



Covering the
World of Religion
for **90 Years**

RNS

Covering the world of religion.

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.





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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.



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

			<i>and many more ...</i>		



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





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RELIGION NEWS SERVICE PILLARS OF INFORMATION



News



Opinion



Politics



Faiths



Science & Tech



Arts & Culture



Health & Lifestyle



World



U.S.



People



Podcasts



Covering the world of religion.

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
950,000
average monthly readers

PAGE VIEWS
1.2 Million
average monthly page views

PODCAST DOWNLOADS
+200,000
est. annual downloads



FEMALE

47%



MALE

53%



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

RNS



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WHAT WE OFFER

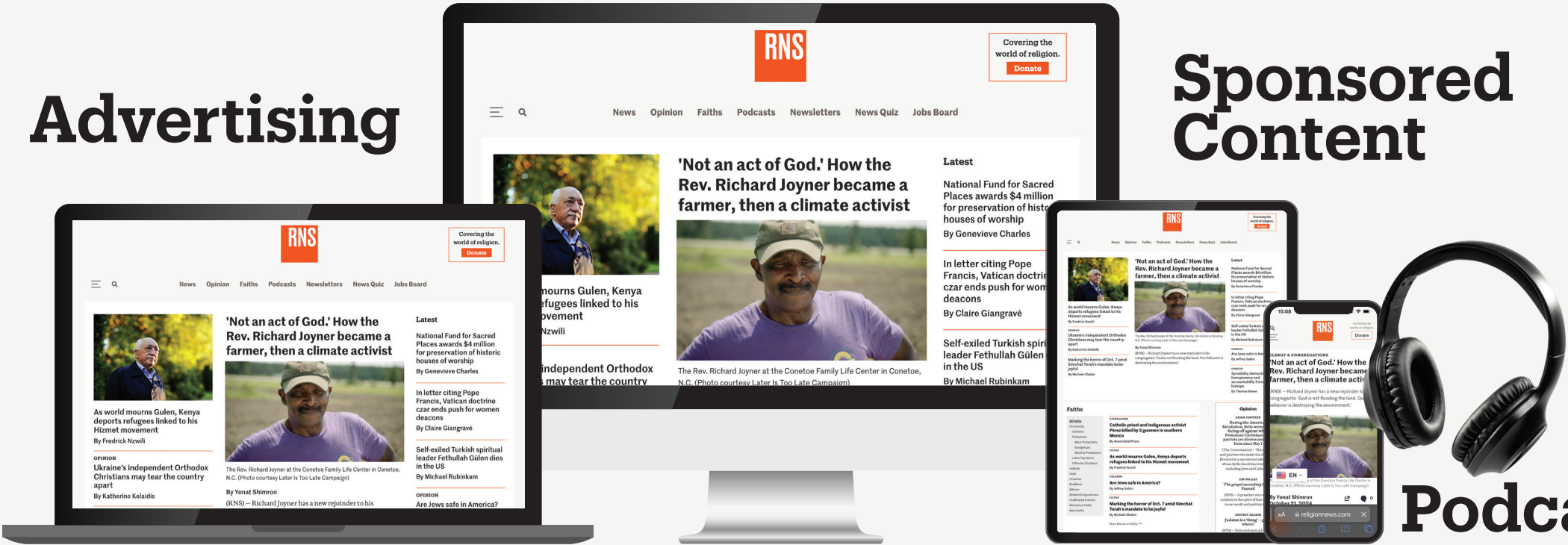
We'll help tailor your campaign to one (or all) of our robust media channels, whether it's digital custom content amplified across ReligionNew.com, our newsletters, or podcast sponsorship.

