



# What on Earth is God doing today?

CHRISTIANWEEK

**2011-2012 Media Kit**

# What on Earth is God doing today?

Discover why inquiring minds are turning to  
Canada's leading Christian news source.

"I read ChristianWeek because it gives me a succinct overview of ministry highlights from across the nation. It helps keep me close to the action in spite of geographic barriers."

John H. Wilkinson  
Executive Director, Toronto Youth For Christ  
Chair, EFC Youth Ministry Roundtable



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# About ChristianWeek

## Our History

In 1987 ChristianWeek founder Harold Jantz launched a small newspaper with a big vision—nothing less than opening a window on Christian faith and life in Canada. Against the odds, it succeeded, and ChristianWeek has been publishing the stories of God and His people in Canada ever since.

## Our Mission Statement

The mission of ChristianWeek is to glorify God and serve His Church by providing readers throughout Canada with news and comment about events, issues and ideas affecting the ongoing practice of Christian faith and life in Canada.

Winner of the Evangelical Press Association’s “Award of Excellence” for best Christian newspaper.



## Our Promise

### Great stories.

ChristianWeek often carries articles that don't get covered by mainstream media. It represents Christian news and views to influencers in society, reaching the desks of many political leaders and all major media outlets.

### Clear convictions.

ChristianWeek stories and perspectives demonstrate a commitment to the essentials of basic Christianity.

### Vision for unity.

ChristianWeek involves Christians from many different denominations and provides a place for people from different branches of the family to share their stories.

### News you can trust.

As an independent newspaper, ChristianWeek reports fairly and accurately on Christian institutions, issues and events.

### Engaging columns.

The things that shape people's lives are worthy of comment. This includes politics, theology, technology, money matters, movie and book reviews and much more.

— Brian Koldyk, Publisher

# What readers can expect

## A brief overview of the kinds of articles typically published in ChristianWeek

### News:

This is what we're known for. Every issue of ChristianWeek devotes about 40 per cent of available space to news. Editorial staff members produce some of it. Regular regional correspondents write for every national edition. We also have a large roster of freelance contributors sending material on an occasional basis. News that pertains to Christians in Canada matters a lot to us.

### Columns:

We carry a lot of opinion articles as well. Qualified commentators ensure that our readers receive a healthy range of information and perspective on current affairs. We also cover books, music, movies and other cultural issues. Regional columnists provide additional comment on money, health and local concerns. (Contact your account manager for current details.)

### Major Features:

These are longer articles telling a story or highlighting a particular issue. Our major features present an eclectic mix of good writing about politics, church life, social trends, seasonal items and, occasionally, fiction.

### Focus sections:

We frequently devote extra space to run articles and advertisements about Christian education, camps, missions and other specific ministry areas. Each is loaded with news from participants and perspectives from qualified insiders.

### Is there such a thing as a typical edition of ChristianWeek?

This much is true: every issue is entirely different; each one aims to glorify God and serve His church by providing readers throughout Canada with news and comment about events and issues affecting the ongoing practice of Christian faith and life in Canada.

We aim to inform, encourage and inspire Christian community.

