



The Englewood Review of Books is a leading and trusted source of book news, reviews, and congregational insight for Christian readers, pastors, and church leaders. Advertise with us to gain access to our ever-growing and deeply-engaged audience!

Advertising with the ERB is ideal for:

- Christian publishers
- Christian non-profits and para-church organizations
- Authors with books to promote
- Seminaries, universities, and other academic institutions
- Magazines and literary organizations

About *The Englewood Review of Books*:

Founded in 2008, the ERB is an online book review published at EnglewoodReview.org. Our online presence also includes a robust and engaged email list, a podcast, and a cross-platform social media presence.

While our audience is almost exclusively Christian, we set a diverse table. We review non-fiction, fiction, and poetry. About half the titles we review are from outside the Christian market (including 90% of our fiction coverage). We tend to focus on themes of community, mission, imagination, and reconciliation, and remain eager to introduce our audience to good books they might not otherwise encounter. Our work and reviews have been featured in BookForum, Publishers' Weekly, and elsewhere.

**Contact Lindsey for reservations,
discount packages, and other requests:**

Lindsey Cornett, Assistant Editor
lindsey@englewoodcdc.com

What we offer:

- A very specific, targeted, and growing audience of thoughtful Christian readers
- Multiple advertising avenues (E-blast, website, email newsletter, sponsored web content, podcast, and social media)
- Custom promotional packages, which include discounted pricing for multiple ads, extended time-frames, and more. We work with you to meet your advertising needs!

Our audience is composed primarily of book readers who are Christian, socially engaged, and who value theological reflection.

Audience Demographics:

- Ecumenical Christians (45% Evangelical/Post-Evangelical 40% Mainline Protestant, 10% Catholic, 5% Anabaptist/Other)
- Diverse with regards to economics, race, and gender
- Well-educated (30%+ with post-collegiate education)
- Interested in Christianity in praxis (ethics, ecology, etc.) and social justice
- Appreciative of history and tradition
- Primarily North American (93% U.S., 5% Canada, 2% elsewhere)
- Average age of 40 years old

Audience Interests:

- Christianity in praxis (ethics, ecology, economics, politics, etc.)
- social justice
- church history and tradition
- Christian education and formation

EBlast

Send your message directly to our readers' inboxes!

Write an email that will be sent directly to our email list of ~11,000 readers. Eblasts are our highest performing advertising opportunity and a sure-fire way to get your message seen by the largest number of readers. Readers know that when we send an email, it is worth their time attention!

Fully customizable: You write and design the email, including your preferred links and graphics. Eblasts generally run on Tuesdays, and content is due 2 weeks before the send date. We include a brief endorsement at the top of the email, lending additional credibility to your message. If you book multiple months, each eblast can contain different content.

These limited slots tend to fill up quickly, and we encourage you to reserve them 3-6 months in advance.

Average 2025 Open Rate: 46%
Average 2025 Click-Through Rate: 5.5%

Cost:
1 month: \$1,250
3 months: \$3,300

Details and Specs:

You provide:

- subject line
- Up to 500 words of formatted text (including links)*
- OPTIONAL: square or rectangular header image no larger than 500 px wide and 500 px H
- You may provide HTML, with the following limitations:
 - No more than 1 large image file (e.g. banner at the top of email)
 - No more than 12 small image files (e.g. button to click or small design flourish)

*Affiliate links are not permitted

Website:

Put your message in front of every reader who visits our site!

Our website offers a variety of advertising and book promotion options, to suit a range of content and budgets! We publish new content most weekdays, offering a fresh experience for readers and customers.

Ad space is sold on a monthly basis. Rates are locked when the ads are booked but may be renegotiated if the contract is renewed. If an ad is booked for an extended timeframe, the content may be changed at the beginning of each new month.

Website Traffic:

80,000+ page views per month

25,000+ readers per week

Pricing and Specs::

Top Banner Ad	(728w x 90h)	\$750/month
Top Sidebar Ad	(300w x 250h)	\$500/month
Sidebar Badge Ad	(300w x 100h)	\$250/month
In-Content Ad	(300w x 250h)	\$350/month
End-of-Post Ad	(400w x 100h)	\$150/month

You provide:

- JPG or GIF file, at least 75 dpi
- Animated GIF can have up to 3 panels
- No ads requiring Flash
- URL to which the ad will link (no affiliate links, please)

**Book more than 1
month at a time and
save 15% off your total!**

Website Ad Examples

Put your message in front of every reader who visits our site!



Red Arrow: Top Banner Ad
\$750/month

Blue Arrow: Top Sidebar Ad
\$500/month

Purple Arrow: Sidebar Badge Ad
\$250/month



Yellow Arrow: In-Content Ad
\$350/month

Green Arrow: End-of-Post Ad
\$150/month

Email Newsletter:

Highlight your opportunity alongside our most popular content!

Every Thursday, we send out our free weekly newsletter. It includes links to all the content we published that week as well as personal messages from our team. It is one of our audience's most preferred and consistent means of engaging with our content. We offer two advertising slots within each newsletter, sent weekly.

~11,000 readers with high open and click-through rates!

Pricing and Specs:

Top Banner Ad: \$200/week
\$700/month
\$870/5-week month

**Save \$100+ when you
book a whole month!**

Mid-Email Ad: \$150/week
\$500/month
\$600/5-week month

You provide:

- JPG or GIF image 500w x150h, 75+ dpi
- OR up to 50 words of text
- URL to which the ad will link (no affiliate links, please)

Example Mid-Email Text Ad:

Jesus is still shaping your story.

