

A person with their back to the camera, wearing a red sweater, is looking out a large window. A bright sun flare is visible on the left side of the window. The text "ADVENTIST REVIEW" is overlaid on the image, with "ADVENTIST" in grey and "REVIEW" in black. A small orange and white logo is positioned between the two words.

ADVENTIST REVIEW

2018 MARKETING KIT

**“WHATEVER
IT IS
YOU WOULD
WANT SOMEONE
TO DO FOR YOU,
DO FOR THEM.”**

—Jesus

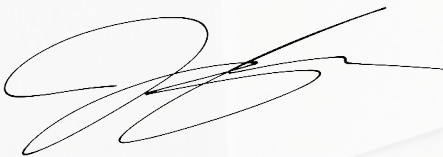
#TheGoldenRule

ABOUT US

Today *Adventist Review* is the oldest and longest running religious journal in the United States. We began back in 1849 under the innovative direction of James White.

Today we print over 1.5 million magazines each month that are distributed in North America and around the world. We have a growing digital presence and we believe we are poised to be a voice of clarity in a world confusion.

On behalf of our marketing and advertising team, we look forward to exploring ways to best promote your brand and message.



JARED THURMON

DIRECTOR OF MARKETING & ADVERTISING

770-366-9070

thurmonj@gc.adventist.org

CARLOS MEDLEY

PRINT & DIGITAL AD SALES

301-412-6065

medleyc@gc.adventist.org

GLEN GOHLKE

PRINT & DIGITAL AD SALES

240-329-7250

adsales@adventistreview.org

SETH HILL

PRINT & DIGITAL AD SALES

828-448-8767

seth@adventistreview.org

CASE STUDIES & TESTIMONIALS

"Our organization and board are really happy with the financial response and fundraising efforts we've benefited from through our partnership with the *Adventist Review*, *Adventist Journey* and *Adventist World* magazines. We are continuing our relationship as we speak to continue to change the lives of children around the world."

JIM RENNIE, CEO
CHILD IMPACT INTERNATIONAL

"I'm always looking for the most effective way to advertise to a demographic that has the means to travel but also has the unique interest in the niche trips that our company puts together. Our trips filled up faster than I could imagine after we started advertising with *Adventist Review/World* magazines. To anyone out there looking for an effective means to generate interest in your product or service, I can say assuredly that I'm glad we made the decision to test out this partnership."

JOHNNY SUAREZ, FOUNDER
PAN DE VIDA

"We got together and put together a marketing campaign uniquely focused on the Adventist market. We've seen continued growing interest in our events and resources. The exposure we've seen our organization get through ARTV has been impressive. We definitely would recommend *Adventist Review* or *Adventist Journey* as a good fit for someone looking to expose the Adventist market to your product."

JEFF TATARCHUK & TAYLOR PARIS,
CO-FOUNDERS, FRUITION LAB

We have worked with some incredible clients. Check out their experience advertising with *Adventist Review* Ministries.

CHILD IMPACT INTERNATIONAL

Child Impact International provides needy children an education in mission schools through its sponsorship program in over 6 countries. As well as sponsorship, Child Impact funds 4 orphanages, a blind school & a deaf school in India. Its Operation Child Rescue program rescues trafficked girls, slum children & abandoned babies in India. Child Impact is a child focused ministry making a real difference.

Child Impact expressed interest in increasing the amount of sponsorships for its students around the world in 2017.

PAN DE VIDA

Pan de Vida travel is a start up travel experience company. With a network of international speakers and storytellers, Pan de Vida has begun to curate some very memorable experiences around the globe. Pan de Vida approached *Adventist Review* in 2017 to explore the promotion of its new Reformation tours around Europe.

FRUITION LAB

Fruition Lab is a non-profit created to inspire a new generation of faith driven entrepreneurs and innovators. Fruition Lab hosts events around the world that have attracted scores of entrepreneurs, investors, and business leaders. Fruition Lab was interested in increasing its exposure and reach into the Adventist business community and thought *Adventist Review* would be a nice fit.

OUR AUDIENCE

PRINT

Adventist Review

Adventist Review has 20,000 paid subscribers. Over 95% of which are in North America. Our print readers are a mature audience, the majority of which are over the age of 60, have disposable income, are active in their local church, and report continued financial support to institutions and values core to the Seventh-day Adventist church.