*Doug Koop — Editorial Director*



# 2011-2012 Schedule

Cover Date	Focus	Edition	Space/Ad Build Materials Deadline*	Print Ready/Copy Deadline**
<b>2011-2012</b>				
1 October 2011	Fall Seminary Feature	National	2 September 2011	7 September 2011
October 2011		Ontario	2 September 2011	7 September 2011
October 2011		Manitoba	9 September 2011	14 September 2011
1 November 2011	Fall Higher Education/Sponsorship Opportunities	National	30 September 2011	5 October 2011
November 2011		Ontario	30 September 2011	5 October 2011
November 2011		Manitoba	7 October 2011	12 October 2011
1 December 2011	Street Missions/Christmas	National	4 November 2011	9 November 2011
December 2011		Ontario	4 November 2011	9 November 2011
December 2011		Manitoba	11 November 2011	16 November 2011
1 January 2012	Humanitarian Aid/ChristianWeek 25th Anniversary	National	2 December 2011	7 December 2011
January 2012	Humanitarian Aid/ChristianWeek 25th Anniversary/K-12 Education	Ontario	2 December 2011	7 December 2011
January 2012		Manitoba	9 December 2011	14 December 2011
1 February 2012	Spring Seminary Feature	National	6 January 2012	11 January 2012
February 2012	Spring Seminary Feature/Counselling	Ontario	6 January 2012	11 January 2012
February 2012		Manitoba	13 January 2012	18 January 2012
1 March 2012	Spring Higher Education	National	3 February 2012	8 February 2012
March 2012	Spring Higher Education/Camps	Ontario	3 February 2012	8 February 2012
March 2012		Manitoba	10 February 2012	15 February 2012
April 2012	Summer Learning Opportunities	National	2 March 2012	7 March 2012
April 2012	Summer Learning Opportunities/K-12 Education	Ontario	2 March 2012	7 March 2012
April 2012		Manitoba	9 March 2012	14 March 2012
May 2012	Prepare.Explore.Journey (Discipleship Training)	National	30 March 2012	4 April 2012
May 2012		Ontario	30 March 2012	4 April 2012
May 2012		Manitoba	6 April 2012	11 April 2012

See page 6 for more dates.

# 2011-2012 Schedule

Cover Date	Focus	Edition	Space/Ad Build Materials Deadline*	Print Ready/Copy Deadline**
<b>2011-2012</b>				
June 2012	The Bible Today	National	4 May 2012	9 May 2012
June 2012	The Bible Today/Conferences and Festivals	Ontario	4 May 2012	9 May 2012
June 2012		Manitoba	11 May 2012	16 May 2012
July 2012	Leaders & Learning Pt.1	National	1 June 2012	6 June 2012
July 2012		Ontario	1 June 2012	6 June 2012
July 2012		Manitoba	8 June 2012	13 June 2012
August 2012	Leaders & Learning Pt.2	National	6 July 2012	11 July 2012
August 2012	Leaders & Learning Pt.2/Back to School/ Counselling	Ontario	6 July 2012	11 July 2012
August 2012		Manitoba	13 July 2012	18 July 2012
September 2012	Crisis Response Pt.1	National	3 August 2012	8 August 2012
September 2012		Ontario	3 August 2012	8 August 2012
September 2012		Manitoba	10 August 2012	15 August 2012
October 2012	Fall Seminary Feature/Crisis Reponse Pt.2	National	31 August 2012	5 September 2012
October 2012		Ontario	31 August 2012	5 September 2012
October 2012		Manitoba	7 September 2012	12 September 2012

“Whether it is a classified ad or a display, I have found that advertising in ChristianWeek is a highly efficient way to reach Christian leaders.”

John Pellowe, CEO  
Canadian Council of Christian Charities

Dates and Focus sections are subject to change, and supplements are added throughout the year. Please contact us for updates.  
 \*\*“Ad build materials” includes text and graphics for ChristianWeek design department.  
 \*\*\*“Print ready” ads must meet technical requirements specified on page 13.

# Ad sizes, Demographics and Contact Info

Volume incentives are available, and recommended.  
Contact one of our account managers for rates and assistance in progressive advertising strategies.

“Advertising in your paper has been a good move for our business and we have been more than happy with the results.”

