



ADVERTISING RATES

(Updated Fall 2021)

About us:

Founded in 2008, *The Englewood Review of Books* is a book review publication published online at **EnglewoodReview.org**. (For almost ten years, from 2010-2020, we also published a quarterly print magazine). In addition to our website, our online presence also includes email newsletters, a podcast hosted by Jen Pollock Michel, and social media support on several platforms.

Although our audience is almost exclusively Christian, about half the books we review are from outside the Christian market. We primarily review non-fiction titles, and at least 90% of the fiction titles we review are from outside the Christian market. Our reviews have been featured on the prestigious BookForum website, and are often shared by authors on social media.

Our contributing editors include **John Wilson** (former editor of *Books and Culture* magazine), **Jen Pollock Michel** (author, and host of our podcast), and **Erin Wasinger** (author and school librarian specializing in books for children and youth).

Audience:

- Ecumenical, Christian.
(45% Evangelical/Post-evangelical, 40% Mainline, 10% Catholic, 5% Anabaptist/Other)
- Well-educated (at least 1/3 have some post-collegiate education).
- Very interested in Christianity in praxis (Ethics, Ecology, Economics, etc.)
- Interested in social justice issues.
- Deeply appreciative of history and tradition (particularly within the Church)
- Diverse (economically/racially)
- Primarily North American (92% United States, 5% Canada, 3% elsewhere)
- The average age of our readers is approximately 33
- Approximately 55% female, 45% male.

Why advertise with the Englewood Review?

We offer:

- A very specific, **targeted niche audience**.
- Our audience is **primarily book readers** who are Christian, socially-engaged and who value theological reflection.
- Our readers place **high value on Christian education**.
- **Ad combos** that extend the value of your advertising dollar.

Our audience is growing rapidly and locking into rates now will extend the reach of your ad campaign.

Community, Mission, Imagination, Reconciliation

Advertising on our Website

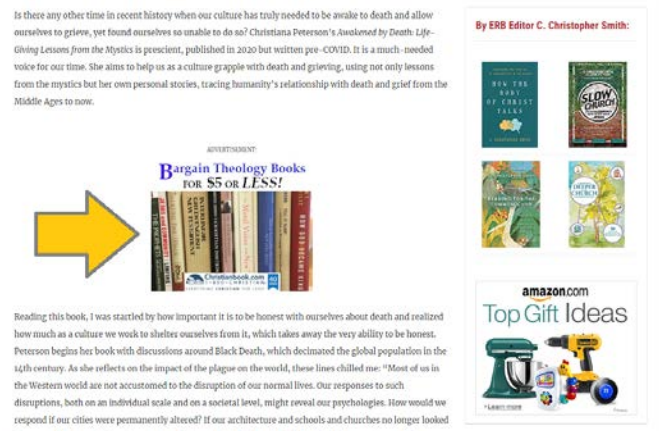
Website Traffic:

- We average over **75,000 pageviews per month**
- **Over 20,000 readers** on a weekly basis (Email subscriptions and traffic from social media audiences)
- Website traffic and readership that has continued to grow rapidly over the 10+ years of our publication.

Top Banner (Red Arrow) and Top Sidebar (Blue Arrow) Ads:



In Content Ad (Yellow Arrow):



Pricing:

Top Banner Ad	(728W x 90H)	-- \$500 / month
Top Sidebar Ad	(300W x 250H)	-- \$400 / month
In Content Ad	(300W x 250H)	-- \$300 / month

Ad space is sold on a monthly basis, and must be pre-paid. Contracts are signed for a set number of months and rates are locked during the term of the contract, but may be re-negotiated if the contract is to be renewed. For multiple-month contracts, you may change your ad no more than once a month.

Multiple Month Discount:

Reserve and pay for more than one month of advertising on our website and take **15% off your total!**

Specs:

For details on sizes, see above. All ads must be provided to us as **JPG or GIF files** of at least **75dpi**. Animated GIF's of up to 3 panels are allowed. Ads requiring **FLASH** are not allowed.

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Advertising in Our Email Newsletter

What is our Email Newsletter?

Every Thursday, we send out a digest of the reviews and other content that has appeared on our website this week. Subscription to this email digest is free and is one of the preferred ways of engaging our website. We have an ad slot at the top of that email.

