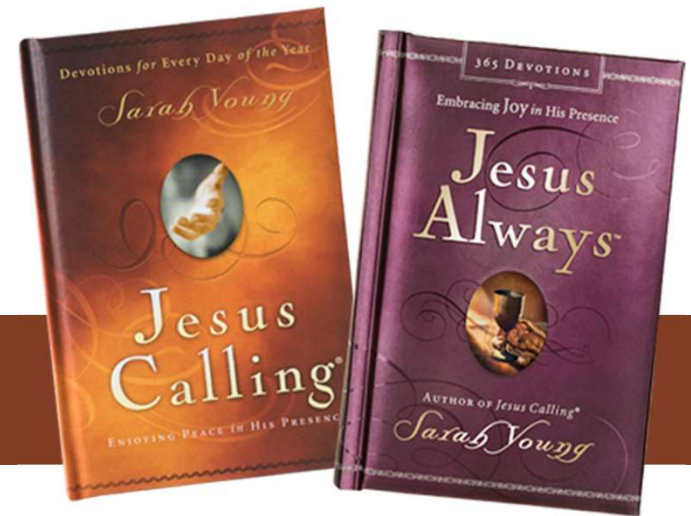


Jesus Calling[®]

OVER 30 MILLION BOOKS SOLD WORLDWIDE



The New York Times THE WALL STREET JOURNAL ● USA TODAY

BEST SELLER

What People Are Saying



“Jesus Calling meets
the needs of my heart.”

Kathie Lee Gifford, Entertainer



“I’m so very thankful for invaluable
tools and aids like Jesus Calling.”

James “JB” Brown, CBS Sports



“Jesus Calling is so encouraging. It
makes you feel good.”

Reba McEntire, Country Music Artist

“Jesus Calling has transformed my life. It helps me keep in touch with God. I have
been in recovery for more than ten years!”

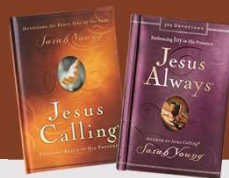
Jason in Nebraska

“God used Jesus Calling in my life to help me find healing from a terrible tragedy.”

Donna in Wyoming

“I’m so grateful for Jesus Calling. The Lord used it to keep me from killing myself.”

Lisa in Arizona



Jesus Calling[®] FACTS

The *Jesus Calling* brand has sold over 30 million units worldwide, with distribution across all major sales channels including: Costco, Walmart, Target, Sam's Club, Cracker Barrel, Kroger, Hobby Lobby and more.

WHO IS THE *JESUS CALLING* READER?

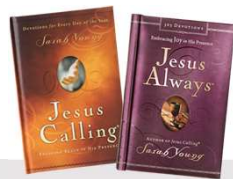
AGE

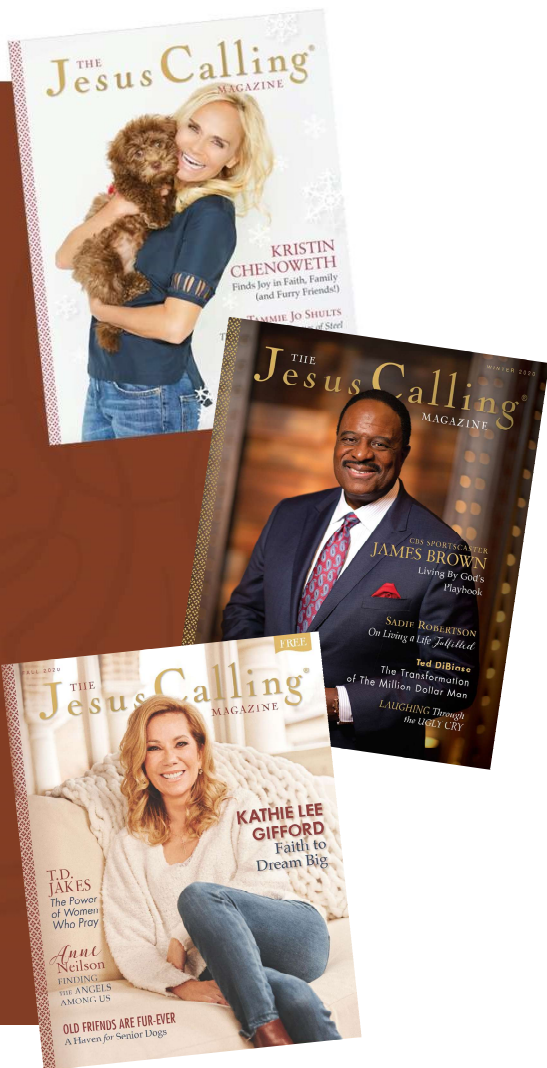
- 18-24 – 10%
- 25-34 – 33%
- 35-49 – 40%
- 50-64 – 11%
- 65 and over – 6%

GENDER

Nearly a 50/50 split between men and women who are *Jesus Calling* Readers and Buyers

- 66% are married
- 67% have children under 18 living at home
- 68% have a college degree or higher
- 83% are employed
- 55% have a total household income over \$75K





THE Jesus Calling[®] MAGAZINE

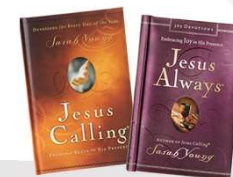
Launched in Fall 2019, *The Jesus Calling Magazine* is an extension of the *The New York Times* bestselling Christian devotional by Sarah Young. The magazine's mission is to inspire readers with stories of hope and overcoming obstacles, and to provide tools readers can use to strengthen their relationships with family, friends, and themselves.