Barbara Rotar  
Golden Triangle Signs

Ad size	Vertical	Horizontal	Career Forum see page 9
Double Page	N/A	15 x 9.72	N/A
Full page	7 x 9.72	N/A	N/A
1/2 page	3.43 x 9.72	7 x 4.86	N/A
1/3 page	3.43 x 6.6	5.21 x 4.375	3.43 x 6.6
1/4 page	3.43 x 5	5.21 x 3.26	3.43 x 5
1/6 page	3.43 x 3.33	5.21 x 2.01	3.43 x 3.33
1/8 page	1.65 x 5.14	3.43 x 2.5	3.43 x 2.5
1/12 page	1.65 x 3.47	3.43 x 1.67	3.43 x 1.67
1/16 page	1.65 x 2.57	3.43 x 1.25	3.43 x 1.25
National Bottom cover tag**	N/A	5.21 x 1.25	N/A
Top cover tag**	N/A	1.65 x 1.04	N/A
Regional bottom cover tag**	N/A	2.29 x 1.25	N/A
Spotlight on Mission / Education with Purpose / Business with Vision*	N/A	N/A	N/A

All measurements are width by height in inches.

\* Various sizes available. See page 8.

\*\* Tags are full colour.

Other sizes, including banners, are available upon request. Contact your account manager for more details.

ChristianWeek design services are available upon request.

Full colour (minimum 1/12)  
1/12 - 1/8 = add 30 per cent,  
1/6 to full page = add 25 per cent  
Colour is subject to availability.

## ChristianWeek's a Winner

Best News-writing, Best reporting, Best interview article, Best column

— Awarded by the Fellowship of Christian newspapers

*"Informative and intelligent"*

*"Strong, varied writing with numerous voices"*

## What type of reader reads ChristianWeek?

The following data is based on an August 2008 National Christian Survey that ChristianWeek took part in:

- Female 57%, Male 43%
- Readership: 14% CEO, Owner
- Post secondary education: 78%
- Married: 75%
- Top hobbies: Bible study, Reading, Music, Movies, Travel
- Church attendance: 90% 1x per week or more
- Regular online purchases: 64%
- Home owners: 78%
- 2 or more vacations/yr: 43%

Print editions are available for your communication needs in Canada including National, Regional and Local targets.

Contact your account manager today to assist you.

## ACCOUNT MANAGERS



### William Leighton

• National, Ontario, Career Forum

toll-free: 866.229.6397 t: 289.687.7678

william@christianweek.org



### Darrell Friesen

• National, Manitoba

toll-free 800.263.6695 t: 204.474.1322

darrell@christianweek.org



### Jim Hicks

• Ontario

t: 705.743.6409

jimhicks@sympatico.ca

ChristianWeek, 204 - 424 Logan Ave., Winnipeg, MB R3A 0R4 t: 204.982.2060 tf: 1.800.263.6695 f: 204.947.5632 admin@christianweek.org

# Advertising options

Gain access to readers  
in an environment they trust.



## Career Forum Ads

william@christianweek.org

Toll free 1.866.229.6397

Christians across Canada are finding meaningful employment in ChristianWeek's Career Forum.

Free design services for career ads. Send us the text, your logo and any images you would like included in the ad. Sizes are as noted on page 8. Refer to page 10 for all Career Forum options, including online options.

## Spotlight on Mission/Education with Purpose/ Business with Vision

Positive stories. Valuable work. Three unique and exclusive opportunities to shine a bright spotlight on your organization. ChristianWeek writers and editors will produce a feature article (with photos) accurately describing an effective ministry project, program, or business facet of your choice. Advertising for the agency runs with the article. Spotlight runs in our online section with HTML and PDF formats. Also, ChristianWeek provides you with low and high resolution PDF copies, ideal for further copying and distribution. Contact your account manager for sizes and special rates.

## Missions and Services Directory Advertising

Size 3.43" x 1.25" Ads ensure your organization/program gets noticed. Mission and service organizations can choose the FYI Directory ad for as low as \$139 per issue.

12 consecutive issues — \$139/issue

## Focus sections

ChristianWeek focus sections attract special interest with a cluster of theme-related articles as the setting for your ad. Increase the success of your marketing efforts by timing your campaign to coincide with supportive editorial context. see page 5-6 for focus themes.

