



WAR CRY

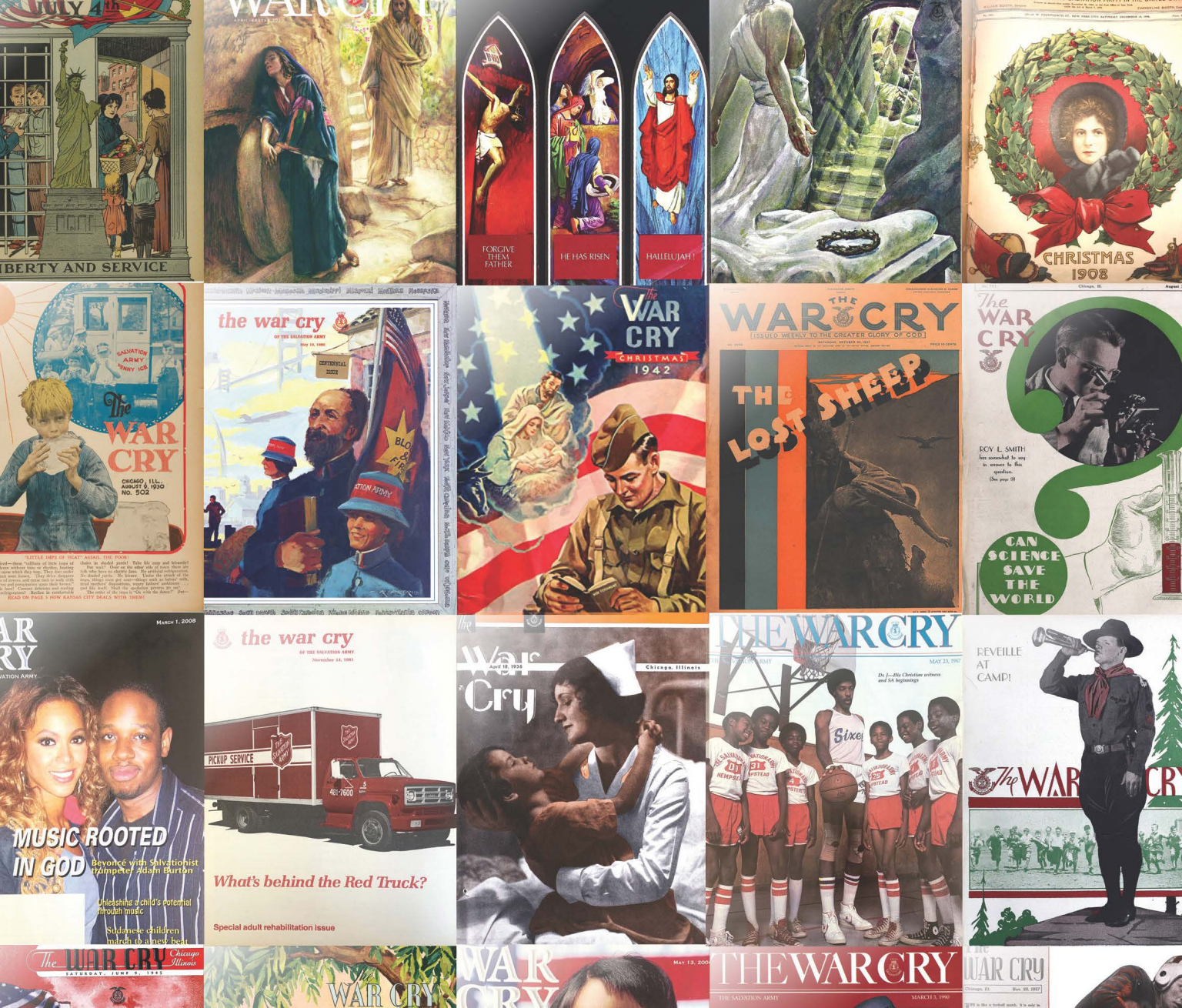
Media Kit 2021



The War Cry Magazine • 615 Slaters Lane • Alexandria, VA 22314

CONTACT: PATRICK SHANLEY • (312) 919-1306 • PATRICK@KEVINSHANLEY.COM

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WHO WE ARE

The War Cry, one of the oldest, continually published magazines in the country, is the national voice of The Salvation Army. Now in its 141st year, The War Cry is published to inform readers about The Salvation Army and its mission, to provide inspiration and practical guidance on living a faith-based life and to teach evangelism.

