

MAGAZINE OF THE
NATIONAL
ASSOCIATION OF
CONGREGATIONAL
CHRISTIAN
CHURCHES



MEDIA KIT

2025

THE CONGREGATIONALIST MAGAZINE

ABOUT THE MAGAZINE

Since 1849, *The Congregationalist* has served as a thought-provoking platform for education and connection. The theological musings, community happenings, and personal commentaries that fill its pages reflect the vibrant and multidimensional community it supports. Whether highlighting history and heritage, providing a forum for the consideration of contemporary issues, or recounting stories of the Congregational Way in action, *The Congregationalist* seeks to deepen its readers' connections to faith and fellowship with each article it publishes.

WHAT ADS ARE WE INTERESTED IN?

The Congregationalist accepts advertising that acquaints Congregational churches and their clergy, leaders, and members with providers of church supplies, ministerial resources, and opportunities for spiritual enrichment.

MEDIA STATISTICS

- 21,600+ Copies Published Annually
- 250+ Free Issues Distributed at the NACCC Annual Meeting
- Distributed to more than 300 Congregational churches in 36 US states

WHY ADVERTISE WITH US?

More than 5,400 copies of *The Congregationalist* are mailed to readers in the U.S. quarterly, including NACCC member churches and members of their congregations, clergy, and leadership. The magazine is also available publicly online at www.naccc.org.

Each autonomous Congregational Christian church is governed and directed by internal church boards and committees and a council of numerous church members. As a result, many of our readers are in a unique position to influence decisions ranging from the purchase of a Sunday school curriculum to the selection of a minister.

We offer professional writing and design assistance to help advertisers create ads that fit their vision. These services are provided at or below cost, and for NACCC member churches, they may be provided for free.

The Congregationalist's dialed readership offers advertisers the opportunity to reach their precise target audience.

CONTACT INFORMATION

For general information, inquiries regarding ad rates, or to submit an ad, contact Editor Maggie Helmick at mhelmick@naccc.org.

To view past editions of *The Congregationalist* online, visit: www.naccc.org/thecongregationalist.

THE CONGREGATIONALIST

The Congregationalist offers discounted rates for ad package purchases. The discount depends on the number of advertisements purchased.

NACCC Member Churches enjoy their first Minister Search Advertisement in the magazine at no cost. Rates for subsequent Minister Search Ads can be found in the table below.

RETAIL AD RATES

* PRICES LISTED AS COST PER AD

	1 Ad	3 Ad Package	6 Ad Package	8 Ad Package
Full Page	\$650	\$585	\$520	\$455
Half Page	\$341	\$307	\$256	\$224
Third Page	\$236	\$225	\$201	\$175
Quarter Page	\$179	\$167	\$143	\$126
1/6 Page	\$126	\$113	\$100	\$88

MINISTER SEARCH AD RATES

	1 Ad	2 Ad Package	3 Ad Package	4 Ad Package
Full Page	\$406	\$366	\$325	\$285
Half Page	\$214	\$192	\$171	\$150
Third Page	\$157	\$141	\$126	\$110
Quarter Page	\$112	\$101	\$90	\$79
1/6 Page	\$79	\$71	\$63	\$55

* MINISTER SEARCH ADS RATES APPLICABLE TO NACCC MEMBER CHURCHES ONLY

2025 ADVERTISING CALENDAR

March Issue	Deadline for Finalized Ad Content: January 1
June Issue	Deadline for Finalized Ad Content: April 1
September Issue	Deadline for Finalized Ad Content: July 1
December Issue	Deadline for Finalized Ad Content: October 1

MECHANICAL GUIDELINES

Advertisements may be submitted in one of two ways:

Method 1: You may submit professionally designed, publication-ready ads for inclusion in the magazine. In this case, please communicate what size ad you are submitting and submit your completed advertisement by the **Finalized Ad Content Deadline**.

Method 2: If you would like us to create your ad for you, please send the following information to the editor at least one week prior to the **Finalized Ad Content Deadline**: all text and imagery to be included in the ad, your logo if applicable, the size of the ad you would like to place, and any design parameters.

Ad Dimensions

- 1/6 Page: 2.25" x 4.75"
- 1/4 Page: 3.50" x 4.75"
- 1/3 Page: 4.75" x 4.75"
- 1/2 Page: 7.25" x 4.75"
- Full Page Live Area: 7.25" x 9.75"

Please build the ad in the required size. All images should be at least 300 dpi - do not resample low resolution images to 300 dpi. All images, photos and logos must be in CMYK. No spot colors. To ensure rich black, use CMYK values of 40-40-30-100. Submit files as .jpg, .pdf, or .png.

