

WAR CRY

MEDIA KIT

2017



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

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BRIAN FUREY • (708) 308-3917 • BRIAN@KEVINSHANLEY.COM

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OUR MISSION

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

OUR HISTORY

The *War Cry*, now in its 136th year, represents the Army's mission through news, profiles, commentaries and stories. It looks to bring people to Christ, help believers grow in faith and character, and promotes redemptive cultural practices from the perspective of Salvation Army programs, ministries and doctrines. Readership consists of those in and involved with The Salvation Army as well as the general public. It is distributed in bulk to Salvation Army locations for use in ministry, and to individual subscribers. Over the last two years the magazine's design and content have been upgraded, its circulation moved from bi-weekly to monthly, and an *Intersection* insert added for use as a separate hand out to reach those unfamiliar with the meaning of the Christian faith.



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EDITORIAL FOCUS

Lunched in 1881, the *War Cry* is one of the oldest published monthly magazines in the United States. It is devoted to sharing the love of God without discrimination and representing The Salvation Army's mission of serving human needs. Each issue includes stories about transformed lives, as well as articles and profiles that show how the Army puts the love of God into action at the frontlines of human needs.

CONTENT THAT SAVES SOULS, BUILDS SAINTS & SERVES HUMANITY

The *War Cry*, in print and online, publishes a wide range of faith-affirming material that covers spiritual growth and living an abundant life, as well as news and views about the Salvation Army's efforts to "do the most good." Columns and features include interviews, Bible studies, Aunt Sally's words of advice, articles on family life and recovery and of the work of the Army at home and abroad and informed treatment of topics and themes of current interest. The Salvation Army reserves the right to evaluate the appropriateness of advertisements, including subject matter, form, wording, graphical content and to inform advertisers of any needed revisions, in keeping with Salvation Army policies and standards.

CIRCULATION

Average Monthly: 180,000 copies • Christmas: 1.5 Million copies • Easter: 1.1 Million copies

DESIGN/SETUP CHARGES

\$65.00 per hour basic premium for editorial and art design labor. This will be established upon review of materials provided. Text must be appropriately edited to properly represent The Army's mission statement.

ELECTRONIC SPECIFICATIONS

Format Requirements: High Resolution/Print-Ready Adobe Acrobat PDF file (Mac or PC format), along with native files (with all image Links and Font files provided) in Mac format InDesign, Illustrator or Photoshop files (Adobe Creative Suite 3 or Adobe Creative Cloud 2014 and above). All digital images should be high resolution of at least 300 dpi in JPEG, TIFF or EPS. Each issue is published electronically on our website and through our app. Your ad will include links to drive traffic to your website.



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WAR CRY MAGAZINE AUDIENCE



Salvation Army Officers

5,648



Community Care Outreach Centers

7,545



Corps Community Centers

1,224



Kroc Centers

26 Individual Locations Nationwide



Direct Distribution

Monthly 180,000

Christmas 1.5 MILLION

Easter 1.1 MILLION



Women's Ministry Members

32,820



Corps Attendees

4,055,527



Volunteers

1,550,969



Online Communities

www.thewarcry.org



National Advisory Board Members

68,548

The *War Cry* is used as a ministry tool through distribution at the local level 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 during programs, meetings, counseling sessions, community events and one-on-one evangelism and social service efforts. Local Salvation Army units distribute the magazine individually to Salvation Army soldiers, local advisory board members and leaders in the private and public sectors. The magazine is available online and is downloadable as an app, and thewarcry.org website presents unprecedented opportunities to spread good news and help people who are lost, lonely or hurting. Outlets including Facebook, Twitter, Instagram and emerging technologies prompt dialogue and engage the online world.



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EDITORIAL & ADVERTISING CALENDAR

Advertisements must be submitted a minimum of **60 days prior** to the issue date for inclusion in each monthly publication. **Payment by check must be received 30 days prior to issue date.**

2017 ISSUE DATE	2017 EDITORIAL THEME	2017 AD DEADLINE
January 1, 2017	Mission – Organizational, individual	November 1, 2016
February 1, 2017	Extraordinary Love – Caregivers, substitute parents, mentors	December 1, 2016
March 1, 2017	Tied to Lent. Denying self in a self-indulgent and materialistic world	January 2, 2017
April 1, 2017	Easter — PREMIUM RATE*	February 1, 2017
May 1, 2017	Officership– Responding to the call, a life of service. Also, something on local officership	March 1, 2017
June 1, 2017	My Father’s World – How God speaks and works through nature	April 3, 2017
July 1, 2017	Heritage Issue – 1940s	NO ADVERTISING
August 1, 2017	Advancing Army – Evangelism and Corps Growth	June 1, 2017
September 1, 2017	Power & Ministry of Prayer	July 3, 2017
October 1, 2017	Celebrating the 500 th anniversary of the Protestant Reformation	August 1, 2017
November 1, 2017	Thankful Heart – Tied to Thanksgiving, Veteran’s Day	September 1, 2017
December 1, 2017	Christmas — PREMIUM RATE*	October 1, 2017

