



YOUNG
SALVATIONIST

MEDIA KIT
2017



Young Salvationist Magazine • 615 Slaters Lane • Alexandria, VA 22314

1 of 4

CONTACT: PATRICK SHANLEY • (312) 919-1306 • PATRICK@KEVINSHANLEY.COM
BRIAN FUREY • (708) 308-3917 • BRIAN@KEVINSHANLEY.COM

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INVITATION TO ADVERTISING PARTNERS

When you advertise in Young Salvationist (YS), your ad appears in a magazine with an average circulation of 40,000. It is distributed to Salvation Army locations across the country and individual subscribers. Advertising charges help us to meet our per page cost of production. In return, advertisers identify with the mission and message of The Salvation Army. YS is published ten times a year: monthly throughout the school year (Sept–May), and one summer issue (June). Its audience is high school and early college-aged readers. Most readers worship at or are otherwise affiliated with The Salvation Army. Each issue is published electronically on our website and through our app. Your ad will include links to drive traffic to your website. 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.

READER SNAPSHOT & MAGAZINE CONTENT



- **MAGAZINE READERSHIP:** Salvation Army leaders, teens, college students, corps members and friends of The Salvation Army.



- **BIBLE STUDY:** An in-depth study on a Scripture passage.
- **ARTIST INTERVIEWS:** Includes pull-out posters of Christian music artists.
- **PICTURE THIS!:** Vintage Salvation Army images where readers express humor.
- **TESTIMONIES:** Articles submitted from youth and young adults across the nation.



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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 2017	Holiness	November 1, 2016
February 2017	Sexual Wholeness	December 1, 2016
March 2017	Lent & Self Denial	January 2, 2017
April 2017	Power of Prayer	February 1, 2017
May 2017	Kinda Sorta Christian	March 1, 2017
Summer 2017	Social Justice	April 3, 2017
September 2017	There's An App For That!	July 1, 2016
October 2017	Stand Strong	August 1, 2017
November 2017	To be determined	September 1, 2017
December 2017	To be determined	October 2, 2017



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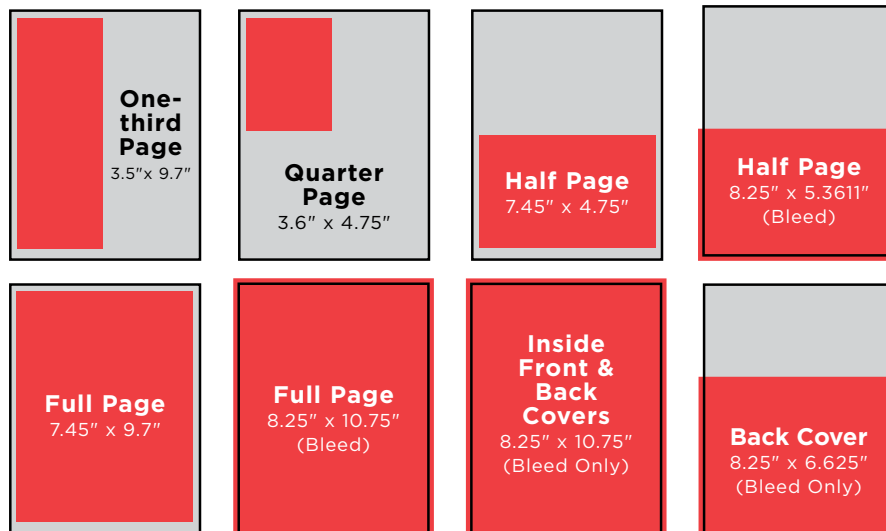
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PRINT ADVERTISING RATES

OPTION	SIZE	1X COST*	2X COST	3X COST
Quarter Page	3.6" x 4.75"	\$600	\$510	\$396
Third Page Vertical	3.5" x 9.7"	\$800	\$680	\$528
Half Page	7.45" x 4.75"	\$1,200	\$1,020	\$792
Half Page (Bleed)	8.25 x 5.3611"	\$1,200	\$1,020	\$792
Full Page	7.45" x 9.7"	\$2,000	\$1,700	\$1,320
Full Page (Bleed)	8.25" x 10.75"	\$2,000	\$1,700	\$1,320
Inside Front Cover*	8.25" x 10.75"	\$2,000	\$1,700	\$1,320
Inside Back Cover*	8.25" x 10.75"	\$2,000	\$1,700	\$1,320
Back Cover*	8.25" x 6.625"	\$2,200	\$1,870	\$1,452

* Bleed Size Only

PRINT AD SIZES



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