

UNITED METHODIST COMMUNICATIONS

2025 MEDIA KIT

Connecting you with church members, leaders, clergy and influencers

Andrew Schleicher
Senior Specialist, Marketing & Sales
615.742.5145
ads@UMCom.org



COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH

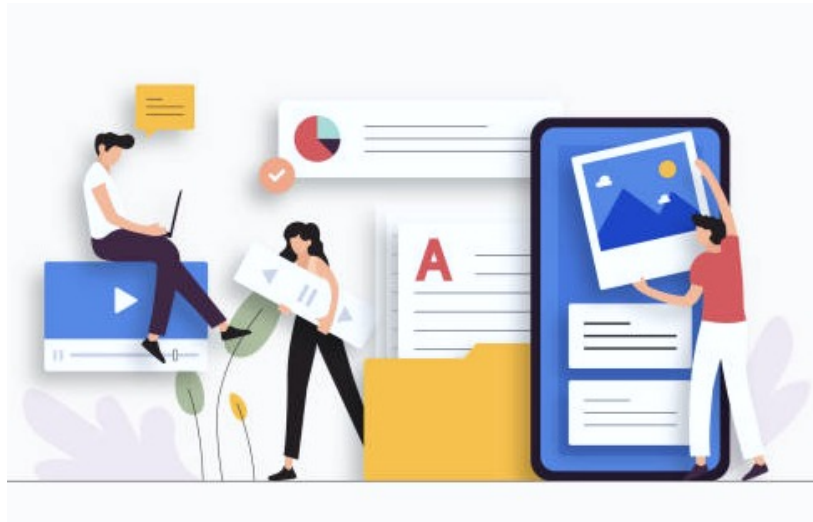
United Methodist Communications' (UMCom) award-winning Christian content serves an educated, affluent audience in more than **200 countries** through official denominational websites, e-newsletters, podcasts, social media channels and other platforms.

Clergy, staff, leaders and members consistently rank UMCom as their first source for church and ministry information!

Placing ads across our media will build more than awareness; it will establish a relationship between your brand and our audience, optimally moving them from **qualified lead to consumer.**

Reach an Influential Christian Audience

Target relevant prospects by connecting with the largest mainline Protestant denomination in the United States and the world.



1.6 million monthly website page views

3.8 million monthly web display ad impressions

220K ad-supported e-newsletter subscribers

809K followers on our largest social media account

New Highlights

- New host for MyCom podcast
- Re-designed e-newsletters
- Renewed energy within The United Methodist Church for mission and ministry.