The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

The purpose of The War Cry, the official national publication of The Salvation Army in the United States, is the same as that for which the Army itself was called into being: to communicate the Christian gospel, to bring people to experience Jesus Christ as Savior and to inspire them by His example.



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MAGAZINE DISTRIBUTION

The War Cry's 180,000 monthly copies are sent all over the United States.

OUR AUDIENCE INCLUDES:

- 3,479 Salvation Army Officers
- 1,156 Corps Community Centers
- 5,661,022 Corps Attendees
- 7,565 Community Care Outreach Centers
- 26 Kroc Corps Community Centers
- 39,726 Women's Ministry Members
- 2,699,485 Volunteers
- 60,534 National Advisory Board Members

DISTRIBUTED TO:

- clients of The Salvation Army
- nursing home patients
- the incarcerated
- children and parents involved in corps activities
- patients in veteran hospitals
- community leaders
- people attending worship services and Sunday school classes

SALVATION ARMY OFFICERS SHARE THE MAGAZINE AT:

- programs
- meetings
- counseling sessions
- community events
- one-on-one evangelism and social service efforts

THE MAGAZINE IS AVAILABLE
[ONLINE](#) AND ON OUR APP.

WHERE WE ARE

The War Cry and its mission has expanded to include online and social media content to thousands of visitors.

Facebook - Instagram - Twitter - App



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WHAT WE WRITE

STANDARDS

We highlight information about The Salvation Army's work in the United States and around the world.

FEATURES

Every month, three to four features tell a story relating to the issue's theme. These are audience-submitted, editorial-approved articles.

COLUMNS

Columns are short articles that offer additional insight. These include articles about The Salvation Army's history, crosswords and recipes and devotionals.

GROW

Grow features devotionals and Biblical thoughts to grow the reader's faith.



WHO WE FEATURE



Damien Horne
Singer/Songwriter



**Carlos & Alexa
PenaVega**
Hollywood acting couple



Radha Mitchell
Actor



Jeff Bethke
Author/Journalist



Dulce Ruiz
Youtuber/Blogger



Gary Chapman
Author/Writer

AWARDS WON

The War Cry has received several awards of excellence and numerous higher goals awards from the Evangelical Press Association.



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2021 THEME LIST

January–The War Cry Past, Present & Future

- Honoring the 140 years of The War Cry, tracing its growth and change from William Booth's original vision through its many upgrades in format, content and distribution.
- Vision for The War Cry in the years ahead—as part of an integrated mix of communication channels advancing the mission and message of the Army from a national perspective.
- Why the name The War Cry?

February–Love Through the Ages

- Epic love stories in The Salvation Army, from the founding to today.
- What love has to do with dating, marriage, family and society today.
- The Army's understanding of the Love of God and what it means for living life pleasing to Him.

March–Good vs. Evil

- The reality of temptation and how to avoid it.
- Stories of people struggling with temptation and how to do the right thing.
- Examples of God's mercy, forgiveness and call to obedience.
- Practical explanation of spiritual warfare.

April/Easter–The Centrality of the Cross

- Overcoming Betrayal—Jesus was betrayed when he was put on the Cross, yet He didn't stoop to His accusers' level. The hurt He must have felt, yet He didn't give that hurt back.
- When the cock crows—How to cope when a relationship goes south, with being ghosted/rejected, with shame, etc. Coming to Jesus as we are.
- Doctrine of atonement in layman's terms.

May–Multicultural Ministry

- Diversity of The Salvation Army's reach in the U.S. (Atlanta, San Jose, Ft. Lauderdale, etc.)

June–Pursuit of Happiness

- The true meaning of happiness.
- What constitutes true success in life?
- Honoring commissioned cadets and graduates.
- How to handle life's transitions.

July–Leadership and Power

- Qualities of a good leader.
- Examples and stories of good leadership in action.
- Leadership styles portrayed in the Bible.

August–Harnessing Our Emotions

- How to deal with jealousy: Overcoming the desire to want what we can't have.
- The importance of emotions in holistic ministry: Nurturing mind, body and spirit.
- God's emotional nature and our godly emotions.
- Prison ministry

September–Courage & Perseverance

- Everyday superheroes.
- 20 years after 9/11.
- Lessons from COVID-19.
- What makes a hero?

