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+

MEDIA KIT 2026

360.857.7200 • info@nwadventists.com

POWERED BY GOD &



NORTHWEST
ADVENTISTS

NWADVENTISTS.COM | NPUC.ORG

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AUDIENCE PROFILE

Our Northwest Family

The Northwest *Gleaner* magazine is sent to member households in the Pacific Northwest to enrich our members with information, instruction, inspiration and an invitation. Paid subscribers also receive the *Gleaner*.

38,457+

Households

ALASKA
1,052 households

MONTANA
1,592 households

UPPER COLUMBIA
11,432 households

INTERNATIONAL
54 households

IDAHO
2,955 households

OREGON
13,316 households

WASHINGTON
7,864 households

PAID SUBSCRIBERS
192 households

103,808

Northwest Members & Growing
(as of December 2024)

54%
Female

45%
Male

+ Marital Status

33.5%
Single

48.9 %
Married

17.5%
Unstated, Widowed,
Divorced or
Separated

CHILDREN AGES 0–12
738 members

TEENS 13–18
2,878 members

YOUNG ADULTS 19–29
9,311 members

ADULTS 30–59
41,209 members

SENIORS 60+
39,902 members

UNKNOWN AGE
10,062 members

Members by Church Ethnicity
(as of December 2024)

70%
Caucasian
72,878 members

17.1%
Hispanic
17,752 members

9.2%
Multi-Cultural
9,576 members
representing Asian, Russian/Ukrainian,
Korean, Samoan, Native American
and multi-ethnic churches
or unknown ethnicity

2.7%
African American
2,821 members



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PRINT ADVERTISING

Classified Ads



Classified ads are **text only** with a limit of 80 words. Ads with any graphic, logo, bullet list, etc., is considered a display ad. Classified categories include: employment, for sale, real estate, services, vacations and miscellaneous.

First-time advertisers need a letter of recommendation from their pastor, head elder or conference.

CLASSIFIED RATES

- **\$60** for 45 words or less
- **\$1** for each additional word
- **\$10** to publish online early
- **\$20** to publish online ONLY

CLASSIFIED DISCOUNTS

- **30%** for NPUC members
- **10%** for 3 or more issues
- **15%** for 6 issues

Display Ads

Display ads are **visually appealing designs** to promote your event, ministry resource or mission-driven cause. Email your high-res PDF ad file (with fonts embedded) to info@nwadventists.com.

First-time advertisers need a letter of recommendation from their pastor, head elder or conference.

2026 Rates, Dimensions & Specifications

Page Size: 8.125" x 10.625"

Back Page \$4,000

8.625" x 8.875"
(bleed .25 inch except top,
content must be .25" from trim edge)

Inside Back Cover \$3,200

Full Page \$2,800

7.125" x 9.625" (no bleed)
8.625" x 11.125" (bleed .25 inch,
content must be .25 from trim edge)

Half Page \$1,600

Wide: 7.125" x 4.5212"
Tall: 3.4792" x 9.625"

Quarter Page \$1,000

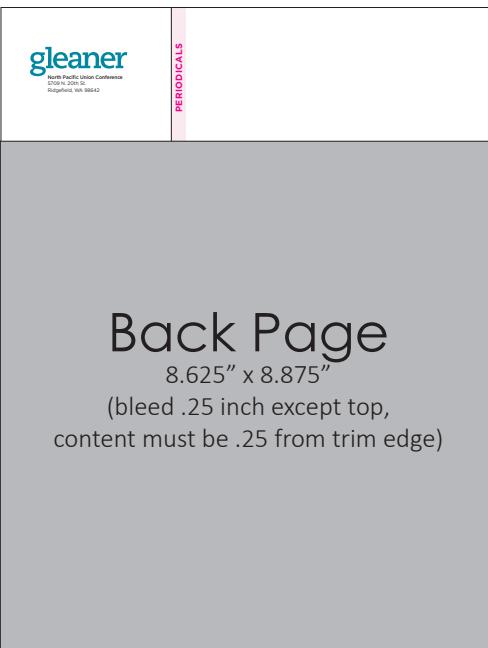
3.4792" x 4.5212"

Eighth Page \$600

Wide: 3.4792" x 2.1767"
Tall: 1.6563" x 4.5212"