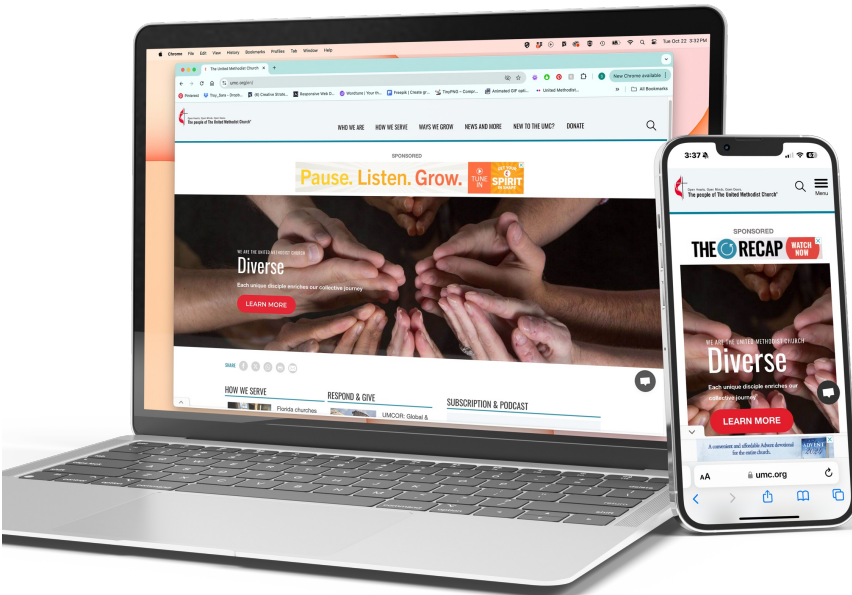
UMC.org

Member-focused content with entry points for seekers

906K average monthly page views

Popular topics: Where to Worship, Who We Are, What We Believe

Top consumer interests of visitors: Cooking, news, shopping, entertainment



5.3M site visitors in the past year

69% mobile sessions

62% Female

38% Male

28% age 18-34

34% age 35-54

38% age 55+

Websites

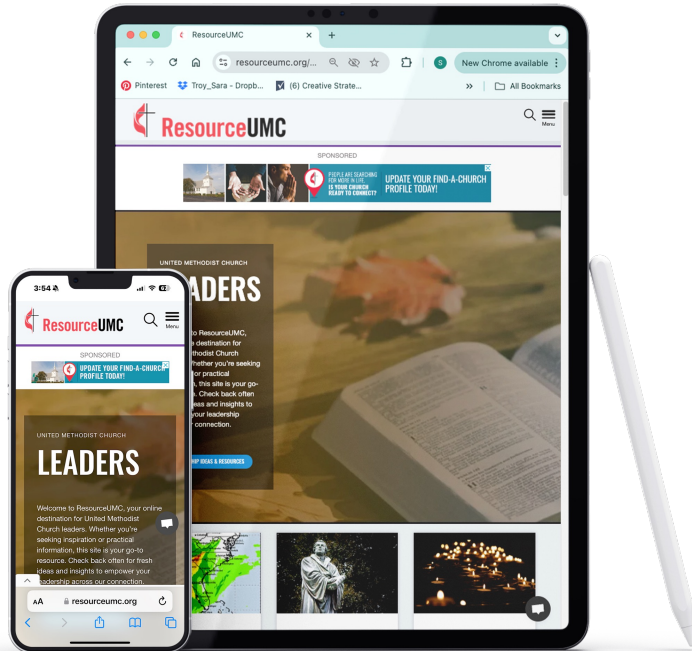
ResourceUMC.org

Church leader content curated from all 13 UMC agencies

Popular topics: United Methodism, giving resources and Spanish-language prayers

Spanish-language browsers make up 35% of all active site users

Top consumer interests of visitors:
Technology, photography, news, entertainment



2.1M site visitors in the past year

68% mobile sessions

60% Female

40% Male

33% age 18-34

35% age 35-54

32% age 55+

Websites

UMNews.org

309K average monthly page views
42% of site visitors are local church volunteer leaders
23% of site visitors are pastors (active or retired)
54% of site visitors share articles