October–Deep Grace

- Superficial vs. substance: How does one go deeper in the water of faith?
- Appearance vs. reality: Dropping our masks to reveal who we really are in God's sight.
- Living authentically: Who are we when people can't see us? How do we serve Him when no one is watching?
- The pitfalls of materialism and social media.

November–When to Ask For Help

- Coming to terms with depression, anxiety and fear.
- Examples of how The Salvation Army can be a helping hand.
- Mental health and the holidays.

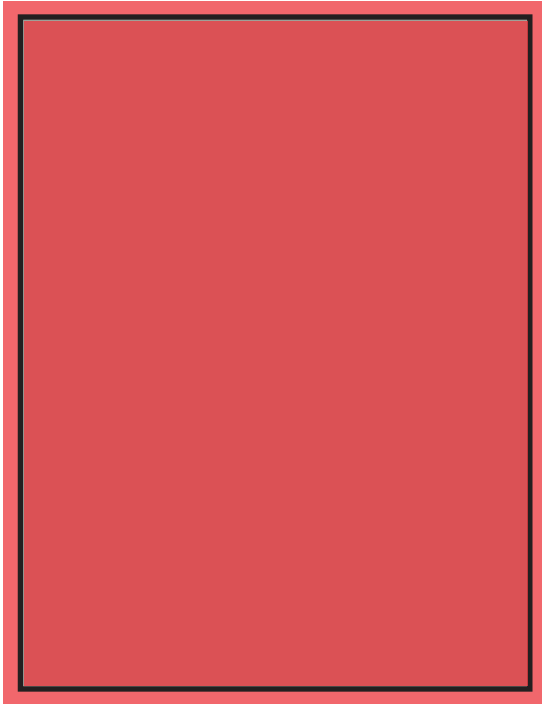
December/Christmas–Deliverance

- The Incarnation is for today: In Jesus is true freedom.
- Giving: God's precedent for humankind.
- What if Jesus wasn't born?
- Family traditions in the 21st century.

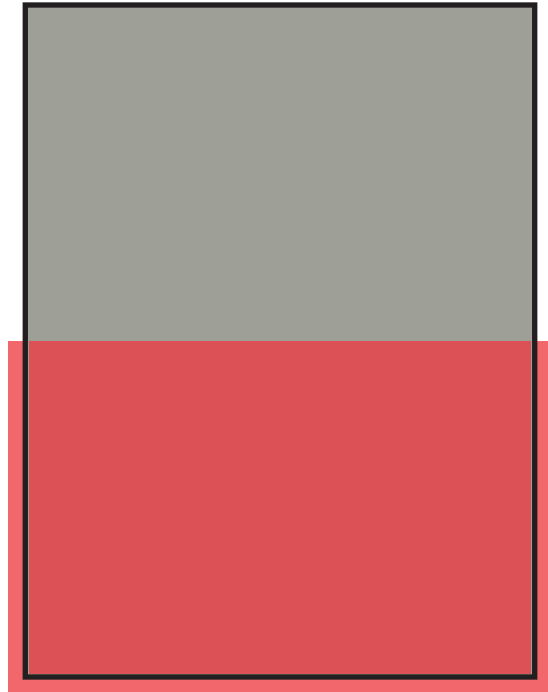
The deadline for advertisement placement is 60 days before issue date. The deadline for artwork is 45 days. We print 10 issues a year. Two special issues are open to advertising based on publisher's criteria. The Easter issue features English, English large print and Spanish prints at 500,000 copies, and the Christmas issue features English, English large print and Spanish prints at 700,000 copies. The deadline for advertisement placement for the Easter issue is December 15, and the deadline for artwork is January 10. The deadline for advertisement placement for the Christmas issue is August 1, and the deadline for artwork is September 1. Contact Patrick Shanley at (312) 919-1306 or patrick@kevinshanley.com.



AD SIZES



Full Page
8.25" x 10.25"
(Bleed)



Half-Page
8.25" x 5.361"
(Bleed)

Ad space is available at thewarcry.com.

Discounts for advertising are available.

Contact Patrick Shanley at (312) 919-1306 or patrick@kevinshanley.com.