DISPLAY DISCOUNTS

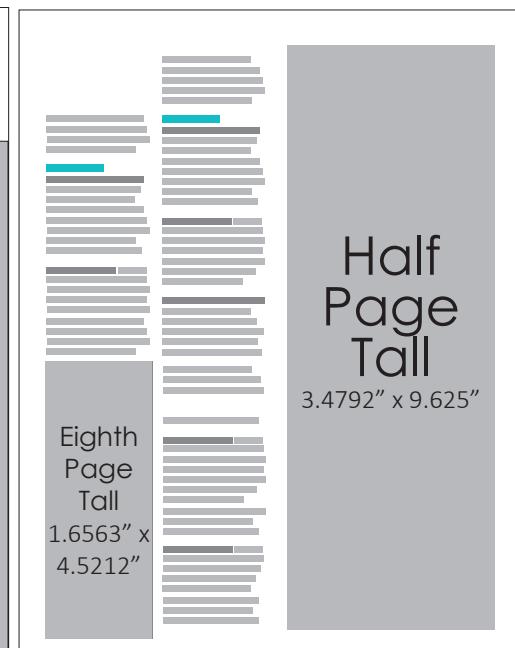
- **50%** for NPUC churches & schools
- **15%** for non-NPUC Adventist organizations
- **15%** for Six issues
- **10%** for Three or more issues



Back Page

8.625" x 8.875"

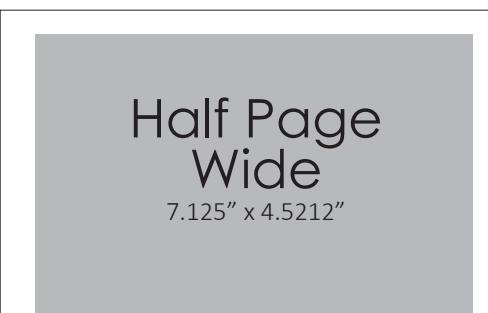
(bleed .25 inch except top,
content must be .25 from trim edge)



Half Page Tall

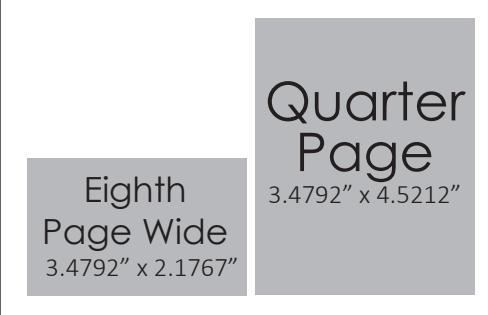
3.4792" x 9.625"

Eighth Page Tall
1.6563" x 4.5212"



Half Page Wide

7.125" x 4.5212"



Quarter Page

3.4792" x 4.5212"



Full Page

7.125" x 9.625" (no bleed)

8.625" x 11.125" (bleed .25 inch,
content must be .25 from trim edge)



NORTHWEST
ADVENTISTS +

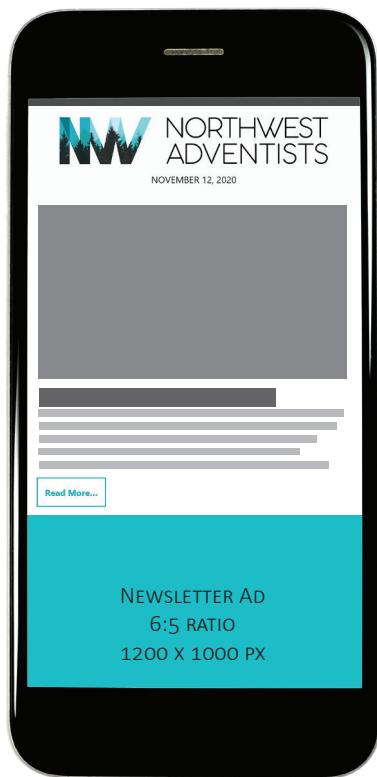
DIGITAL ADVERTISING

Website Banner Ads

On the homepage of NWAdventists.com

6:5 ratio, 336 x 280 px, JPG file
linked to the advertiser's website

**\$50 for 2 weeks
\$90 for 4 weeks**



Newsletter Ads

Advertise in the weekly newsletter emailed every Thursday to nearly 10,000 recipients. One primary ad and one secondary ad per newsletter. Each ad will be linked to the advertiser's website.

Primary Newsletter Ad

6:5 ratio, 1200 x 1000 px JPG image
**\$30 for 1 week
\$100 for 4 weeks**

Secondary Newsletter Ad

1200 x 375 px JPG image
**\$15 for 1 week
\$50 for 4 weeks**