

A D V E R T I S I N G   W I T H

# FACTS & TRENDS

*Facts & Trends* is designed to help pastors and other Christian leaders navigate the issues and trends impacting the church by providing information, insights, and resources for effective ministry.

With an affinity for research, we're always looking at what's happening now, what's changing, and what's emerging in the future.

In addition to the latest findings from LifeWay Research, we publish content about leadership development, effective church ministry, and practical resources for churches and parachurch organizations.

Covering faith, culture, and local church ministry, the stories we tell provide insight to cultural and religious trends that are sure to impact the Church.

**WEBSITE STATS:** More than **275,000** page views per month, with average time on page exceeding two minutes.

**DAILY INSIGHTS (OUR DAILY E-NEWSLETTER) STATS:**

- Sent to more than **25,000** daily subscribers
- Open rate: **20%**
- Clickthrough rate: **8%**

For information about advertising, contact Joy Allmond at [Joy.Allmond@LifeWay.com](mailto:Joy.Allmond@LifeWay.com)



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**E-NEWSLETTER OPTIONS:** \$500 per week (five emails, Monday through Friday).



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**WEBSITE OPTIONS:** \$300 per week. Discount pricing is offered if multiple weeks are purchased.



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Interscroller (728 x 90, 300 DPI)—Banners will be displayed within each article.

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