



media kit 2022



Peer Magazine • 615 Slaters Lane • Alexandria, VA 22314

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CONTACT: PATRICK SHANLEY • (312) 919-1306 • PATRICK@KEVINSHANLEY.COM



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Invitation to Advertising Partners

When you advertise in Peer, your ad appears in a youth magazine with an average circulation of 30,000 and growing. It is distributed to Salvation Army locations and colleges across the country and is free to individual subscribers. While the magazine appeals to an audience associated with The Salvation Army, its mission is to reach a broader audience—members of Generation Z (16 to 22-year-olds). A marketing campaign is underway to target our desired audience. For instance, 77 colleges and universities have agreed to make copies of each issue of Peer available to students.

Peer is published ten times a year: monthly throughout the school year (September–May) and one summer issue (June). In the first month alone, over 600 subscribers signed up. Peer's articles and features take a fresh look at how faith, community and culture interrelate. Each issue is published electronically on our website (peermag.org) and through our app. Ads can be run in the print magazine and/or on the website.

Reader Snapshot & Magazine Content



- **REMIX:** Unisex fashion and decorating tips from Salvation Army Thrift Store finds.
- **Q & A:** Interviews with actors and Christian music artists.
- **WISE UP:** Articles that bring Church and Salvationist history to life.
- **ASK AN OFFICER:** Readers submit questions about faith, community or culture.
- **FEATURES:** Trending concerns, finances, emotional health, media, etc.



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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.**

2022 ISSUE DATE	2019 AD DEADLINE
January 2022	November 1, 2021
February 2022	December 1, 2021
March 2022	January 1, 2022
April 2022	February 1, 2022
May 2022	March 1, 2022
Summer 2022	April 1, 2022
September 2022	July 1, 2022
October 2022	August 1, 2022
November 2022	September 1, 2022
December 2022	October 1, 2022

Print Advertising Rates

All advertisements included in Peer will be full-page ads with dimensions of 6.75" x 10.5". The cost of each ad will be \$2,000.

Web Advertising Rates

Advertisements included at peermag.org will be either 1,600 x 200 pixels (\$500) or 495.19 x 768.14 pixels (\$300).