***PREMIUM RATE:** Special Issues include Premium Rates — see “Print Ad Rates”



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PRINT ADVERTISING RATES

OPTION	SIZE	1X COST*	2X COST	3X COST
Quarter Page	3.6" x 4.75"	\$1,620	\$1,377	\$1,069
Third Page Vertical	3.5" x 9.7"	\$2,160	\$1,836	\$1,426
Half Page	7.45" x 4.75"	\$3,240	\$2,754	\$2,138
Half Page (Bleed)	8.25 x 5.3611"	\$3,240	\$2,754	\$2,138
Full Page	7.45" x 9.7"	\$5,400	\$4,590	\$3,564
Full Page (Bleed)	8.25" x 10.75"	\$5,400	\$4,590	\$3,564
Inside Front Cover*	8.25" x 10.75"	\$5,400	\$4,590	\$3,564
Inside Back Cover*	8.25" x 10.75"	\$5,400	\$4,590	\$3,564
Back Cover*	8.25" x 6.625"	\$5,940	\$5,049	\$3,920
2 Page Spread*	16.25" x 10.75"	\$9,720	\$8,262	\$6,415

* Bleed Size Only

CHRISTMAS & EASTER ISSUE ADVERTISING RATES

OPTION	SIZE	CHRISTMAS 1X COST	EASTER 1X COST
Quarter Page	3.6" x 4.75"	\$5,000	\$3,500
Third Page Vertical	3.5" x 9.7"	\$6,000	\$4,400
Half Page	7.45" x 4.75"	\$8,500	\$6,200
Half Page (Bleed)	8.25 x 5.3611"	\$8,500	\$6,200
Full Page	7.45" x 9.7"	\$15,000	\$11,000
Full Page (Bleed)	8.25" x 10.75"	\$15,000	\$11,000
Inside Front Cover*	8.25" x 10.75"	\$15,000	\$11,000
Inside Back Cover*	8.25" x 10.75"	\$15,000	\$11,000
Back Cover*	8.25" x 6.625"	\$17,000	\$13,000
2 Page Spread*	16.25" x 10.75"	\$25,000	\$22,000

* Bleed Size Only



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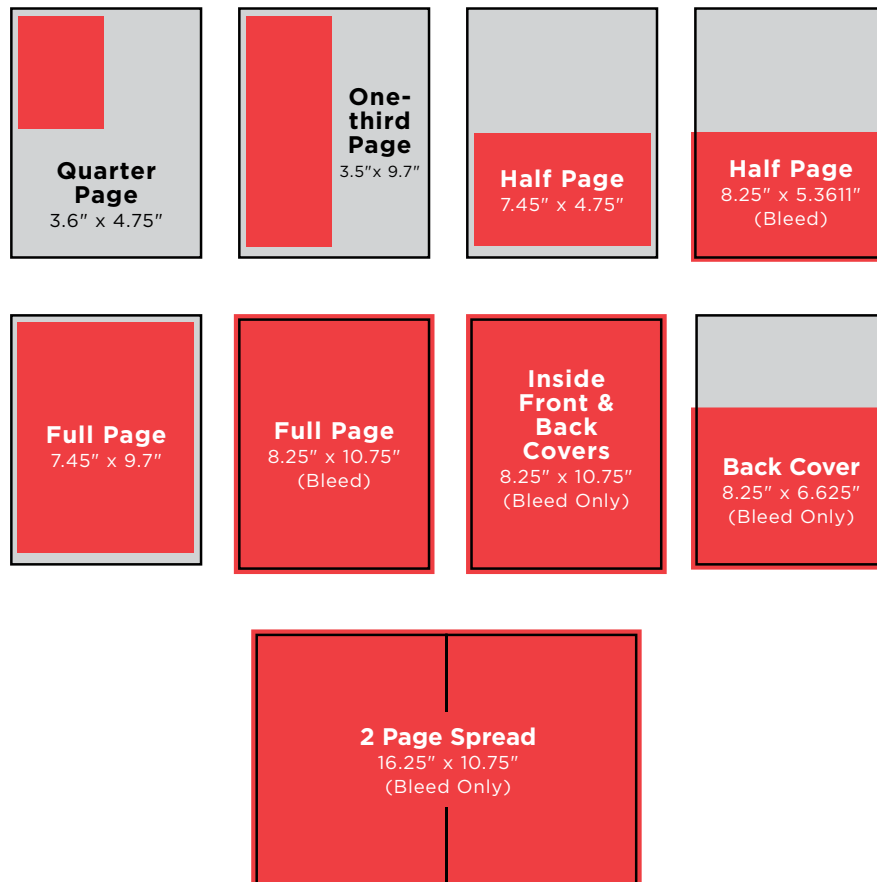
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