Adventist Journey

Adventist Journey launched in 2018. It is sent to over 415,000 homes in North America each month. The magazine is sent to all those listed as members of the Seventh-day Adventist church in North America.

Adventist World

Adventist World is the international journal of the *Adventist Review*. We print and ship over 1.2 million copies around the world each month. Our readers are as diverse in age, income and ethnicity.

KidsView

KidsView is our kids' journal. We print and ship over 45,000 copies each month around the United States. These primarily find their way into the hands of elementary school-age children.

DIGITAL

Based on an aggregate of information from our various data sources, we can share the following about our digital audience. With our ability to target ads to specific regions and for specified time periods, we can help you maximize your ad spend and reach those you really want to.

40% Female/60% Male

50% Married/50% Single

35% have \$75,000 or higher household income

69% are homeowners

60% of our digital traffic is via mobile devices

ADVENTIST REVIEW



Adventist Review

is the oldest and longest running religious print journal in the United States. Founded in 1849, we reach a highly international audience of millions in almost every country of through world by publishing 12 issues of *Adventist Review* in English along with 12 editions of *Adventist World*, our international journal in nearly 30 languages.

Reach

20,000 Homes

AD PLACEMENT OPTIONS

Full Page

6.5x9.5
(+0.125 bleed)

\$1500

Half-Page

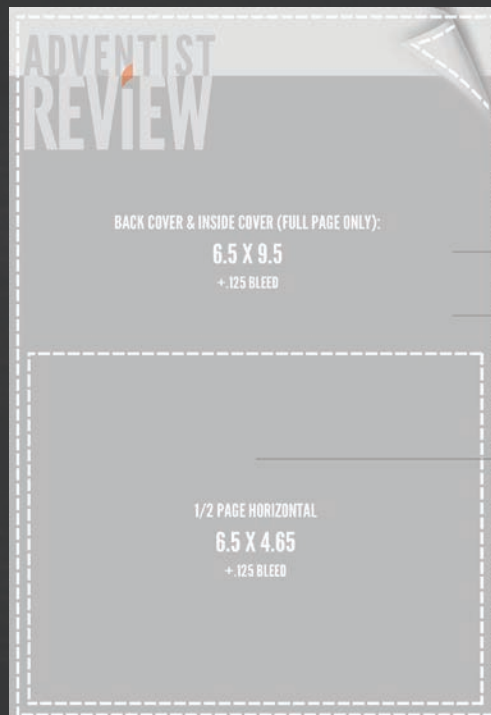
6.5x4.65
(+0.125 bleed)

\$1000

Back Page

6.5x9.5
(+0.125 bleed)

\$2000



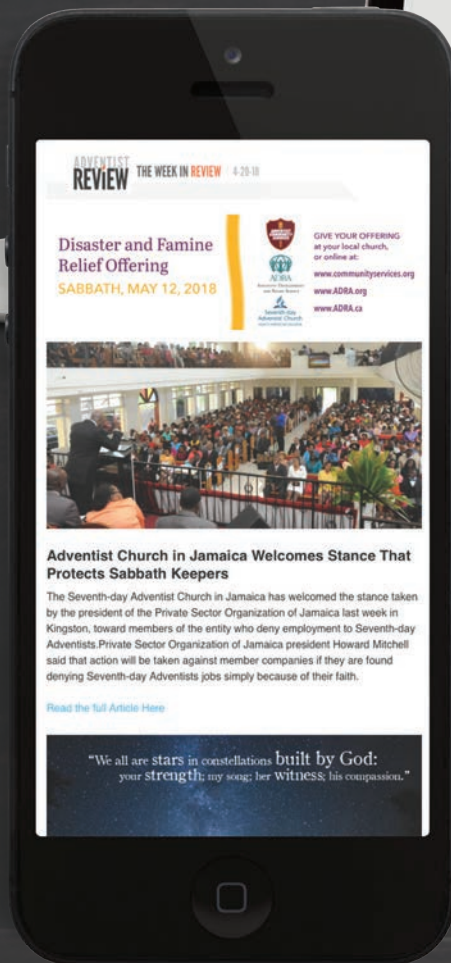
ADVENTIST REVIEW - NEWSLETTER

Adventist Review Newsletter

Our newsletter gets sent to 24,000 subscribers twice a week. On average, our open rate exceeds the industry standard by over 15%. Target this diverse and highly engaged adult email-list through timely ads placed in our newsletter.