Popular topics: Lent in Korean, regionalization, bishops

Top consumer interests of visitors: Cooking, shopping, entertainment, travel



1.5M site visitors in the past year

70% mobile sessions

58% Female

42% Male

21% age 18-34

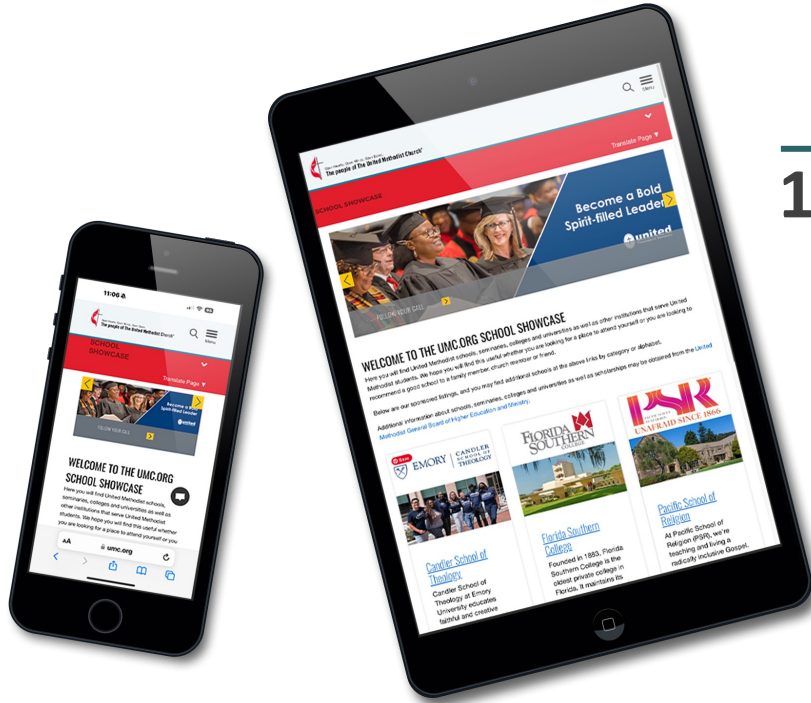
34% age 35-54

45% age 55+

Websites

UMC.org/schools

A comprehensive website for persons looking for an institution serving United Methodist students



15K views in the past year

Open to all schools with a UMC presence
Multiple levels of sponsored school listings
Options for full- or half-year placements
Embedded video options available
Provides complimentary home page rotation

Websites

Ministry Solutions

Showcasing businesses and organizations offering resources to help clergy and local churches conduct their ministry



ResourceUMC.org/Ministry-Solutions

Multiple levels of sponsored listings
Dedicated page for each listing
Options for full- or half-year placements
Embedded video options available

Websites

UM News Digest

Delivered 3x per week
(some exceptions apply)

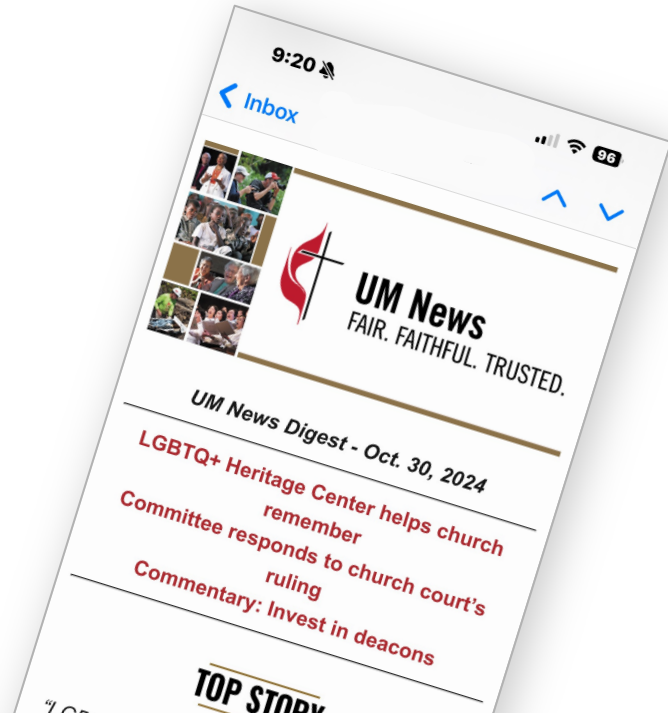
Read primarily by church
leaders, 20% being clergy