*Your past wounds and regrets are not the end; they're places God can redeem. In **Restory Your Life**, Mary DeMuth shows how Jesus meets you in your pain, heals what's broken, reveals your identity, and leads you into purpose, hope, and renewed peace today.*

[Read Now!](#)

Example Top Banner Ad:

- March 12, 2025 -

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.



For those who long to move into a more grounded life of identity, purpose, and connection with God and others.

BEGIN THE PATH TO BECOMING WHOLEHEARTED.

[SHOP NOW](#)

Sponsored Posts:

Take advantage of long-form content to convey the meaning and value of your offering!

Our newest promotional channel is a sponsored post on our website. This allows your message to exist alongside our popular reviews, poetry collections, and other content. You can provide more robust information, and the nature of the posts allow for additional flexibility or creativity about what content is provided. Additionally, we will cross-promote sponsored posts across our social media platforms and emails.

Important note: We do not offer sponsored book reviews, and we reserve the right to refuse sponsored posts that we deem not a good fit for our readership.

Click the following links for examples of what sponsored content might entail:

[Book Excerpt](#) | [Video Content](#) | [Author Q&A](#)

Pricing:

- **Sponsored Post**, shared at least once on social media \$250
- **Sponsored Post**, shared on social media and in email newsletter \$300
- **2 sponsored posts**, both shared on social media and email newsletter: \$500

Specs and Details:

Book Excerpt: No more than 1200 words, plus a statement of permission from the book's copyright holder

Video: Link to 1 embeddable video available on a streaming site (YouTube, Vimeo, etc.); 10 minutes or less (Note: shorter videos tend to get more traction)

Q&A: No more than 1500 words; you provide both questions and answers. (Note: An editing surcharge of \$100 will apply if significant spelling, grammar, or style issues need to be addressed. We will communicate in advance if this is the case.)

Podcast:

Use audio messaging to connect with engaged and eager readers!

The Englewood Review of Books Podcast launched in early 2020. We offer a unique format, bringing two or more writers or reviewers into conversation with one another around a variety of topics related to reading, writing, and the life of faith. We have a rotating panel of hosts, so that the conversations are always highly engaging. Current hosts are ERB Editor Chris Smith, ERB Assistant Editor Lindsey Cornett, book reviewer and audio engineer Joel Wentz, and ERB Podcast Producer Julie Moore. We match hosts to episodes based on interest and availability.

Podcast Sponsorship includes a text placement in the episode show notes, a mention at the beginning of the episode, and a mid-episode promo. See specs below.

Past guests have included Esau McCauley, Mitali Perkins, Beth Allison Barr, Katelyn Beaty, John Wilson, Karen Swallow Prior, Andy Crouch, Lauren, Winner, Nijay Gupta, and more.

Episodes Released: 91 (as of Spring 2026)

Total Downloads: ~90,000

Cost:

\$150 per episode

Specs and Details:

Please provide us with:

1. Sponsor name, URL, and text of up to 100 words for episode show notes.
2. Content for mid-episode promo, which may be:
 - a. Text of up to 100 words, read by our producer OR
 - b. 30 second audio advertisement that you record and provide

Advertising Packages

It is our pleasure to create an advertising package that meets your needs while also fitting within your budget. Advertising packages give you the best value while creating a robust advertising campaign to put your content in front of as many readers as possible!

Not quite what you're looking for?
 Email lindsey@englewoodcdc.org to create a custom package!

Book Launch Package

Promote your new book release!

1 Sponsored Post (Excerpt, Q&A, trailer, etc.)
 Top Sidebar Ad (1 month)
 4 or 5 mid-email ads (weekly for 1 month)

Standard:
\$1,250

Discounted:
\$875

Save 30%!!

Event Promo Package

Promote an event or special offer!

1 Eblast
 Website Top Banner Ad (1 month)
 4 or 5 mid-email ads (weekly for 1 month)

Standard:
\$2,500

Discounted:
\$1,750

Save 30%!!

Seasonal Catalogue Promo

Highlight the books you're publishing this season!

1 Eblast
 Website Top Sidebar (1 month)
 Email Top Banner (1 month)
 Website In-Content (3 months)

Standard:
\$3,500

Discounted:
\$2,450

Save 30%!!

Publisher's Special

Support the ERB's work for a season with our largest offering!

3 Eblasts (1 per month*)
 Email Top Banner (1 month)
 2 Sponsored Posts
 Sidebar Badge (3 months*)
 *can be non-consecutive

Standard:
\$5,250

Discounted:
\$3,400

Save more than 35%!

Payment and Terms

Reservations, discount packages, and other requests:

Lindsey Cornett, Assistant Editor

lindsey@englewoodcdc.com

Payment Information:

- Payment is due within 30 days of receipt of invoice.
- Please pay by check made out to **ECDC** and mail to:
The Englewood Review of Books
57 N. Rural Street
Indianapolis, IN 46203
- Credit card payments (Visa or Mastercard) will require a 3.0% fee to help cover the cost of processing fees.

Advertising Terms:

- **Content is due** 2 weeks prior to the reserved ad date. Dates are subject to change if/when content is not received in time. Please verify that all content related to your ad has been sent to lindsey@englewoodcdc.com.
- Written notice of **cancellation** will be accepted up until 1 week before the reserved date.
- All ads are subject to **approval** by the ERB editorial staff. We reserve the right to reject an advertisement or to request changes. Any rejected advertisements 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 or expenses related to suits or claims based on the contents of your advertisement.