



media kit 2023



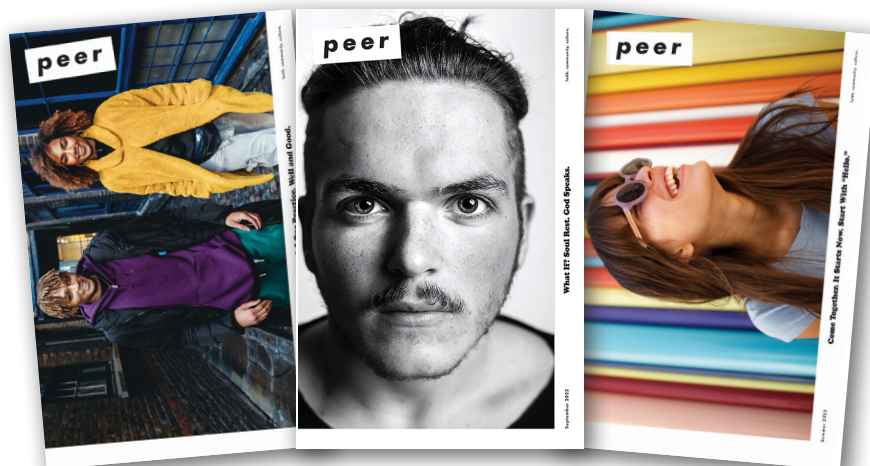
Peer Magazine • 615 Slaters Lane • Alexandria, VA 22314

1 of 4

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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2 of 4

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Policy Statement for Advertising in The Salvation Army's Publications

This policy is to ensure that advertisements in our publications support and move forward the mission of our periodicals.

Any advertisement placed in The Salvation Army of the United States' family of publications, including websites and social media, must:

1. be consistent with The Salvation Army's Mission Statement, Doctrine and/or Position Statements;
2. align with the mission and overall purpose of the publication, as well as bring a positive impact to The Salvation Army and increase utilization of the periodical;
3. have no political statements or overtones, and no lobbying statements or overtones;
4. should comply with all applicable federal, state, and local laws and regulations.

Non-profits can be considered if a formal relationship with The Salvation Army exists. The ad should be reflective of the existing relationship.

The Salvation Army reserves the right to reject any advertisement at any time. The Salvation Army is not liable for any costs relative to an advertisement that has been rejected, even if the advertisement has been previously acknowledged or accepted.

The number of dedicated advertisement pages in each publication are limited and shall not be exceeded. Please see publication media kits for ad specifics.

Peer: Three pages

Mission Statements

Peer: By addressing topics related to faith, community and culture, the mission of Peer is to ignite a faith conversation that will deepen biblical perspective, faith and holy living.





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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.**

2023 ISSUE DATE	AD DEADLINE
January 2023	November 1, 2022
February 2023	December 1, 2022
March 2023	January 1, 2023
April 2023	February 1, 2023
May 2023	March 1, 2023
Summer 2023	April 1, 2023
September 2023	July 1, 2023
October 2023	August 1, 2023
November 2023	September 1, 2023
December 2023	October 1, 2023

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).

