



# THE WAR CRY

Media Kit 2024



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

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

Page 1 of 6





# 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 141<sup>st</sup> 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 165,000 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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Page 3 of 6



# 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.



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Page 4 of 6

# WHO WE FEATURE



**Damien Horne**  
Singer/Songwriter



**Carlos & Alexa  
PenaVega**  
Hollywood acting couple



**David Wise**  
Olympic Gold Medalist



**Charlotte Jones**  
Businesswoman/Executive



**Ellie Holcomb**  
Singer/Songwriter



**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.



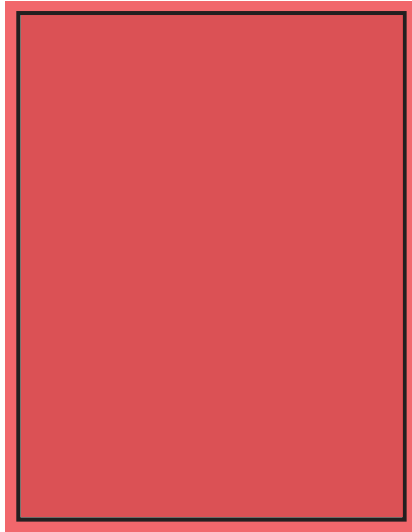
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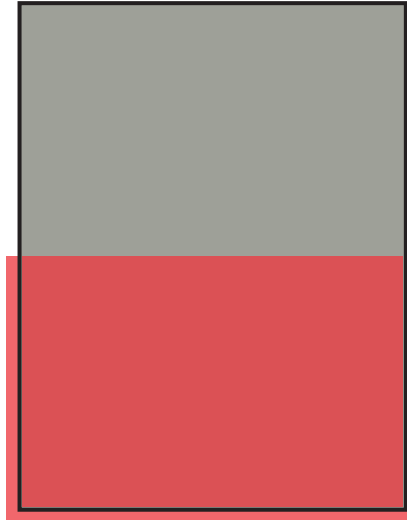
Page 5 of 6



# AD SIZES



**Full Page**  
8.25" x 10.75"  
(Bleed)



**Half-Page**  
8.25" x 5.3611"  
(Bleed)

Ad space is available at [thewarcry.com](http://thewarcry.com). Discounts for advertising are available.  
Contact Patrick Shanley at (312) 919-1306 or [patrick@kevinshanley.com](mailto:patrick@kevinshanley.com).

## EDITORIAL & ADVERTISING CALENDAR

The deadline for advertisement placement is 60 days before issue date. The deadline for artwork is 45 days.

2024 ISSUE DATE	ART DEADLINE
February 2024	November 1, 2023
March 2024	December 1, 2023
May 2024	February 1, 2024
June 2024	March 1, 2024
July 2024	April 1, 2024
August 2024	may 1, 2024
September 2024	June 1, 2024
October 2024	July 1, 2024
November2024	August 1, 2024



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