## Inserts

Distribute inserts regionally or nationally with any ChristianWeek publication. An insert can range from a one-page pamphlet to a multipage flyer. The overall dimensions must fit within the folded copy of ChristianWeek (max. is 8" x 10").

Contact your account manager for further information.

## Classifieds

Cost: 20 cents/character

Approx. 30 characters/line. Minimum of \$32.

No career/job posting.

ChristianWeek Classifieds

Contact you account manager for further information.

## Happenings

ChristianWeek offers an affordable opportunity for organizers to announce events to the broader Christian community in either Ontario or Manitoba.

Announcements are restricted to 50 words or less, and should include no more than the following basic elements:

Date: Month and day

Event: Name of event

Featured attraction: Name of primary speaker or musician (no long lists)

Sponsor: Name of organization

Location: Name of venue (prefer not to carry full addresses)

Time: Only when necessary

Contact: phone number, email, website

Investment: \$20

# Career Forum Options (Online & Print)

*ChristianWeek's* Career Forum online is uniquely designed for today's readership and web traffic.

Many clients have trusted and continue to trust *ChristianWeek* in helping them find quality applicants and so we strive to keep that spirit and level of commitment alive.

We are doing some very unique things with our Career Forum. The Career Forum (print and web) will include resources to assist leaders and job seekers navigate the ministry environment these days including: unique challenges, opportunities and trends. We are open to client input for consideration in this area. This is all part of growing a stronger partnership with clients and recognizing their valuable contribution.

**We want to make sure our choices are viable and flexible for all needs. Choose from the following options:**

## **Option#1**

Place in 3 print issue dates and the 4th is no charge PLUS we will provide the online component for no charge for the entire campaign.

## **Option#2**

Place your posting in our print edition for 2 or more placements and the online component is no charge.

## **Option#3**

Place your posting in one print issue and your online component will only be \$59-99.

## **Option#4**

Place online only - \$99 and up.

Also ask about our bulk purchase option if you have ongoing HR needs.

We will allow longer descriptions for the online postings. Save in your budgeting and maximize the strengths of online and print to help you achieve your goals.

Please note that all our rates are G.S.T exempt. All online postings get a minimum 30 days exposure. We can design your career ad free of charge and can have your posting online within 24 hours so if you need it now...we can do it.

**William Leighton**, Account Manager  
tf. 1 866 229 6397 [william@christianweek.org](mailto:william@christianweek.org)



CHRISTIANWEEK

- Email your text (Word or body of email) plus logo (jpeg) and we will help you find what fits your needs.
- Email [william@christianweek.org](mailto:william@christianweek.org)

# Digital Options

## Why advertise in our Digital Options?

ChristianWeek.org receives over 25,000 unique visitors per month, averaging approx 250,000 page views and 1,000,000+ hits per month.

With an online presence of over 10 years, you get premium advertising with targeted traffic at an affordable rate.

### NEW

CanadianSeminaries.ca – advertise on ChristianWeek's newest website, a site highlighting resources for current and future seminary & graduate students.

E-Newsletter advertising- ChristianWeek eNewsletter subscribers receive our top stories in their in-box every week.

Contact your account manager for further details and rates, starting as low as \$59/month.



The screenshot shows the ChristianWeek.org homepage with several advertising spots highlighted by blue boxes and labels:

- W1 200 x 90**: Located at the top right of the page.
- W7 200 x 100**: Located on the right side, above the main content area.
- W6 200 x 100**: Located on the right side, below W7.
- W5 200 x 100**: Located on the right side, below W6.
- W4 200 x 100**: Located on the right side, below W5.
- W2 160 x 250**: Located on the left side, below the navigation menu.
- W3 160 x 600**: Located on the left side, below W2.
- W8 200 x 250**: Located on the right side, below the main content area.
- W9 200 x 250**: Located on the right side, below W8.
- F1 468 x 60**: Located at the bottom left of the page.
- F2 468 x 60**: Located at the bottom right of the page.

# Report on Ministry

“The magazine more than exceeded our expectations and is so well done it will be a useful tool for us to use in years to come.”

