



ADVERTISING MEDIA KIT

2017-18



The Institute for Faith, Work & Economics™ (IFWE) is a nonprofit, 501(c)(3) Christian research organization committed to promoting biblical and economic principles that help individuals find fulfillment in their work and contribute to a free and flourishing society.

IFWE's research starts with the belief that the Bible, as the inerrant Word of God, provides the authoritative and intellectual foundation for a proper understanding of work and economic truths that, when properly followed, can help individuals, companies, communities, and nations flourish.

By advertising to the readers of the IFWE blog,
you will gain visibility among a highly educated,
diverse, and engaged Christian audience.

How can such exposure advance your mission?

IFWE's Audience

- Readership has grown exponentially since IFWE launched in 2012. As of December 2017, more than 42,000 people enjoy the blog by e-mail.
- Every one of these readers has interacted with IFWE's content through reading plans, web content, book offers, or live events.
- 56% of our readers are female, 44% are male.
- 78% of our readers are professionals between the ages of 30 and 64.
- 66% of our readers have an income above the national average.



“Hugh Whelchel and his contributors at [IFWE] offer thought-provoking analysis, commentary, and discussion on very relevant issues facing all of us in business today. Consider this the Harvard Business School blog for Christians.”

DR. JIM HARRIS

Founder, To A Higher Level, LLC

IFWE Blog Advertising Opportunities

The weekly blog digest goes to over 42,000 readers and is subject-line optimized for maximum open rates every weekend. It includes the five articles published the week prior, with the most popular content appearing first. Your digital ads are positioned right next to this popular content!



Ad Sizes & Rates

There are three ad positions available in each weekly blog digest. Discounts may be available for bulk purchases.

	<i>Width</i>	<i>Height</i>	<i>Price</i>
Header	600 px	90 px	\$500
Inline	600 px	90 px	\$350
Footer	600 px	90px	\$150

Ad Specifications

- The image must be sent as a static .jpg or .png.
- Maximum file size is 40KB.
- Also send the exact URL to which the ad should link.

Deadlines for Submission

The weekly digest is sent in batches on Saturdays and Sundays. The closing date and ad deadline is the Wednesday of the week during which you wish your ad to be included.

IFWE Ad Policy

Any advertisement placed in the IFWE Weekly Blog Digest must be consistent with the mission of IFWE. We reserve the right to reject any advertisement at any time.

To check ad availability, or to get additional information, contact Anna Arnold at aarnold@tifwe.org.