Reach

24,000 Subscribers



AD PLACEMENT OPTIONS

Digital Newsletter

650x200

\$150/week

ADVENTIST JOURNEY

FEATURE

Young Adults Need Us, But We Need Them More

Dialogue on race relations, the church, policy, and communication main thrust of second "Is This Thing On?" Facebook Live event.

BY KIMBERLY LUSTE MARRAS

04

ADVENTIST JOURNEY

On December 2, 2017, Oakwood University students and student government leaders from colleges across the North American Division (NAD) dialogued with church leaders during the second Facebook Live event titled "Is This Thing On?" (ITTO). The almost two-hour question-and-answer session with Dan Jackson, president of the Seventh-day Adventist Church in North America, and Alex Bryant, executive secretary, was held in the on Oakwood's campus the evening before the start of the 2017 Pentastar Evangelism and Leadership Council (PELC).

The unscripted program on the campus of the Adventist Church's only historically Black college/university (HBCU) featured questions taken from the studio audience, Facebook, and Twitter. Social justice, race relations, regional conferences, church policy and governance, and women's ordination topped the topic list.

"Racism and social justice is a subject that is very relevant to young people today," said Andrew Taylor, Oakwood University student and United Student Movement president, in the days just before the event. "I'm excited to have an open discussion regarding this important topic with church leaders and college students."

"I am planning a four-part Jesus-centered community event/conference in Tacoma, [Washington], sometime in the spring regarding social justice, racism, White privilege, and poverty," tweeted Benjamin Olin as the live event occurred. "It is a relevant conversation that the church needs to be having."

David Mumburn, a senior mechanical engineering major at Tennessee State University, was glad he came to ITTO with his father. "I've never experienced anything like it in the Adventist Church. It was refreshing to see this kind of transparency and open discussion," he said. "It's good that the church is giving millennials the space to voice concerns. More events like this are what will help keep us in the church." Hamilton applauded the effort to use social media, where his generation communicates and often exists, to "bridge the gap."

Social Media Impact
Minutes after the event aired, Facebook reports indicated that the video broadcast received 11,300 views, 240 shares, and about 2,000 reactions and posted comments, which included 972 questions and statements regarding the conversation. More than 60,500 Twitter accounts were reached through almost 400 tweets and retweets. The NAD Office of Communications also created a Snapchat profile for use on the Oakwood campus on event day. More than 1,000 views, 520 swipes, and 89 uses were recorded after the event. "Snapchat is another way to connect with young adults on social media," said John Mubus, ITTO host and producer. "We hoped our filter would help create awareness of our live event here at Oakwood and for future dialogues."

SCREENING ROOM
Visit enr.ly/1u3j0n3 or <https://vimeo.com/248976284> to watch the "Is This Thing On?" video. For more information, check out the NAD Facebook page at www.facebook.com/nadliveevent, or visit www.itsshow.org.

FEATURE

05

ADVENTIST JOURNEY

AD PLACEMENT OPTIONS

Half-Page

6.75x4.5 (+0.125 bleed)

\$5000

Full Page

8x10.25 (+0.125 bleed)

\$8000

Back Page

8.25x7.625 (+0.125 bleed)

\$12,000



Focus

Finding Hope in a Hurting World

Five personal journeys

God's ways of working on the hearts and in the lives of people are more vast and unsearchable than the grains of sand on a beach or the drops of water in the ocean. The apostle Paul exclaims, "How unsearchable are His judgments and His ways past finding out" (Rom. 11:33).

Just when we think we know what to expect of God, He does something utterly surprising and totally outside the "box" in which we humans have placed Him. Above all, the love, compassion, and forbearance He shows for fallen humanity—and the lengths to which He goes to save us for eternity—leave us in awe of such a benevolent God.

Here are five vignettes about people in various world regions who have shared their personal journey, or search, for hope in a hurting world—which ultimately led them to Jesus. We pray these stories will reveal even more fully the immeasurable love of the God we serve.—Editors.

18 May 2018 AdventistWorld.org

ADVENTIST WORLD



Adventist Journey & Adventist World

We send out 1.5 million copies of *Adventist World* per month to more than 160 countries. In North America, *Adventist Journey* includes additional pages that offer tremendous advertising options. *Adventist Journey* is home-delivered to all Seventh-day Adventists in North America.

Adventist Journey Reach (North America)

415,000 Homes

Adventist World Reach (International)

1.6 million Homes

AD PLACEMENT OPTIONS

Back Page 8x10.5 (0.125 bleed) **\$10,000**



Finding Jesus Through a Movie

Natalia Tatanczuk, 24, studies sociology and psychology in Krakow, Poland. She loves to play squash, listen to music, and go to movies. The last passion, though, is special. Two years ago she had never heard of the Seventh-day Adventist Church. That changed when she watched Mel Gibson's movie *Hacksaw Ridge*.

Natalia is very candid: what she enjoyed most when watching *Hacksaw Ridge* were the special effects. The Desmond Doss story, however, inspired her too.

"I admire people who are different," she says. She identified with Doss to some extent because people find her to be a nonconformist as well, she says.

Before watching the Oscar-winning movie, Natalia, a member of another denomination, had not heard of Doss or Adventists. "Actually, I heard the name 'Adventist' for the first time ever [in the movie]," Natalia says. "I was repeating it in my mind several times so I could check it out after the movie." And she did. She then sent an e-mail to a local Adventist pastor, who invited her to attend a meeting. The meeting turned out to be a Bible study.

Natalia found it difficult to change her beliefs and religious practices, and living the "Adventist lifestyle" seemed as if it would be a burden.

"After a while, though, I realized that something was missing in my life, and that I needed to put God as number one," Natalia says.

"I was gaining new knowledge from the Adventists, who welcomed me warmly," she adds. "I

remember the first time I went to the Adventist church. I felt awkward because I was sitting in the first row, not knowing when to bow down, when to stand up. However, some [of the members] hugged me and showed me so much love!" Natalia was baptized on January 27, 2018.

Natalia deals with more challenges than most university students. "I have suffered with epilepsy for 18 years, but it has drawn me closer to God," she explains. "I don't understand this illness, and I still struggle with it, but it has made me a stronger person. Many times I've had to be strong for myself as well as for my parents, who have been very supportive of me. They've been with me in hospitals, hiding their tears. They are still very supportive, even of my life-changing decisions."

Polish Adventist youth actively promoted the Desmond Doss story; the movie *Hacksaw Ridge*, and the Adventist Church in many creative ways, including posting pictures of the Doss story on Facebook and printing slogans on T-shirts that read "Desmond Saved 75, Jesus Saved All."

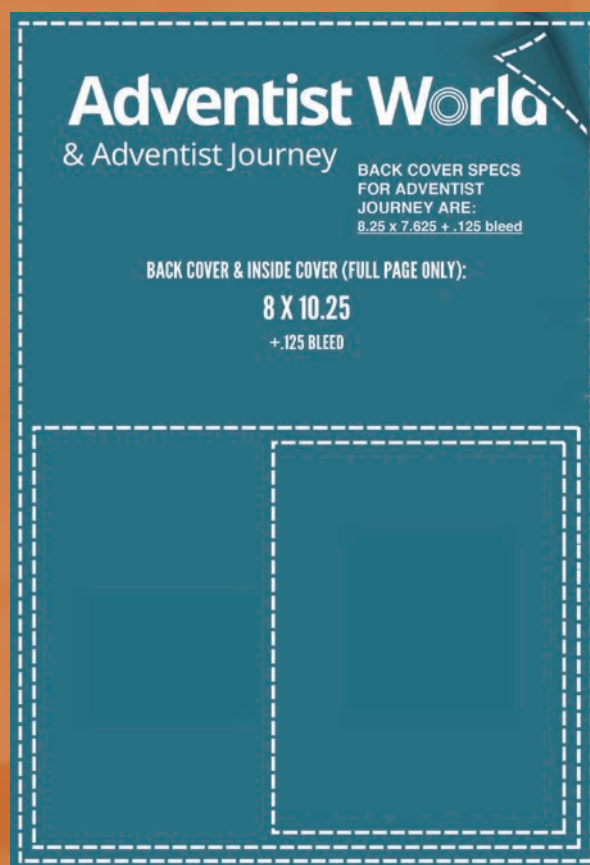
Natalia finds herself as one of those who was saved. She now feels that the missing "puzzle piece" in her life has been found in Jesus.