Phyllis Nesbitt  
Former National Director  
Canadian Bible Society



## What is it?

ChristianWeek: Report on Ministry is a glossy magazine that tells important stories in engaging ways. It is an effective method of delivering messages from the Christian ministry scene to leaders and other readers throughout Canada.

## How is this different from what we already do?

Currently we deliver news in a newspaper format. ChristianWeek: Report on Ministry is a magazine that provides significant background and feature material to develop a more complete understanding of a particular ministry or aspect of ministry work.

## Why publish this?

Our Report on Ministry exists to help Christian agencies develop and distribute their messages. We aim to strengthen Christian witness by providing readers with helpful reporting about effective ministry in contemporary Canada.

## Is this needed?

One of our guiding questions is precisely that: “What’s needed?” What do Christian leaders and followers need to know in order to advance the life-giving influence of authentic faith in Canada? Key answers, we believe, are found in the work and witness of people engaged in frontline ministry. That’s why we want to help you tell your stories to the people you think most need to hear them.

## How does this work?

It’s a form of custom publishing. We enter an agreement with a particular ministry (or group of ministries) to design, produce and distribute a magazine. It is tailor-made to tell your stories while addressing your specific requirements and needs.

We can work with your writers and ours; your concepts and ours; your images and ours. We can expand or control distribution to reach the desired readership. We can use mailing lists or any number of bulk distribution services to deliver your message to your target readers. We work at this together to achieve a result that serves to strengthen Christian community in Canada.

## Is this useful?

We are devoting considerable energy into producing what we anticipate will become a regular series of consumer magazines with enduring purpose. The national director of the Canadian Bible Society is very satisfied.

ChristianWeek: Report on Ministry is designed to provide resources—research, strategies, instruction—that will help to sharpen the skills and strengthen the resolve of Christians throughout Canada. We are here to support and enhance effective Christian ministry. We work hard to produce vibrant, professional, credible products that bring glory to God.

# Custom publishing options

“We were very pleased with the layout of the article and the amount of information your writer was able to convey. Spotlight on Mission is a great opportunity to showcase a purchased advertisement and a feature article on the same page in a well-read publication.”

Benjamin Bowler  
Former PR Coordinator,  
Operation Christmas Child-Canada

## Report on Ministry.

ChristianWeek writers and designers produce a professional magazine that delivers your message to a wide range of readers. Content and distribution are customized to meet your needs. See page 12 for more details.

## Spotlight on Mission/Education with Purpose/Business with Vision

ChristianWeek produces a feature article (with photos) accurately describing an effective ministry project or program of your choice. Your ad runs with the editorial. Spotlight articles are available online in both PDF and html formats. Clients receive a high-resolution pdf for further copying and distribution. Contact your account manager for further details, sizes and special rates.

## Sponsorship opportunities.

Client or sponsor-provided content. ChristianWeek can work with you to produce newspaper or magazine format publications for conferences, anniversaries or special events. Sample clients include Manitoba Missionfest (event magazine) and the Christian and Missionary Alliance (convention news and promotion piece). High impact features must be a minimum of four pages. Sponsors provide editorial content and/or story ideas. Articles may be custom written by ChristianWeek. Sponsors are expected to provide pictures, graphs and other visual aids. Original

photography can be arranged in advance for a fee, or provided by the sponsor. Rewrites or second revisions will be charged back to the sponsor. Prior credit approval is required for advertisers or agencies with no prior credit history with the publisher.

## Design and Editorial services.

Professional editors and copywriters can help you shape your message and tell your story. Skilled graphic designers can bring your advertisement or article to life.

## Distribution.

Inserts in ChristianWeek can reach more than 150,000 faithful readers. We can also arrange for your product to be distributed in a wide variety of markets throughout Canada.

## Extra Copies.

Extra copies or reprints of the publication can be arranged by the project manager. Costs are quoted on an individual basis.