Advertising

Sponsored Content

Podcasts

Email Marketing





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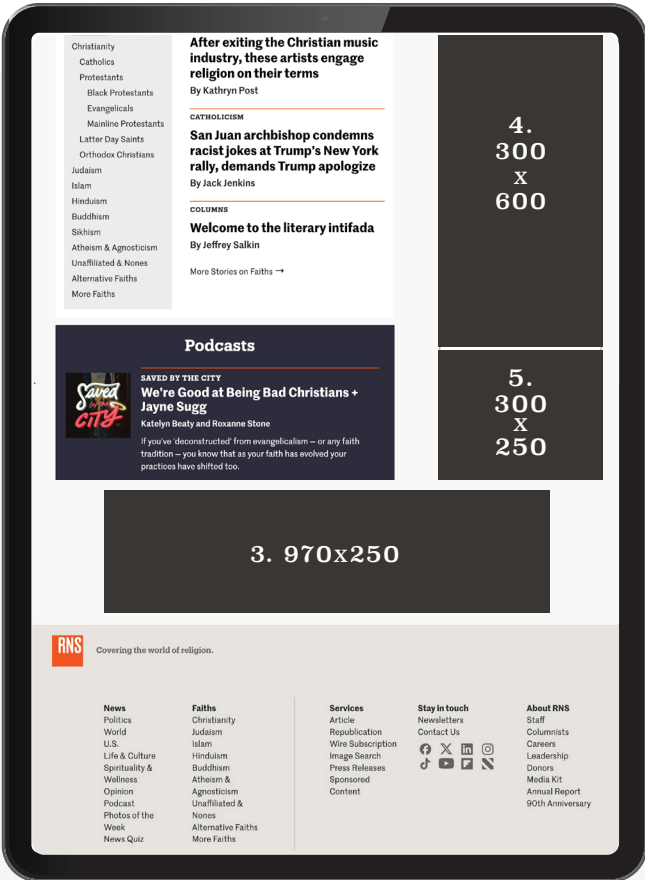
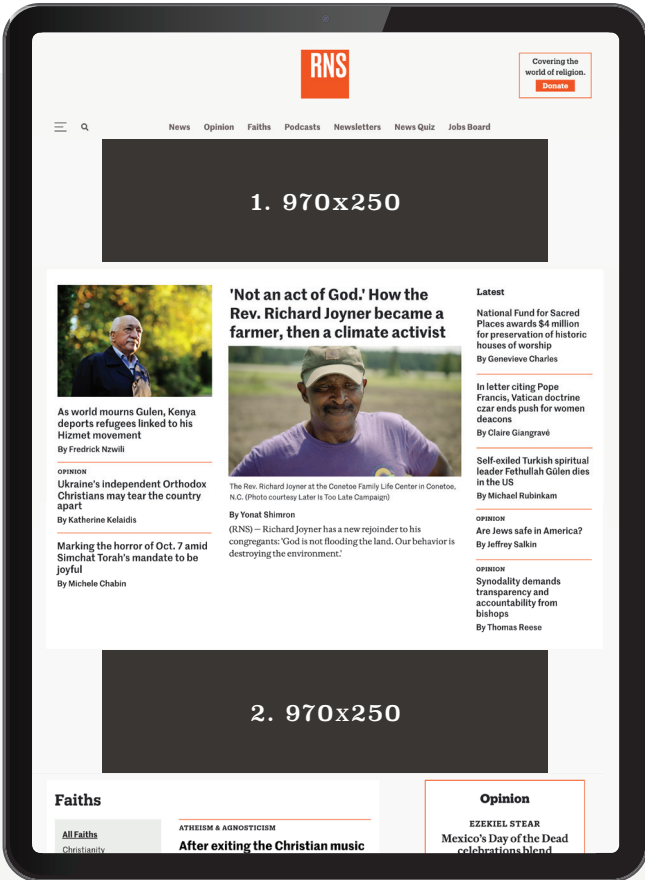
WEBSITE

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

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 WEEK	PER MONTH	PER MONTH	TOTAL	PER MONTH	TOTAL	PER MONTH	TOTAL
1	Home Page - Leadboard	970x250	\$1,344	\$4,675	\$4,114	\$12,342	\$3,599	\$21,594	\$2,945	\$35,340
2	Home Page - Middleboard	970x250	\$1,250	\$4,350	\$3,828	\$11,484	\$3,350	\$20,100	\$2,740	\$33,880
3	Home Page - Anchorboard	970x250	\$1,128	\$3,925	\$3,454	\$10,362	\$3,022	\$18,132	\$2,472	\$29,664
4	Home Page - Half Page	300x600	\$826	\$2,875	\$2,530	\$7,590	\$2,213	\$13,278	\$1,811	\$21,732
5	Home Page - Button	300x250	\$677	\$2,355	\$2,072	\$6,216	\$1,813	\$10,878	\$1,483	\$17,796

Accepted File Formats

- JPEG
- PNG
- GIF

File Specifications

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

Please contact Advertising and Sponsorship Sales for more information.