Open rate higher than the
industry benchmark

E-Newsletters

42K M, W recipients

56K Fri recipients



United Methodist Now

Delivered every 2 weeks

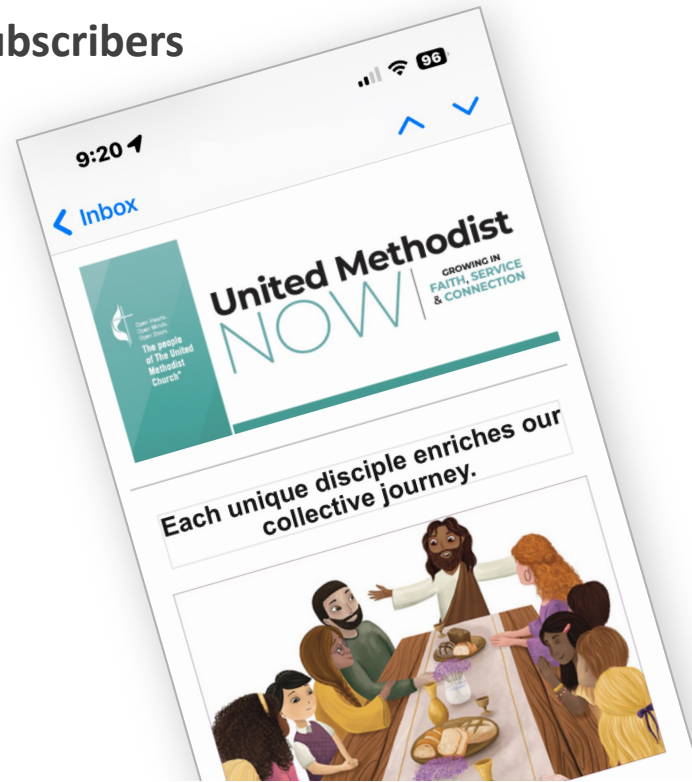
Members interested in
United Methodist beliefs,
prayer and Christian living

Majority of readers are older
adults (55+)

Open rate greater than
industry benchmark

E-Newsletters

124K subscribers



MyCom

Delivered every 2 weeks

Leaders (27% clergy)
interested in tips and
information that will help
their church improve
communications and grow
43% of subscribers surveyed
say they forward issues to
others

Open rate greater than the
industry benchmark

E-Newsletters

45K subscribers



The Source

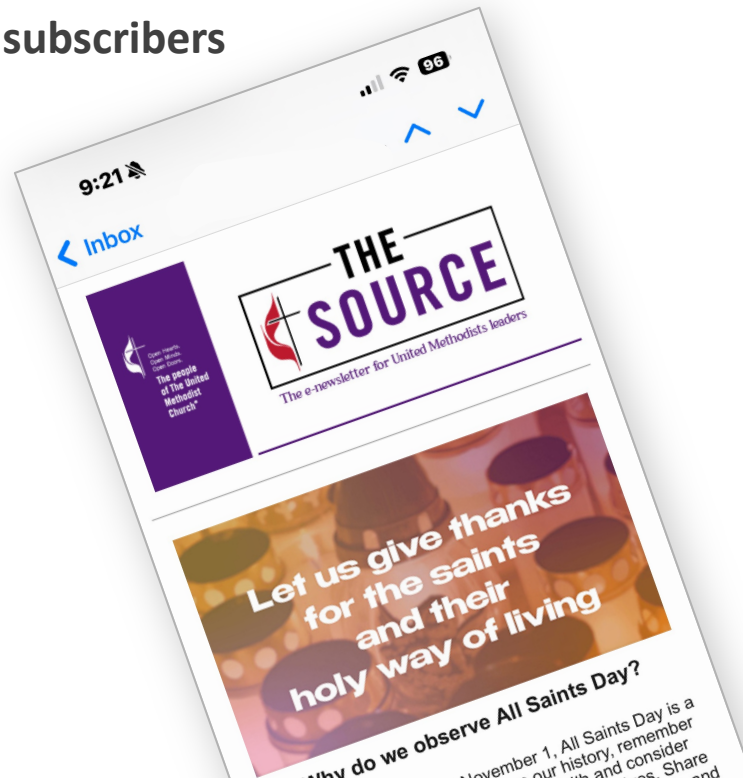
Delivered twice monthly

The inter-agency newsletter for church leaders, both clergy and laypeople, providing the latest resources from across the denomination

Open rate 81% more than the industry benchmark

E-Newsletters

18K subscribers



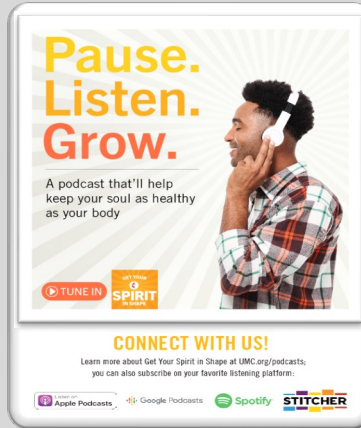
Podcasts



MyCom

MyCom podcast episodes are released once a month, typically correlating with the second issue of the bi-monthly MyCom e-newsletter. MyCom teaches communities of faith how to effectively find their audience and share their story. It includes interviews with savvy church marketers, pastors and leaders with support from many others who offer expert advice on outreach, communications, social media and new technology. Conversations are practical in nature, yet casual and fun!

