



SALEM  
WEB NETWORK

REACH + RESPONSE = RESULTS

# REACH

Salem Web Network represents the largest faith-based audience on the Web.  
We can't say it any simpler than that.

## Salem Web Network By The Numbers



37 Million Facebook Fans



94 Million Monthly Page Views



12 Million Monthly Mobile Visits



10 Million Email Subscribers



48 Million Monthly Visits



5 Million Monthly Ministry Streams



# WHO WE ARE

and what that means for you

**Salem Web Network (SWN)** is the Internet division of Salem Communications, America's leading radio broadcaster, Internet content provider, and magazine and book publisher targeting audiences interested in Christian and family-themed content and conservative values. What began in 1999 with a single website, today consists of over 20 global brands in the faith marketplace including Crosswalk.com, BibleStudyTools.com, GodVine.com, and GodTube.com. With more than 48 million site visits every month and 37 million Facebook fans, SWN has the ability to provide greater reach for your name acquisition campaigns, email lists, and brand awareness.

In addition to Salem Web Network, Salem Communications owns Salem Radio Network, which syndicates talk, news, and music programming to approximately 2,600 affiliates; Salem Radio Representatives, a national radio advertising sales force; and Salem Publishing, a leading publisher of Christian-themed magazines. Salem owns and operates 105 radio stations across 39 markets. Each of our radio properties has a full portfolio of broadcast and digital marketing opportunities. Additionally, Salem recently acquired Regnery Publishing, the country's leading publisher of conservative books.



# ABOUT OUR BRANDS online destinations for the faith-based audience.



## CHRISTIAN LIVING

SWN websites are online destinations for all areas of Christian living including Bible study, daily devotions, marriage, parenting, movie reviews, music, news, and much more. With our ever expanding reach, your message will be delivered to the largest faith-based audience online via engaging websites, social media and email. Advertising partners benefit from this thriving segment of our audience.

Monthly Page Views - 35 MM

Sessions - 13 MM

Email Subscribers - 4.6 MM

MM = Million, M = Thousand

 [crosswalk.com](http://crosswalk.com)

 [Christianity.com](http://Christianity.com)

 [BibleStudyTools.com](http://BibleStudyTools.com)

 [iBelieve.com](http://iBelieve.com)

 [CrossCards.com](http://CrossCards.com)

 [Jesus.org](http://Jesus.org)

 [ChristianRadio.com](http://ChristianRadio.com)

 [CHRISTIAN HEADLINES.com](http://CHRISTIAN HEADLINES.com)

## MINISTRY BROADCASTING

We utilize on-demand audio and video to deliver the Gospel to the masses at home and on the go. Hundreds of ministries bring in new listeners, viewers and donors to their radio and TV broadcasts through our sites by being out in front of audiences in multiple environments including desktop, mobile and Smart TV.

Monthly Page Views  
12 MM

Sessions  
3.2 MM

Email Subscribers  
800 M

 [oneplace.com](http://oneplace.com)

 [LightSource.com](http://LightSource.com)



## INSPIRATIONAL VIDEOS

Our largest audience segment, guests enjoy online Christian videos with faith-based, family friendly content. When you visit GodTube.com and GodVine.com you'll find popular videos from Christian music artists, Christian comedians, funny video clips, cute videos and videos that truly inspire.

Monthly Page Views  
37 MM

Sessions  
31 MM

Email Subscribers  
4.1 MM



GodVine.com Godtube.com GodUpdates

## MINISTRY RESOURCES

Salem Church Products exists to serve pastors, church leaders, and ministries with online resources in the areas of preaching and teaching, media, worship, youth ministry, kids ministry, employment, and many more. Through our resources and platform of equipping church leaders for ministry, you can expand your reach and impact to the church.

Monthly Page Views 4.4 MM

Sessions 1 MM

Email Subscribers 500 M

ChristianJobs.com

sermon search

worship house media

SERMON SPACE

CHURCHSTAFFING

# RESPONSE

Salem Web Network connects your brand with the most interactive, responsive, and engaging faith-based audience on the Web.

## Our Audience responsive and faith-based

Why choose between quality or quantity when you can have both? When you advertise with Salem Web Network, your message not only reaches the largest faith-based audience, it becomes integrated into the daily activities of an engaging audience. With websites that touch multiple areas of everyday Christian living including daily devotionals, news and current events, family and parenting, online video and radio, job search, and more; SWN has the ability to provide consistent audience interaction and results for our advertisers.