SPONSORED CONTENT

Publish your content on Religionnews.com, and we will promote your message as Sponsored Content within the RNS editorial feed for maximum engagement.

Sponsored content will run prominently on RNS's homepage and in the daily RNS Morning Report E-Newsletter for one week.

- Sponsored Content captures greater attention
- 25% more likely to be seen
- Higher levels of engagements (53% more)
- Build loyalty and trust when you provide valuable content to customers that provides solutions to their problems.
- Gain credibility as a company that 'cares.'

PRICING

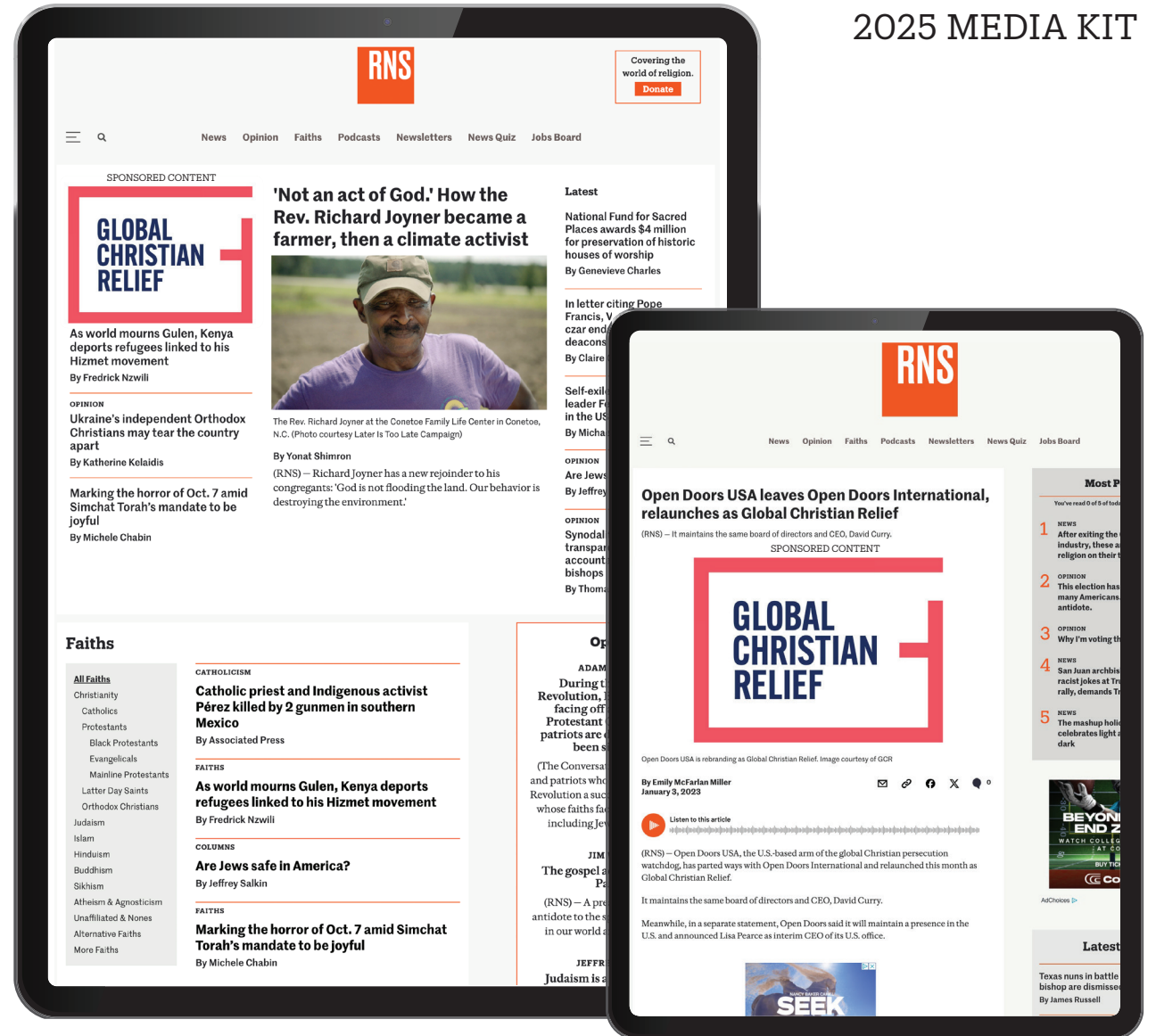
1 for \$2,600

PRICING

5 for \$10,000

Please contact Advertising and Sponsorship Sales for more information.

2025 MEDIA KIT



Details and Specifications

- Content is created by the client and must be approved by RNS prior to publication. Content should be editorial in nature, i.e., content that informs the readership or makes an argument on behalf of the client. Upon publication, content shall be clearly marked as Sponsored Content.
- Please include one to three images. There is no word limit.

RNS

EMAIL

Subscribers: 56,000+

Morning Report

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


- Sent Monday - Friday
- 56,000+ opt-in subscribers and growing
- 48% average open rate

SIZE	1 MONTH	COST
728x90	Per Week	\$1,500
728x90	Per Month	\$5,125

SIZE	3 MONTHS	COST
728x90	Total	\$13,050

SIZE	6 MONTHS	COST
728x90	Total	\$23,750


SIZE	1 YEAR	COST
728x90	Total	\$42,150



Morning Report


728x90

Top Stories




West Bank Christian woman leads resistance to settlers' seizure of family's land

(RNS) — Alice Kisiya leads an interfaith effort to defend her family's land against encroachment by Jewish settlers in the West Bank.