Average initial 7-day downloads: 112
Average lifetime downloads: 333/episode



Get Your Spirit in Shape

Get Your Spirit in Shape (GYSIS) episodes are released twice each month. Speaking directly to members of The United Methodist Church, the podcast seeks to strengthen the spiritual life of its listeners. GYSIS welcomes authors, pastors, bishops and more, all who share what has helped them along their spiritual journey.

Average initial 7-day downloads: 438
Average lifetime downloads: 721/episode



Numbers Include...

Numbers include downloads via Apple Podcasts, Chrome, Overcast, Podcast Addict, Wget and other platforms. The podcasts are available on additional platforms, such as Spotify, whose numbers are not included here. Video formats for these podcasts may also be viewed on YouTube and our websites.



Ad Specs And Policies

Specifications

Banner pixel sizes

UMC.org and UMNews.org headers

970x250, 728x90, 320x50

ResourceUMC.org header

728x90, 517x68, 320x50, 280x45

All web site footers

970x250, 728x90, 320x50

Typical mid-page placement – 300x250

Newsletter standard – 300x250

Newsletter full width – 600x90

Note: On some ResourceUMC.org and UMC.org pages, a full-width mid-page placement is substituted for the header

Design services are available for an additional fee

Resolution: 80-125 PPI
Format: JPG (preferred) or PNG
Max file size: 100KB

Ads with a white or transparent background require a thin, dark outer border.

Send a web address (URL) to which your ad should be linked. We encourage use of Google tagging for DIY metrics in real time.

Ads designed in languages other than English require a supporting translation provided in a text document.

Creative deadline is 10 business days in advance, unless otherwise specified.

Podcast scripts or talking points are due three weeks in advance of podcast publication. Pre-rolls run for 0:15, mid-rolls are up to 0:60 and end-rolls are 0:30.

The Fine Print

GENERAL AD POLICY

Advertising for all publications must conform to the Social Principles of The United Methodist Church and is subject to editorial approval. All ads, as much as possible, should reflect the cultural diversity that exists within the church. Policy prohibits promoting programs or resources that are in direct competition with official United Methodist programs or resources.

All advertisements must comply with all applicable federal, state and local laws and regulations and endorse no political agenda. UMCom reserves the right to refuse ads that do not comply with these policies or refuse ads deemed inappropriate or unacceptable. UMCom is not liable for any costs relative to a rejected ad.

No ad will be published without execution of a valid advertising contract. New advertisers must pay for the first month of placements in advance of publication. Subsequent ads may be invoiced by UMCom and/or ad agency directly upon publication.

PAYMENT/DELINQUENCY

All invoices for ads should be paid within 30 days of invoice date. If payment is not received, accounts are marked delinquent. UMCom will initiate contact to inform advertiser of delinquent status. Delinquency is subject to rejection of future ads. Furthermore, delinquent accounts with ads under contract (such as annual contracts) may have ads pulled from the schedule.

CANCELLATION/CHANGE POLICY

Written requests for ad cancellation may not be accepted after the reservation deadline. Fees of \$50/occurrence for: materials submitted after deadline, and changes to submitted ad (size, placement, text, design). All requests and authorizations must be submitted in writing. Design services from UMCom are available for an additional hourly design fee.

INDEMNIFICATION

In consideration of publication of an advertisement, the advertiser and the agency jointly and severally will indemnify and hold harmless UMCom, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including (without limitation) claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

FOR MORE INFORMATION, CONTACT:

Andrew Schleicher

Senior Sales Specialist

615.742.5145

ads@UMCom.org



COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH