



MEDIA KIT 2017





What began in 1999 with a single website, today consists of over 21 global brands providing unparalleled reach for your marketing goals.



Millions of Christians trust our brands to guide and strengthen them in their walk with God. That's a trust we take very seriously.



Salem Web Network is one of our core partners when it comes to reaching a Christian audience. The ability to connect with the largest faith-based audience on the web has allowed us and our clients the chance to develop meaningful relationships that make an eternal difference. It's a genuine partnership that unquestionably helps impact ministry growth.

– Trent Dunham, Dunham & Company

Monthly sessions = number of instances when a user is actively engaged in a month
Monthly views = number of pages or screens viewed in a month

Based on average monthly traffic during 2016

107 MILLION monthly app sessions

63 MILLION monthly views

42 MILLION Facebook fans

31 MILLION monthly sessions

15 MILLION email subscribers

8 MILLION monthly ministry streams

OUR BRANDS

the most well-known brands in the faith marketplace available across today's most popular platforms

Christian Lifestyle

Salem Web Network websites are online destinations for all aspects of Christian living including Bible study, daily devotionals, marriage, parenting, entertainment, news, and more.

AllCreatediBelieveCHRISTIAN
HEADLINESBible Study Toolscrosswalk.comGodUpdatesChristianity.comCrossCardsCHRISTIAN
CONCERT
ALERTS

- **20 million** monthly sessions
- **41 million** monthly page views

Inspirational Videos

Our largest audience segment enjoys uplifting videos with faith-based, family-friendly content. Every day GodTube.com and GodVine.com serve up the most popular videos from Christian music artists and comedians, funny video clips, cute videos, and videos that truly inspire.

GodVineGodTubeeverything
inspirational

- **8 million** monthly sessions
- **13 million** monthly page views

Based on average monthly traffic during 2016

Ministry Broadcasting & Streaming

We utilize on-demand audio and video to deliver the Gospel to the masses at home and on the go. Hundreds of ministries bring in new listeners, viewers, and donors to their radio and TV broadcasts through our audience using multiple channels including websites, mobile apps, email, and smart TVs.



LightSource

**CHRISTIAN
Radio**

- **2 million** monthly sessions
- **5 million** monthly page views

Based on average monthly traffic during 2016

Ministry Resources

Our Church Products exist to serve pastors, church leaders, and ministries with online resources in the areas of preaching and teaching, media, worship, youth ministry, kids ministry, employment, and many more.

ChristianJobs

WORSHIPHOUSEKIDS

sermonsearch

SERMONSPICE

worship house media

CHURCHSTAFFING

- **1 million** monthly sessions
- **4.3 million** monthly page views

A man and a woman are shown from the chest up, smiling and looking at a tablet held by the man. The woman is leaning her head on his shoulder. The entire image is covered with a semi-transparent blue filter. The text 'OUR AUDIENCE' is in large white capital letters on the left side. Below it is a short orange horizontal line. Further down is a paragraph of white text. At the bottom left is the Salem Web Network logo and name.

OUR AUDIENCE

a snapshot of the most interactive,
responsive, and engaging faith-based
audience online

76% WOMEN 24% men

70% CAUCASIAN 11% African American; 4% Hispanic;
2% Asian/Pacific; 13% Other

57% COLLEGE EDUCATED 35% high school
graduates; 8% other

35% AGES 35–54 33% 55–64; 25% 65 and older;
7% 18–34

25% BAPTIST 23% Nondenominational; 8% Roman Catholic;
7% Pentecostal; 37% Other

Findings based on 2016 audience survey



75% attend a place of
worship weekly

70% give to non-
church organizations

63% are married

56% participate in
personal Bible study

24% have children at
home

Online Community

With almost 2 billion users worldwide, social media is quickly becoming one of the top ways of reaching consumers. By leveraging our brands on these platforms, we're able to further our reach and touch more lives than ever before. Our social media team has extensive experience messaging our audience to produce high volumes of quality responses for our partners. Let our fans become your fans.

42 MILLION Facebook fans

100+ Facebook pages

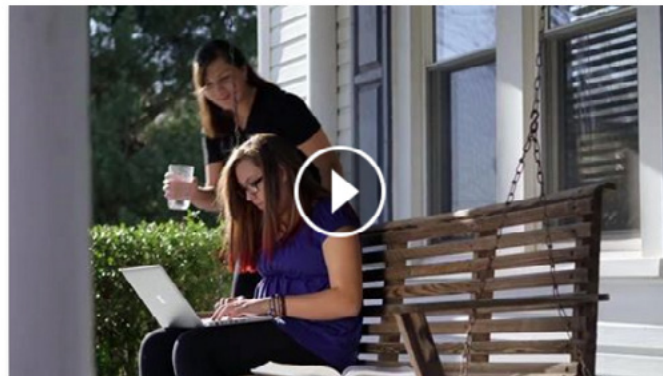


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LIBERTYONLINEACADEMY.COM

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Church Leadership

Salem Web Network is known for reaching top-level decision makers within the church. From senior pastors to church administration, today's church leaders turn to our pastor resources for ministry tools, insights, and recommendations.

- 32%** senior pastor
- 17%** music/worship pastor
- 10%** children's ministry
- 8%** media ministry
- 8%** associate pastor

Findings based on 2016 audience survey



Display Advertising Rates

Run of Network Banner Ads various IAB standard ad sizes	\$7 CPM
Mobile/App Banner Ads 300 × 250 and 300 × 50 sizes	\$10 CPM
Targeted Banner Ads (site/channel) various IAB standard ad sizes	\$11 CPM
Desktop/Tablet Interstitials various ad sizes up to 684 × 480	\$30 CPM
Mobile/App Interstitials various ad sizes up to 1024 × 768	\$30 CPM
Sponsored Display Ads 100% SOV; various IAB standard ad sizes	\$30 CPM
Native Custom Content Display Ads	\$30 CPM
Video Page Skins	\$10,000 per day
Social Media Ads	Contact us for rates

CPM = Cost Per Thousand

Email Advertising Rates

General Audience Subscribers

100,000–499,999 subscribers	\$22 CPM
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500,000–999,999 subscribers	\$20 CPM
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1,000,000+ subscribers	\$18 CPM
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100,000+ pastor subscribers	\$50 CPM
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Targeted subscribers	\$50 CPM
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Sponsored Video Ads	\$15 CPM
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Banner Ads in Email Newsletters

100,000–999,999 impressions	\$5.50 CPM
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1,000,000–3,999,999 impressions	\$4 CPM
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4,000,000+ impressions	\$2.50 CPM
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100,000–499,999 targeted impressions	\$11 CPM
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500,000+ targeted impressions	\$8.50 CPM
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CPM = Cost Per Thousand

RATES

**A Targeted
Banner Ads**
\$11 CPM

**B Mobile/App
Banner Ads**
\$10 CPM

**C Sponsored
Display Ads**
\$30 CPM



RATES

**D Desktop/Tablet
Interstitials**
\$30 CPM

**E Mobile/App
Interstitials**
\$30 CPM



RATES

F Video Page Skins

\$10,000 per day

G Social Media Ads

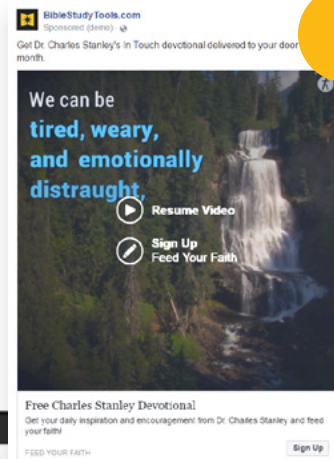
contact us for rates

H Native Custom Content Display Ads

\$30 CPM



Sponsored content
across the site links
to article pages
complete with
roadblock banner ad
coverage



I Banner Ads in eNewsletters
\$15–\$100 CPM

J Sponsored Video Ads in eNewsletters
\$15 CPM



CONTACT US



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The message is our mission.