Rabbinical group calls for stopping offensive military aid to Israel

(RNS) — Israel continues to block the flow of humanitarian aid to the Gaza Strip. A group of American rabbis says the U.S. should refuse sending Israel more offensive munitions.



With sudden death of Sharath Jois, practitioners of Ashtanga yoga look to his legacy

(RNS) — Sharath Jois, heir to the Ashtanga yoga practice, passed away at age 53 last Monday (Nov. 11).



Oklahoma schools superintendent mandates students watch announcement of new religious department

Accepted File Formats

- JPEG
- PNG
- GIF



EMAIL

Subscribers: 56,000+

Weekly Digest

A weekly summary of religion news and includes the top news and opinion headlines of the week.

- Sent Wednesday at noon
- 58,000+ opt-in subscribers and growing
- 40% average open rate

SIZE	1 MONTH	COST
728x90	Per Week	\$1,700
728x90	Per Month	\$6,000

SIZE	3 MONTHS	COST
728x90	Total	\$15,800

SIZE	6 MONTHS	COST
728x90	Total	\$26,716

SIZE	1 YEAR	COST
728x90	Total	\$46,816



Weekly Digest

728x90

What now for the Anglican Communion?



Archbishop of Canterbury Justin Welby conducts a church service with Anglicans in Harare, Zimbabwe, April, 17, 2016. (AP Photo/Tsvangirayi Mukwazhi, File)

The Church of England and the wider Anglican Communion are in uncharted waters after the voluntary resignation Tuesday (Nov. 12) of Archbishop of Canterbury Justin Welby.

Welby quit just five days after he vowed that he would not resign, while apologizing for his part in the Church of England's failure to deal with the serial abuser John Smyth.

Smyth, a Christian and a barrister, first ran activities for boys at a prestigious English private school, Winchester College, then boys' camps in England.

Accepted File Formats

- JPEG
- PNG
- GIF



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EMAIL

Dedicated Eblast

Sent to 58,000+ opt in email subscribers:
RNS dedicated blasts are entirely devoted to you and your message. It allows marketers to reach the very active RNS audience directly and without distraction. Dedicated emails contain direct calls to action and multiple links to a landing page.

Dedicated emails are used for longevity in the digital space as they typically remain in the user's inbox for some time, and they can be re-read and forwarded. They are usually purchased on a per-send basis, or by bulk, with one of our discounted packages.

COST PER SEND
\$1,700

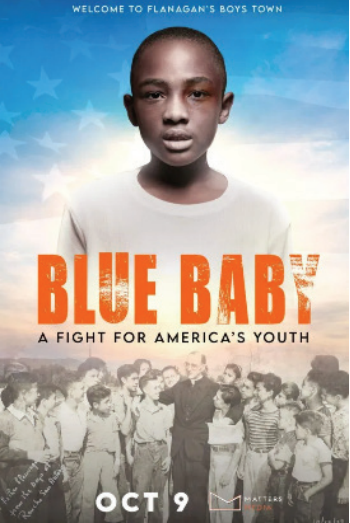
E-BLAST PACKAGE DISCOUNTS
5 for \$700
10 for \$12,000
20 for \$20,000

Please contact Advertising and Sponsorship Sales for more information.

2025 MEDIA KIT

RNS occasionally sends an email on behalf of organizations that may be of interest to our subscribers. These paid advertisements help fund RNS.

BLUE BABY RELEASES OCT. 9 - A DOCUMENTARY FILM THAT GOES BEYOND THE WALLS OF FR. FLANAGAN'S TOWN



This month, a new documentary called *BLUE BABY* brings an exclusive story of eight inner-city youths who were put in an alternative known as Boys Town. Who are they? How did they get there? Can they be helped? Watch [here](#).


[Join the movement](#)

Matters Media announces the new feature documentary film *BLUE BABY* follows eight boys through Fr. Edward J. Flanagan's Boys Town, a prison alternative in Omaha, Nebraska. With unprecedented access, filmmakers take the audience inside Boys Town to a world that challenges what people have believed about problem behavior for thousands of years. This is a film that goes beyond the heart of a Catholic priest, and into the real-world impact of what

- Accepted File Formats
- HTML → JPEG
 - PNG → GIF

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Christians & Politics: Is there a better way?

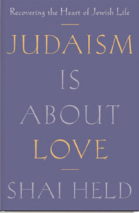


It can be tempting to focus on – and argue about – what policy, party, or candidate is the “most Christian.” But maybe we’re asking the wrong question. Perhaps we should be asking something else entirely: **How do I relate to others – including those who don’t think (or vote) like me – so that I better reflect Jesus and his commands?**

[Check out the free course!](#)

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Available now: *Judaism Is About Love*



A profound, startling new understanding of Jewish life, illuminating the forgotten heart of Jewish theology and practice: love. A dramatic misinterpretation of Jewish tradition has shaped the history of the West: Christianity is the religion of love, and Judaism is the religion of law. In the face of centuries of this widespread misrepresentation, Rabbi Shai Held recovers the heart of the Jewish tradition, offering the radical and moving argument that love belongs as much to Judaism as it does to Christianity. Blending intellectual rigor with a respect for tradition, and a commitment to the full equality of all people, Held seeks to reclaim Judaism as it authentically is. He shows that love is foundational to Judaism, animating the singular Jewish perspective on justice, family life, responsibilities to our neighbors and even our enemies, and chosenness.

Available now!

[Order today](#)

“A truly magnificent book, necessary for our troubled

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.

