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Inside **ThePew**.org

No matter the day, we have religion news COVERED!

2 0 0 9 M E D I A K I T

Inside**ThePew**.org

No matter the day, we have religion news COVERED!

Greetings,

Quality community faith-based news has arrived.

Welcome to Inside The Pew, a community faith news magazine catering to the faith communities and nonprofit organizations of Texas and Louisiana. The Pew is an outreach program of Emanuel and The Mainline Ministries Inc., a 501 (c) (3) faith-based nonprofit public charity. Through creating this online magazine, it is my goal to help increase the presence of community faith news, which has been eliminated or drastically reduced in the mainstream media.

The Pew boasts a diverse readership across socioeconomic, racial and denomination lines. Since premiering March 3, 2009, we have more than 250 readers who subscribe to our free weekly e-mail update, and we average approximately 2,200 hits per month. In July, we premiered a Spanish version of The Pew; this will allow us to reach the diverse Hispanic community.

In addition, our publication is also a training ground for future religion journalists and individuals who are interested in entering the ministry. Each semester, we offer a paid internship to a student who is interested in one of these areas. Students and graduates from University of North Texas and Dallas Theology Seminar have been awarded the opportunity to train with The Pew.

By purchasing paid promotion space on The Pew, you will help your business or church reach our every-growing subscribers who are churchgoers and consumers. You are also giving back to your community by supporting our workforce initiative to help college students train for careers.

Thank you for visiting our site, and your interest in supporting this worthy cause.

Blessings,

Grelan A. Muse Sr.

Founder, Inside The Pew and EMM

Sales and Marketing

(252) 284-4736 | Fax (214) 614-4711 | ads@insidethepew.net

OUR MISSION

To provide quality community faith-based news in Texas and Louisiana. To act as a forum of communication among the body of Christ by allowing believers to effectively work together.

Readership demographics*

Age

36 to 45 — 25%
45 to 55 — 25%
25 to 35 — 17 %
56 to 65 — 17%
66-plus — 17 %

Gender

Female — 58%
Male — 42%

Race

Caucasian — 67%
African American — 25%
Asian — 8%

Marital status

Married — 75%
Single — 25%

Income

\$31,000 to \$49,000 — 33%
\$60,000 or more — 25%
\$21,000 to \$30,000 — 17%
Under \$20,000 — 8%
\$50,000 to \$60,000 — 8%

Education level

Bachelor's degree — 42%
Some college — 25%
Master's degree — 25%
Associates degree — 8%

Church affiliation:

Southern Baptist — 17%
Baptist — 17%
Catholic — 17%
Church of Christ — 17%
Non-denomination — 17%
Assembly of God — 8%
Methodist — 8%

Home Internet access — 100%

Residence

Texas — 75%
Louisiana — 8%
California — 8%
International — 8%

* Source: Constant Contact e-mail marketing survey

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Advertising rate card

The Pew facts

- Since its premiere March 3, 2009, The Pew has received 9,700 hits (monthly average of 2,425)
- In July 2009, the organization launched The Pew en Español to reach the Spanish speaking population.
- E-mail updates are sent once a week to approximately 250 subscribers in at least five states and abroad.

Leader (728x90)

Top home and high-traffic pages*: \$150 a month

Bottom home and high-traffic pages*: \$125 a month

Top inside (normal traffic): \$110 a month

Bottom inside (normal traffic): \$100 a month

Skyscraper (120x600)

Home: \$90 a month

Inside: \$70 a month

Banner (408x90)

Home: \$85 a month

Inside: \$60 a month

Square (120x60)

Home: \$75 a month

Inside: \$65 a month

Mini-square (120x90)

Home: \$65 a month

Inside: \$50 a month

Text ad

(link to your home web site and less than 50 words of promotion text)

Home: \$45 a month

Inside: \$30 a month

Specifications

Inside The Pew accepts ads in .jpg, gif and HTML format. E-mail your ad to ads@insidethepew.net. All files submitted must be at least 72 dpi.

Text ads should include the correct link to your church or business. E-mail this information to ads@insidethepew.net.

If you need The Pew to design an ad, please submit the information for the ad and specs to us at ads@insidethepew.net. Allow 3 to 5 business days for proofing.

Prepayment required for all new advertisers. Payments can be made via PayPal ®.

*Dallas/Fort Worth, Events Calendar, Southeast Texas, From The Pulpit, Spiritual Walk, The Pew en Español, Church Directory

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