Top of Sample Email (With ad indicated):

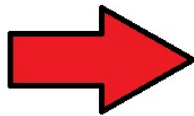
"Whoever you are, you are human.
Wherever you are, you live in the world,
which is just waiting for you
to notice the holiness in it."

- Barbara Brown Taylor

*This week marks
Barbara Brown Taylor's
70th Birthday.*

- September 23, 2021 -

It's time for a new issue of the Englewood Review of Books email digest!
Featured here you will find the most relevant posts for this week from our website.



Specs:

Email ad can be either:

Banner Ad - 500W x 150H

Banner ads must be provided to us as JPG or GIF files of at least 75dpi. Animated GIF's of up to 3 panels are allowed. Ads requiring FLASH are not allowed.

Text Ad - 50 Words + 1 link.

Ads may only include one link.

Font size must be 14pt or less.

(We reserve the right to tweak the formatting of your text).

Readership:

We currently have just under 10,000 readers, but this number is growing rapidly. Because readers are receiving the digest in their email inboxes, and because it is the primary way that many of them keep up-to-date with our site, these emails have a high open-rate, meaning that your ad will get viewed.

Cost:

Ads on our email list are contracted on a weekly basis.

- \$125 / week for a banner or text ad (up to 50 words).
- \$450/month (Or \$550/month if there are 5 Thursdays)
Save at least \$50 when you book a whole month!

Ads for our email list are sold on a first-come, first-served basis, so be sure to reserve your dates well in advance of when you plan to run the ad...

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Podcast Sponsorship

About our Podcast:

Our podcast, launched in early 2020, is a panel conversation with authors, reviewers, and others in the world of publishing, about books and especially about the books that are currently grabbing the interests of our panelists.

Noted author and speaker **Jen Pollock Michel** is our podcast host. Jen is the author of four books: *A Habit Called Faith* (2021), *Surprised by Paradox* (2019), Christianity Today's 2020 Award of Merit for Beautiful Orthodoxy, *Keeping Place* (2017), and *Teach Us to Want*, Christianity Today's 2015 Book of the Year.

We aim to publish 20 new episodes every year, typically releasing a new episode every other week, with several breaks interspersed throughout the year. Guests in our first year have included: **John Wilson, Karen Swallow Prior, Mitali Perkins, Esau McCaulley, Lauren Winner**, and many more.

Podcast Stats:

Episodes Released: 31 (as of 24 Sept 2021)

Total Downloads: ~ 14,000

Sponsorship:

Sponsor one episode for \$150.

Discounts may be available for sponsoring more than one episode and/or podcast sponsorship in conjunction with other ads.

Sponsorship includes:

- 1) Sponsor name, URL, and message of up to 100 words in the show notes.
- 2) Thank you with sponsor name and URL at the beginning of the episode
- 3) Ad in the middle of the episode, which is either:
Message of up to 100 words to be read by our producer - or -
An ad of up to 30 seconds that you record and provide to us

Specs:

Provide us with

- 1) The URL that you want to feature
- 2) Message of up to 100 words to include in show notes (and to be read on the episode, if desired)
- 3) (Optional) Audio ad of up to 30 seconds (preferably in M4A format) to include in the episode

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Reserving Ads on Several Platforms at Once?

If you are reserving ads on more than one platform (magazine / website / email list) at once, be sure to ask us about a multi-platform discount. *We will be glad to work out a package deal for you!*

Advertising Terms:

- All ads are subject to approval by the ERB editorial staff. We reserve the right to reject any ad or to request changes. Any ads rejected will be refunded in full.
- Advertisers are solely responsible for the legal requirements related to the sale of the products or services they are offering.
- The ERB is not liable for any costs/expenses related to suits or claims based on the contents of your advertisement.
- Payment is due no later than the due date for ad copy. Checks may be made out to: **ECDC** and sent to:
The Englewood Review of Books / 57 N. Rural St. / Indianapolis, IN 46201
- Credit card payments (VISA / MC) are also accepted. Let us know if you prefer to pay by credit card.
- Written notice of cancellation will be accepted on or before the reservation deadline.

Advertising Contact:

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