“SWN’s audience has been essential to our mission in bridging the chasm that existed between Hollywood and people of faith. Hundreds of campaigns over the past 14 years have produced real response for our clients with successful movie openings and TV show premiere ratings.

– Ted Gartner, Principal  
Grace Hill Media



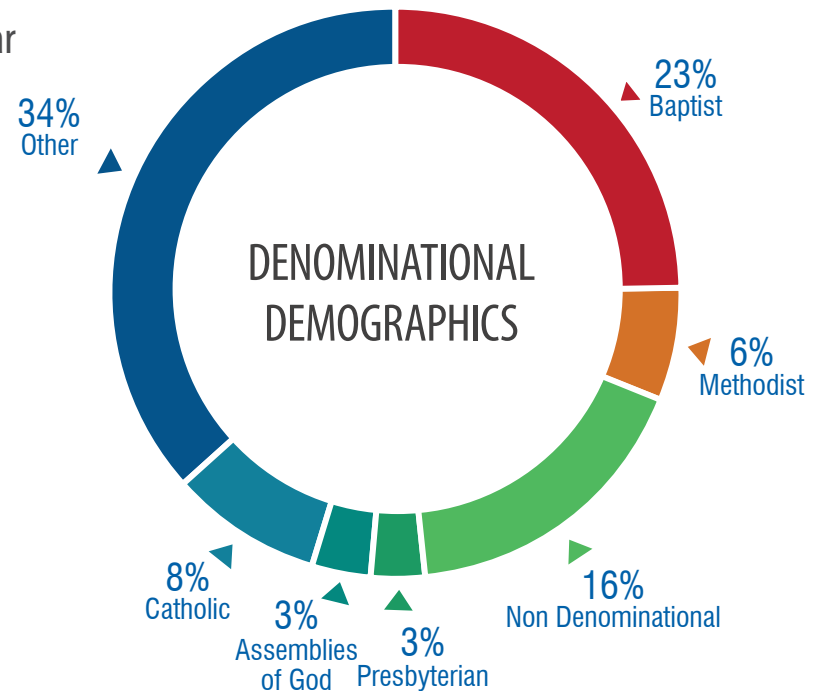
## Audience Demographics

- 65% female – 35% male
- 70% Caucasian – 12% African American  
5% Hispanic – 3% Asian/Pacific
- 5% between ages of 18 and 34 – 9% between the ages of 35 and 44 –  
23% between the ages of 45 and 54 – 63% age 55 and older
- 60% married
- 74% have higher education
- 25% have children at home

# OUR AUDIENCE online destinations for the faith-based audience

## Lifestyle Demographics

- 45% attend a place of worship weekly
- 80% have purchased products online in the last year
- 73% give to non-church organizations
- 74% are likely to click on ads
- 30% participate in personal Bible study
- 65% use social media
- 59% consider themselves to be conservative
- 50% are likely to donate to charities
- 49% volunteer at organization or ministry





“SWN is on the cutting edge of digital advertising. They have served as more than an advertising provider by coming alongside our organization to be a strategic partner. Their commitment to excellence and professionalism has made them a great resource.

– Steve Peterson, Liberty University



## Church Leadership

Salem Web Network is known for reaching top-level decision makers within the church. From senior pastors to church administration, today's church leaders turn to SWN's pastor resources for ministry tools, insights, and recommendations.

## Their Role

- 31% senior pastor
- 20% music/worship pastor
- 14% children's ministry
- 13% media ministry
- 12% teacher
- 10% leadership

## Their Ministry

- 81% have a church website
- 21% utilize audio and video online
- 28% have a mobile website

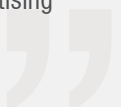
# RESULTS

Using targeted campaigns, SWN's audience becomes your audience.



“Salem Web Network has been a consistent media partner with us dating back to the launch of our agency in 2001. They have one of the largest audiences in the Christian marketplace (if not ‘the’ largest), and we’ve utilized them for nearly every client of ours over the last 13+ years. We’ve found them to be exceptionally good to work with and attentive to our client’s needs. Virtually any organization with a Christian or conservative message should include Salem Web as part of their campaign.