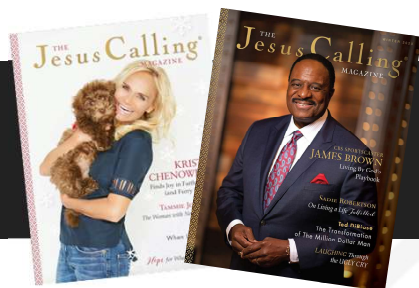
With a print circulation of 55,000, the magazine features stories and articles about:

- Well-known entertainers and authors
- Home décor and entertaining
- Holiday celebrations
- Recipes
- Good works from nonprofit groups
- Children and parenting
- Puzzles and games

The Jesus Calling Magazine is

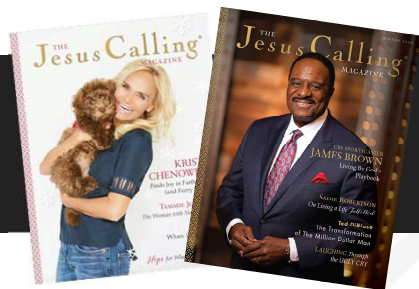
- Free to all recipients
- Mailing list includes only U.S. addresses
 - Northeast – 9% Midwest – 24% South – 53% West 14%
- Retailers, Books-A-Million and Mardel, now offer free magazines to their in-store customers.
- International readers may view a digital copy on JesusCalling.com
- Additional circulation at special events, gift stores, and doctors' offices





EDITORIAL CALENDAR

	Frequency	Theme	Ad Close Date	Mail Date
Winter	January-February-March	New Beginnings, Restoration, and Renewal New Year's and Easter	October 28	January 6
Spring	April-May-June	Legacy, Family and Connection Mother's Day, Father's Day and Graduations	January 31	April 8
Summer	July-August-September	Patriotism and Traditions July 4 th , Travel and Exploration, Back-to-School	April 30	July 6
Fall	October-November-December	Peace, Joy and Thankfulness Thanksgiving and Christmas	July 31	October 5



SUBMISSION RATES & REQUIREMENTS



Ad Size	Bleed	Trim	Gross Rates
Full page – 4/c	8.75" x 11.25"	8.5" x 10.875"	\$1500
Half page – 4/c	8.75" x 5.875"	8.5" x 5.5"	\$ 900

Advertising Policy

- All ads submitted are subject to *The Jesus Calling Magazine* approval.
- Ads are printed in 4-color process (CMYK) and must be submitted digitally, in high-res PDF format.
- The advertiser cannot cancel or change any insertion order after the issue space close date.
- Special ad position requests are honored when possible.
- *The Jesus Calling Magazine* assumes no liability for ad submissions that may contain errors or omissions in ad placement content, key codes, URL addresses, etc.

For more information on pricing and special packaging, contact: JesusCallingMedia@harpercollins.com



- The *Jesus Calling Podcast* debuts a new episode every Thursday and features two guests each telling a 20-minute inspirational story or message from their life. Total podcast downloads exceed 500,000.
- The podcast is distributed through Apple Podcasts, Spotify and iHeartRadio and more.
- All podcasts are promoted through the *Jesus Calling* social media outlets; audio podcast is also promoted on YouTube



Over 1 Million Likes



300K
followers



101K
followers



42K monthly views



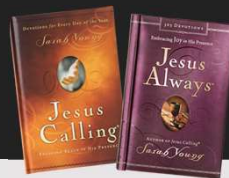
10.3M online
video views

Over 300 Podcast guests, including:

Melinda Gates
Dolly Parton
Kathie Lee Gifford
T.D. Jakes
Rita Wilson
Rachel Hollis

Tim Tebow
Kristin Chenoweth
CeCe Winans
Sadie Robertson
Charlie Daniels
Chrissy Metz

Reba McEntire
Randy Travis
Rashad Jennings
Hunter Hayes
Bear Grylls
Max Lucado





EXPOSE YOUR BRAND TO THOUSANDS OF LOYAL LISTENERS

The industry standard for podcast sponsorship is based on a cost per 1,000 downloads or CPM.

The CPM costs:

- 30-second mid-roll is \$25 CPM
- 60-second mid-roll is \$35 CPM
- 30-second post-roll is \$20 CPM

The *Jesus Calling Podcast* is currently averaging 20,000 downloads per episode – 20.00 CPM

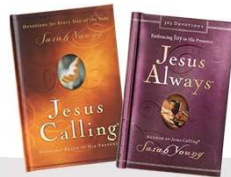
- 30-second mid-roll is \$500 (20.00 x \$25)
- 60-second mid-roll is \$700 (20.00 x \$35)
- 30-second post-roll is \$400 (20.00 x \$20)

Each sponsorship is a 4-episode commitment - 80,000 downloads

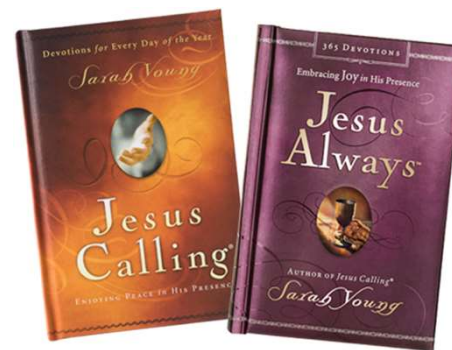
- 30-second mid-roll is \$2000
- 60-second mid-roll is \$2800
- 30-second post-roll is \$1600

Quick Facts

- Average listener of the *Jesus Calling Podcast* consumes 85% of the program.
- *Jesus Calling Podcast* host will record all advertisements
- There is only one mid-roll and one post-roll ad within each episode
- All ads submitted are subject to The *Jesus Calling Podcast* approval.
- The *Jesus Calling Podcast* assumes no liability for ad submissions that may contain errors or omissions



Jesus Calling[®]



For more information on pricing and special packaging for podcast, magazine or combination of both, contact: JesusCallingMedia@harpercollins.com