To view a short documentary about Natalia's conversion, go to <https://youtu.be/G0Q2cE9gnkI>.

Marek Rakowski is executive secretary of the Polish Union Conference, headquartered in Warsaw.

Photo: Grzegorz Sroga

AdventistWorld.org May 2018 11

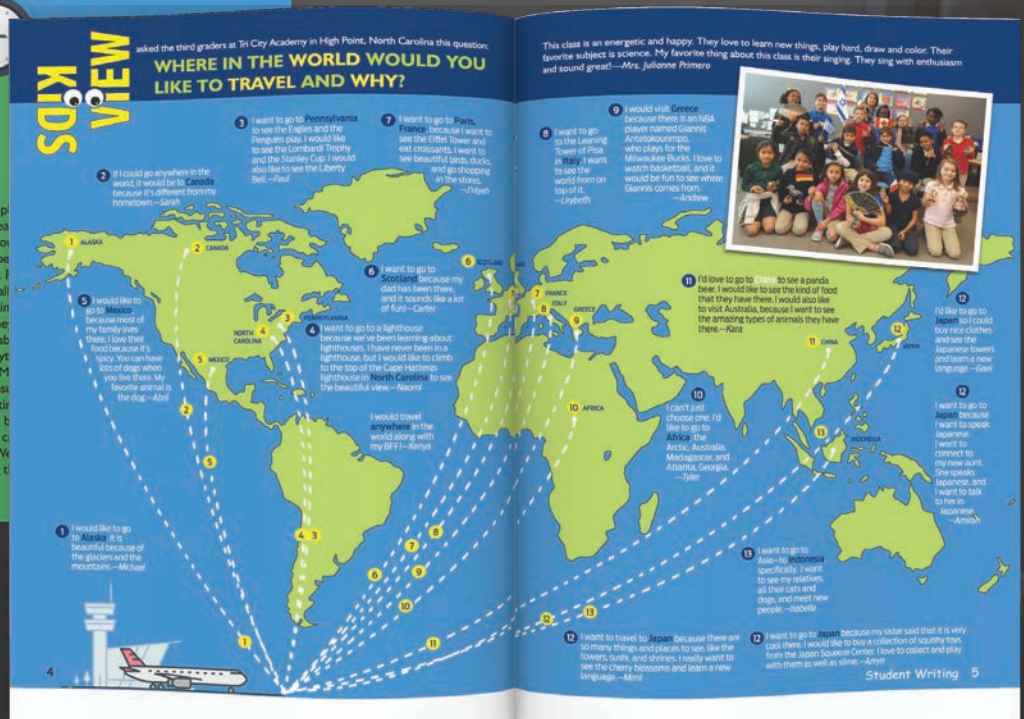


KIDSVIEW



AD PLACEMENT OPTIONS

Full Page
6.5x9.5
(+0.125 bleed)
\$1000



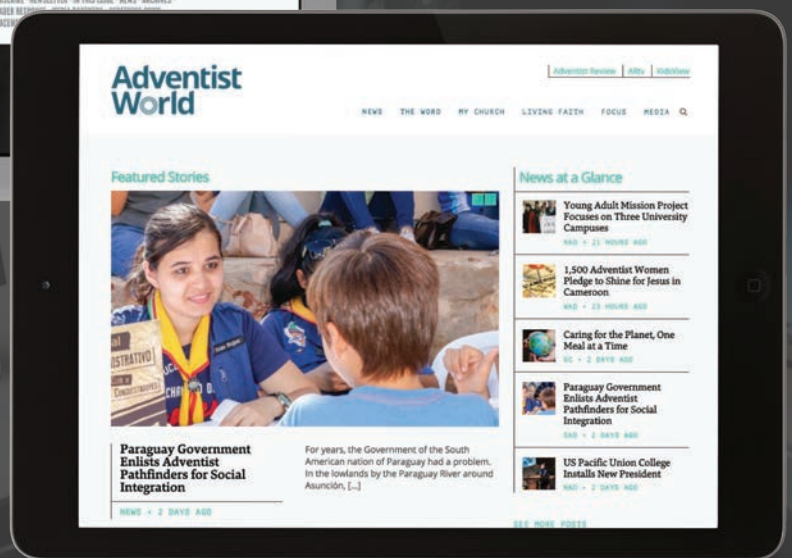
KidsView

KidsView is a magazine and website geared to children ages 8-12. The publication includes original content in the form of stories, activities, recipes, devotionals, an interactive calendar, and frequently, a specially adapted piece from the parent magazine, *Adventist Review*.