## Contracts.

Custom agreements require a signed insertion order or contract.

# Multiple edition advantages

We offer a cost-effective way to reach an expanding reader base. You can now reach more than 150,000 readers each month through ChristianWeek in its subscriber and regional editions.

For over 20 years ChristianWeek was limited to subscribers. We now make it available each month to countless new readers in more than a thousand churches in Ontario and Manitoba. Our subscriber edition continues to reach readers throughout Canada every month.

The Manitoba edition appears monthly at about 580 drop points in churches and other venues in Winnipeg and throughout southern and central Manitoba.

The Ontario edition appears monthly at approximately 1,300 drop-points in key communities in Ontario (Ottawa, Kitchener-Waterloo, Cambridge, Guelph, Niagara and the Greater Toronto Area.)

ChristianWeek's multiple editions enable you to deliver your message to your chosen audience—regional or national—at a cost that makes sense. We look forward to coming alongside to help your organization reach its communication goals, establish a stronger presence among Canadian Christians and produce a solid return on your investment.

Contact us today for further information.



# Technical Requirements

When submitting digital artwork, please provide the following:

## The Document File

- PDF preferred (distilled at a minimum of 240 dpi with fonts and pictures embedded).
- **Files must be sent in CMYK format.**  
Files with spot colours embedded are not accepted.
- InDesign CS files are acceptable.
- We do not accept 4 colour black in print-ready ads. We cannot guarantee the clarity and registration of ads submitted in 4 colour black. Black must be 100% K only.
- **No raw QuarkXpress or Word PDF files.**
- All linked photos and logos, etc. must be included (.tif, .eps, .jpg, .pdf, etc.)
- **Do not format Word documents.**
- **Refrain from embedding logos in Word documents.**
- Limit file names to 12 characters.
- Fonts required—OTF preferred, type 1 postscript Macintosh and truetype acceptable.
- For accuracy and quality we prefer advertising material in digital Macintosh format or compatible CD, Zip disk. (e-mail for details)

## Document proof

- Please send colour proof for colour ads.
- E-mail address or fax number of contact for proofing (proofing will be in Acrobat PDF format).

## Note:

If you have any questions regarding production requirements, please contact our design department. We cannot guarantee the print quality of ads that do not meet our production requirements. Our design department will be happy to help you build your files correctly.

## DESIGN/PRODUCTION DEPARTMENT

Christopher Janzen  
t: 204.982.2065 • f: 204.947.5632  
1.800.263.6695 production@christianweek.org

## Artwork (if required)

ChristianWeek can produce advertising material for you. Estimates available on request. Please provide original art, photos or logos, and ad copy or rough layout.

Ad copy must be void of all tabs, indents, bullets and other such formatting styles.

Inserts can be printed by ChristianWeek or provided by client (see page 8). Rates provided upon request.

## Advertising policy

ChristianWeek reserves the right to decline advertising it considers to be in conflict with the ethos and mandate of the paper.

## Cancellation policy

Advertising orders cancelled after the space reservation deadline will incur full charges.

## Web requirements

Formatted to 72 dpi in an RGB-formatted jpeg file (see page 11 for rates).

## Payment terms

Invoice with tear sheet will be mailed following production of each issue. Payment due on receipt of invoice. Overdue accounts are subject to interest charges. Payment required from new advertisers at time of first ad reservation.

## Please ship digital materials to:

ChristianWeek  
204-424 Logan Avenue  
Winnipeg, MB, R3A 0R4





ChristianWeek  
204 - 424 Logan Ave.  
Winnipeg, MB R3A 0R4

t: 204.982.2060  
TF: 1.800.263.6695  
f: 204.947.5632

admin@christianweek.org  
www.christianweek.org



## Contact us

### ACCOUNT MANAGERS



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• *National, Ontario, Career Forum*  
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t: 289.687.7678  
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**Darrell Friesen**  
• *National, Manitoba*  
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