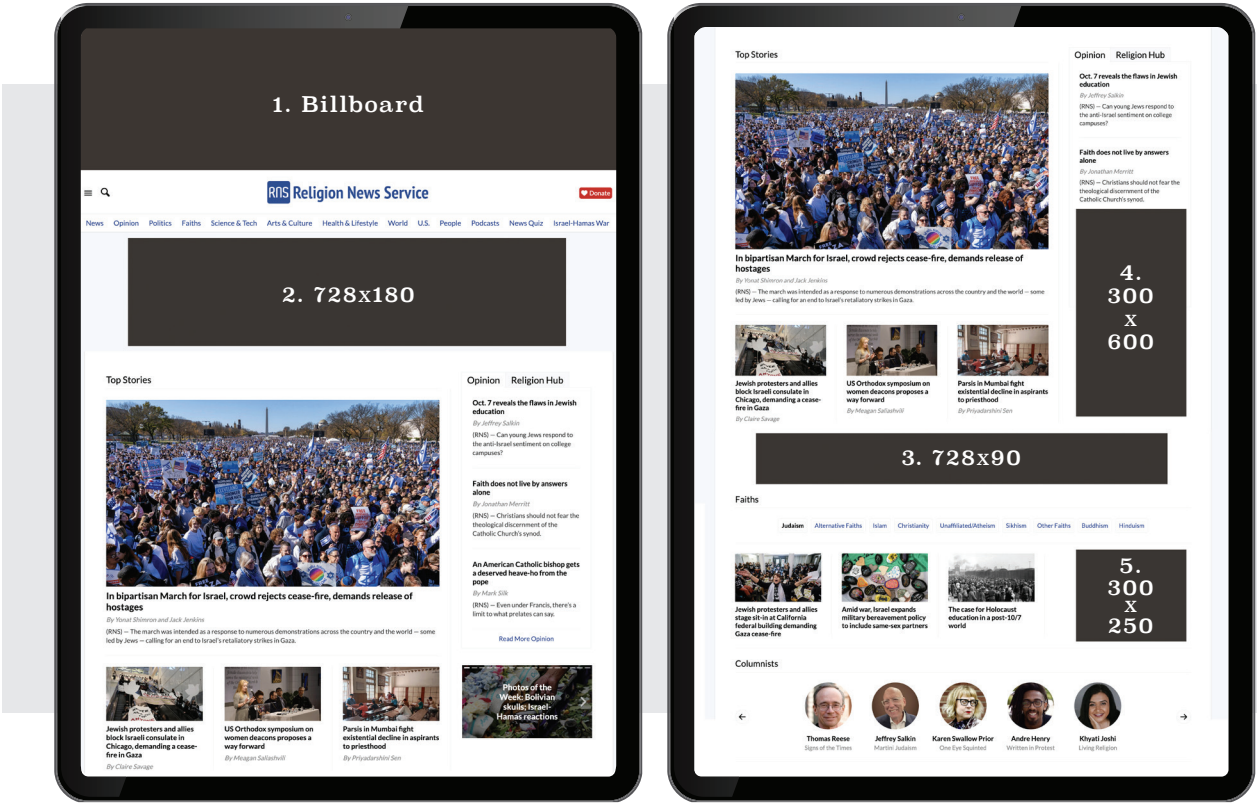
# WEBSITE

## 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.



LOCATION	SECTION	SIZE	1X		3X		6X		12X	
			PER MONTH	TOTAL	PER MONTH	TOTAL	PER MONTH	TOTAL	PER MONTH	TOTAL
1	Home Page - Billboard	970x250	\$12,000	\$12,000	\$10,560	\$31,680	\$9,240	\$55,440	\$7,660	\$92,160
2	Home Page - Header	728x180	\$8,700	\$8,700	\$7,656	\$22,968	\$6,786	\$40,716	\$5,568	\$66,816
3	Home Page - Leadboard	728x90	\$5,750	\$5,750	\$5,060	\$15,180	\$4,485	\$26,910	\$3,680	\$44,160
4	Home Page - Half Page	300x600	\$7,850	\$7,850	\$6,908	\$20,724	\$6,087	\$36,527	\$5,024	\$60,288
5	Home Page - Button	300x250	\$4,710	\$4,710	\$4,145	\$12,435	\$3,674	\$22,044	\$3,014	\$36,168

### Accepted File Formats

- ➔ JPEG
- ➔ PNG
- ➔ GIF

### File Specifications

- ➔ Under 150KB
- ➔ Max Length: 10 secs
- ➔ Max Loops: 24FPS



# EMAIL

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

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

LOCATION	SECTION	SIZE	1 MONTH		3 MONTH		6 MONTH		1 YEAR	
			PER WEEK	PER MONTH	PER MONTH	TOTAL	PER MONTH	TOTAL	PER MONTH	TOTAL
1	Morning Report - Leadboard	728x90	\$1,500	\$5,125	—	\$13,050	—	\$23,750	—	\$42,150
1	Weekly Report - Leadboard	728x90	\$1,700	\$6,000	—	\$15,800	—	\$26,716	—	\$46,816
—	Sponsorship (150 words max)	—	\$1,700	\$6,000	—	\$15,800	—	\$26,716	—	\$46,816

CALL FOR PRICING

Photos of the Week



Accepted File Formats

- JPEG
- PNG
- GIF

File Specifications

- Under 150KB
- Max Length: 10 secs
- Max Loops: 24FPS

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.”

LENGTH	PLACEMENT	COST PER SHOW
60	Podcast Preroll	\$2,000
30	Podcast Preroll	\$1,400

LENGTH	PLACEMENT	COST PER SHOW
60	Podcast Midroll	\$3,500
30	Podcast Midroll	\$2,500

LENGTH	PLACEMENT	COST PER SHOW
60	Podcast Postroll	\$1,500
30	Podcast Postroll	\$1,000



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

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