- Charles Raines: WebDirectAdvertising  
(multiple clients)



## Our Results

Whether you need to reach active Christians, church decision makers, or thought leaders, Salem Web Network supplies proven results through targeted and engaging online campaigns. What keeps our advertisers coming back is not only the numbers, but our knowledge of what works with our audience. We continually test, monitor, and measure results in order to provide you with the insight you need to optimize your campaigns. We make it our goal to maximize your brand's performance across multiple touch points and advertising options. Your goals are our goals.

“SWN is timely in response, easy to work with, professional yet friendly, and always thinking of how to make the most of our campaigns. These little things add up to make a big difference when choosing where to advertise.

– Johanna Inwood, WaterBrook Multnomah”



# OUR PARTNERS

a few of the organizations and ministries we serve



# 2015 ADVERTISING RATES

## Display Advertising

<b>Run of Network</b> (various IAB standard ad sizes)	\$ 7/CPM
<b>Target by Sites/Channels</b> (various IAB standard ad sizes)	\$ 11/CPM
<b>Site Takeover</b>	\$10,000/Day
<b>Video Features</b>	\$2,000/Day
<b>Video Overlay</b>	\$15/CPM
<b>Video Pre-Rolls</b>	\$15/CPM
<b>Video Page Skin</b>	\$10,000/Day
<b>Mobile/App Takeover</b>	\$30/CPM

<b>Mobile Banner Ads</b> (300x250 and 300x50)	\$10/CPM
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<b>GodVine.com Fixed Position Ad</b>	\$12,000/3 Days
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## Email Advertising

<b>General Audience Subscribers</b> delivered to 2,600,000+ subscribers	\$40/CPM
<b>Pastor Audience Subscribers</b> delivered to 160,000+ subscribers	\$110/CPM
<b>Targeted Audience Subscribers</b> by interest, geography, or demographics	\$45-\$165/CPM
<b>Display Ads in Email Newsletters</b> by engagement, interest, geography, or demographics	\$15M-\$100/CPM
<b>Sponsored Video Ads in Video Newsletters</b>	\$15/CPM

CPM = Cost Per Thousand

# DISPLAY ADVERTISING

Run of Network

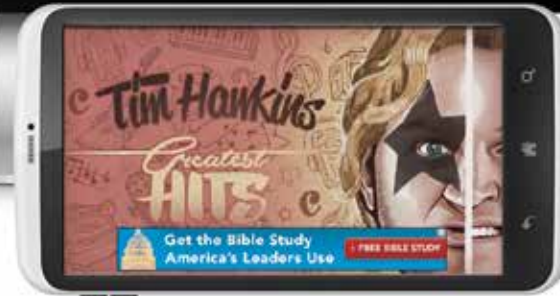
\$7/CPM

GodVine.com  
Fixed Position Ad

\$12,000/3 Days



Target  
by Sites/  
Channels  
\$11/CPM



Mobile  
Banner Ads  
\$10/CPM



Mobile/App Takeover

\$30/CPM

Site Takeover

\$10,000/Day



# VIDEO ADVERTISING

## Video Features

### Homepage Spotlight

\$2,000/Day

### Channel page

\$2,000/Day

### Video Page Skin

\$10,000/Day

### Video Overlay

\$15/CPM



### Video Pre-Roll

\$15/M

# EMAIL ADVERTISING

## Direct Email

General Audience  
Subscribers  
\$40/CPM

Pastor Audience  
Subscribers  
\$110/CPM

Targeted  
Audience  
Subscribers  
\$45–\$165/CPM



Display Ads in Email  
Newsletters  
\$15M–\$100/CPM

Sponsored Video Ads  
in Video Newsletters  
\$15/CPM

# REACH + RESPONSE

Reach the highly sought after faith and family audience right where they've been all along...



# = RESULTS

Salem Web Network.



GodVine.com

Christianity.com

sermonsearch

Jesus.org

crosswalk.com

ChristianRadio

CHURCHSTAFFING.com

worship house media

LightSource.com

oneplace.com

ChurchPastor.com

SERMONSPICE

Godtube.com

CrossCards.com

CHRISTIAN HEADLINES.com

VIDEOS FOR YOUTH  
MEDIA FOR STUDENT MINISTRY

GodUpdates

WORSHIPHOUSE  
KIDS

christian  
SONG TRACKS

christian  
SONG CHARTS

BibleStudyTools.com

iBelieve.com

ChristianJobs.com

pray with me.com



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