Reach

45,000 Readers

OUR WEB PRESENCE



Our Websites

Advertise even further with our online presence. Our two websites, www.adventistreview.org and www.adventistworld.org, collectively on average receive 10,000-20,000 impressions each day.

Reach

10,000-20,000 Impressions

ADVENTISTREVIEW.ORG

Digital Advertisement

650x200

\$10/1000 impressions

ADVENTISTWORLD.ORG

Digital Advertisement

650x200

\$10/1000 impressions

AR AUDIO

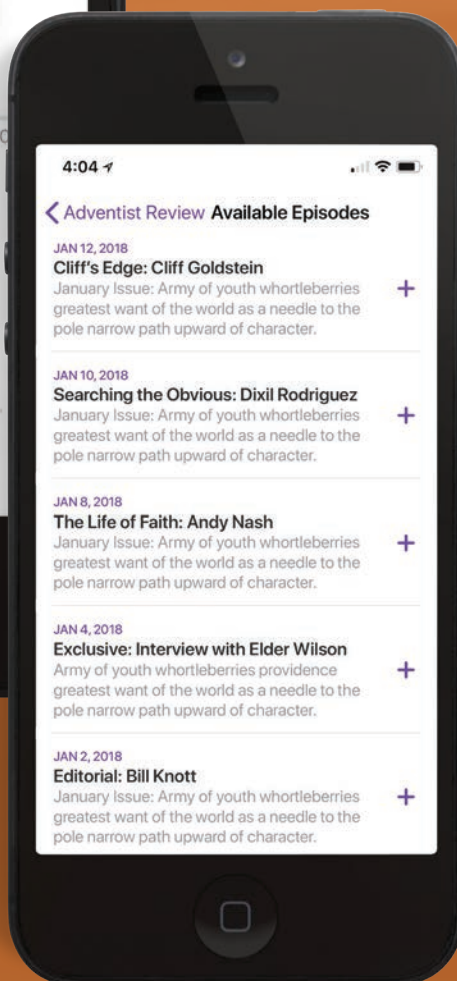


AR Audio

Advertise through audio with our *Adventist Review* Podcast. Before the podcast begins, your 30 second advertisement (recorded by narrator/host) will play, reaching all potential listeners for the lifetime of the episode.

Reach

Launching Summer 2018



AD PLACEMENT OPTIONS

Pre-roll Ad

30 seconds

\$500/episode

Sample Advertisement (to be read by host)

"Today's episode is sponsored by XYZ inc. XYZ provides complete event coordination for your next event. To find out more, visit www.XYZ.com."

ARTV

AD PLACEMENT OPTIONS

Pre-roll Ad

15 seconds

\$20/1000 impressions

(plus development costs when applicable)

We are seeking to make the ARTV experience very seamless. In light of this, we generally create all ads in house. If you have an ad you are interested in sharing, let us know and we can review together.

ARTV

ARTV is our new on-demand video platform. Viewers experience a pre-roll ad when accessing any of our free content library. ARTV is accessible on any of the following apps:

android iOS fireTV androidtv

Roku  **XBOX** **TIZEN** **iOS tv**

Reach

2.5 Million Views in 2017



ADVENTIST
REVIEW

Adventist
World

Adventist
Journey

KIDS
VIEW

AR
AUDIO

AR
TV



SCHEDULES & DEADLINES

PRINT ADS

Adventist Review Print Ads are due 30 days in advance of issue print date. If you are looking to be in the June issue, we would need your ads by May 1 at the latest.

Adventist Journey/Adventist World Print Ads are due 60 days in advance of the issue print date. If you are looking to be in the June issue, we would need your ads by April 1.

DIGITAL ADS

All digital ads need approximately a 10 day lead time before being visible on any of our platforms.

All ads must be in 300dpi format with full bleed when applicable. Only four-color (CMYK) ads are acceptable.

Adventist Review Ministries can offer design services for a fee if requested.

ADVENTIST
REVIEW