



media kit
2026



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 (peer.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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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 overtones;
4. should comply with all applicable federal, state, and local laws and regulations.

Non-profits can be considered if a formal partnership exists. The ad should be reflective of the partnership.

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.

The War Cry: Four pages; one page being permanently dedicated to the promotion of Crest Books

Peer: Three pages

Word & Deed: Dependent upon arrangement of articles; paid advertisements shall not exceed two pages per edition.

Mission Statements

The War Cry: The purpose of The War Cry, the official national publication of The Salvation Army in the United States, is the same as that for which the Army itself was called into being: to communicate the Christian gospel, to bring people to experience Jesus Christ as Savior and to inspire them by His example.

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.

Word & Deed: The purpose of the journal is to encourage and disseminate the thinking of Salvationists and other Christian colleagues on matters broadly related to the theology and ministry of The Salvation Army. The journal provides a means to understand topics central to the mission of The Salvation Army, integrating the Army's theology and ministry in response to Christ's command to love God and our neighbor.



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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.

2024 ISSUE DATE	AD DEADLINE
January 2026	November 1, 2025
February 2026	December 1, 2025
March 2026	January 1, 2026
April 2026	February 1, 2026
May 2026	March 1, 2026
Summer 2026	April 1, 2026
September 2026	July 1, 2026
October 2026	August 1, 2026
November 2026	September 1, 2026
December 2026	October 1, 2026

Print Advertising Rates

All advertisements included in Peer will be full-page ads with dimensions of 6.75" x 10.5".

Web Advertising Rates

Advertisements included at peermag.org will be either 1,600 x 200 pixels or 495.19 x 768.14 pixels.