LENGTH	PLACEMENT	COST * (CPM)	PRICE**
60	Pre-Roll	\$20	\$350
30	Pre-Roll	\$15	\$270

LENGTH	PLACEMENT	COST * (CPM)	PRICE**
60	Mid-Roll	\$20	\$350
30	Mid-Roll	\$21	\$375

LENGTH	PLACEMENT	COST * (CPM)	PRICE**
60	Post-Roll	\$10	\$180
30	Post-Roll	\$8	\$145

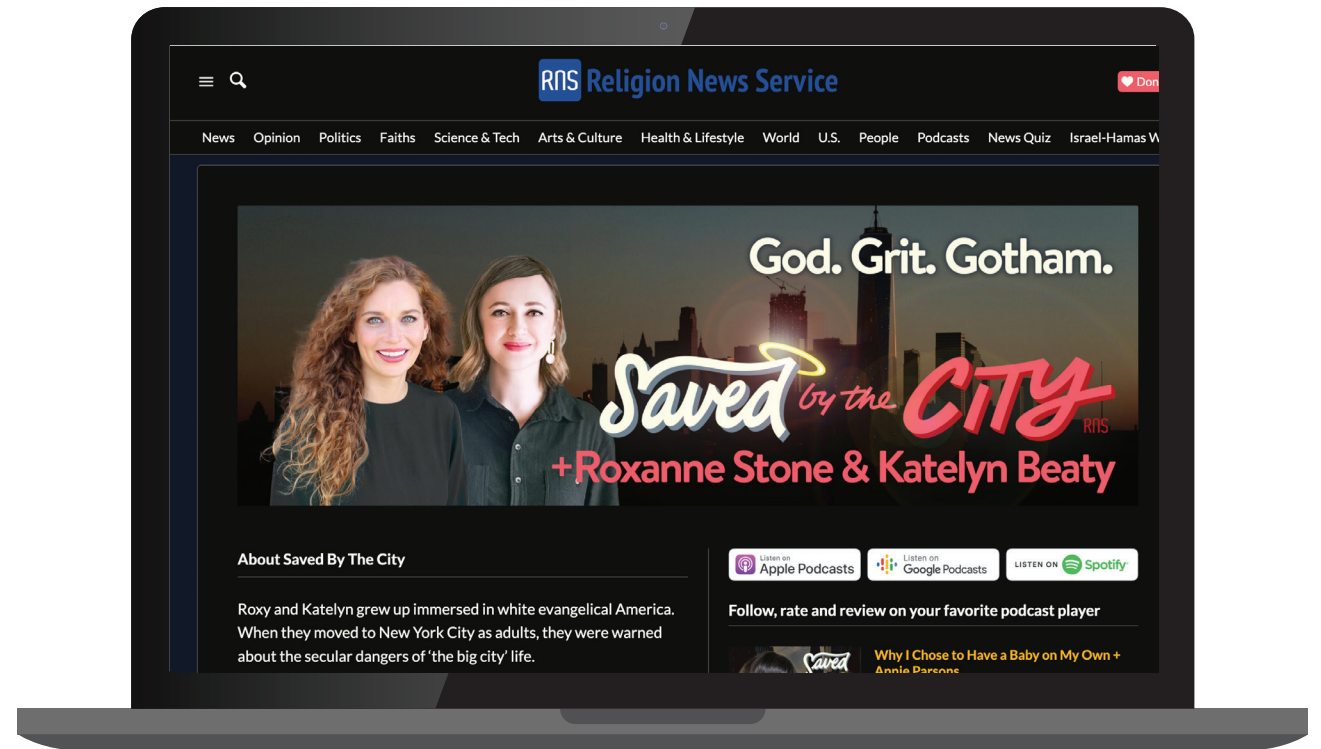
* can vary over time

** based on average 18,000 downloads per month

Custom packages are available on request.

Ads can also be purchased across any combination of different podcasts, impression counts or by region to suit advertiser's budget.

Call our Sales to check on myriad possibilities!



2022 WILBUR AWARD, BEST PODCAST SERIES

“Enthusiastically endorsed by our judging panel for excellence in communicating religious or inspiring themes.”



Platform: RNS Podcasts

200,000 TOTAL DOWNLOADS

18,000 per month | 4 seasons | 40 episodes

Accepted File Formats

→ All files transcoded to MP3 128KBPS CBR / 2 channel (stereo) or mono

File Specifications

→ Under 2GB





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LET'S TALK

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

ADVERTISING AND SPONSORSHIP SALES

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