

ENCOURAGING &
EQUIPPING WOMEN
FOR A LIFE OF FAITH

just between us

ADVERTISING MEDIA KIT 2016

helping you effectively reach **WOMEN LEADERS** in the church





just between us

readership report | circulation: 8,500 readership: 40,000

ABOUT OUR READER

- 75% are between the ages of 25 and 55
- 88% are married
- 56% attended college or higher
- 59% are in women's ministry/leadership
- 44% are pastor's wives

SPIRITUALLY COMMITTED

- 58% lead or co-lead a ministry
- 89% volunteer at church
- 46% lead a women's Bible study or small group
- 37% teach Bible classes

PURCHASING HABITS

- 75% buy devotionals & spiritual growth materials
- 70% buy Christian greeting cards
- 65% buy Christian resources on women's issues
- 65% buy Christian music
- 60% buy Bible studies
- 50% buy Christian fiction
- 50% buy Christian DVD's
- 45% buy Christian marriage & family resources
- 40% buy Christian children's books

JBU READERS ARE...

- Women of strong faith
- Church leaders & decision makers
- Enthusiastic about serving the Lord
- Readers & learners
- Looking for the latest resources

OUR GOAL: To encourage and equip women for a life of faith

Just Between Us was started for the women in ministry and women in leadership audience, because 20 years ago God took international speaker Jill Briscoe's dream of developing a tool for women with a heart for ministry, and made it a reality. Since then, **Just Between Us** has worked to create a place where women who serve the Lord in all capacities can connect and be encouraged, uplifted, and inspired.

Just Between Us women are making a difference in their churches, families and world. They actively serve in their churches and in leadership roles – women's ministry directors, pastor's wives, missionary wives, children's leaders, Bible study leaders, etc.

Each issue of **Just Between Us** reaches thousands of women who have significant influence in their churches and ministries, families, and their world. Our readers also frequently make buying decisions within their spheres of influence.

READERSHIP SURVEY RESULTS:

- 98% agree that JBU is relevant in today's world
- 95% agree that JBU equips our readers for the ministry
- 73% read JBU to be encouraged in their ministry
- 60% strongly agree that JBU equips them for their ministry
- 96% agree JBU publishes content that appeals to women of all ages and life stages
- 92% agree that the information JBU provides is excellent to very good


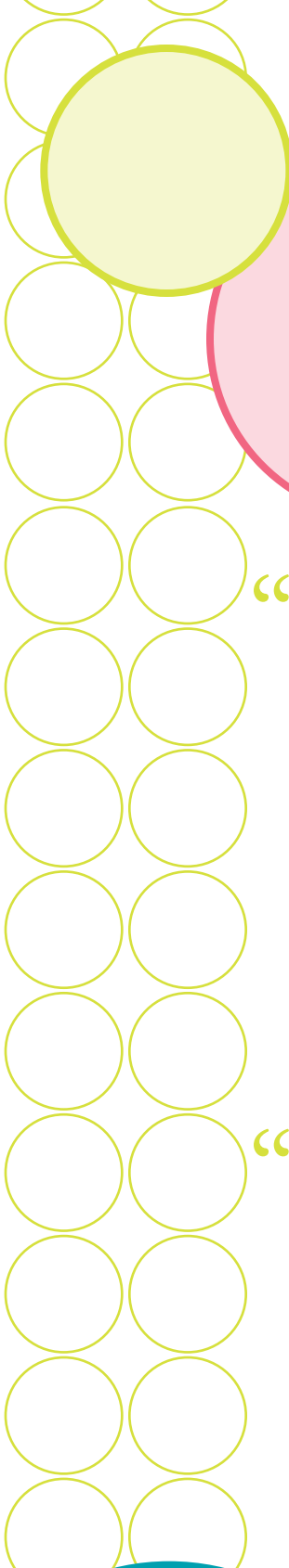
To reserve advertising space, Cover locations, preferred position placement, digital and social media packages, please contact Lindy Mason at 407.293.6636 or Lindy@FaithBasedMediaGroup.net.

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GENERAL ADVERTISING POLICIES

1. **Just Between Us** reserves the right to maintain the magazine's style integrity through creative direction and support of accepted ads.
2. Ads are printed using the four-color process (CMYK) and must be provided digitally. Please see specification page of Media Kit.
3. Advertising rates are subject to change at any time. Approved contracts in effect at the time of a rate change will be honored, but not extended.
4. Neither the advertiser nor any agency acting on their behalf are allowed to cancel or change any insertion order after the issue space close date. Cancellations are not considered executed until confirmed in writing by your Account Manager and confirmed receipt by your **Just Between Us** Advertising Account Manager.
5. The earlier ad insertions are finalized, the better the positioning will be. Special position requests are honored whenever possible. However, **Just Between Us** retains the right to determine final position placement.
6. Our policy with first-time advertisers is to request payment in advance for the first ad placement; all subsequent ad placements will be invoiced.
7. All ads are subject to **Just Between Us**' approval. Advertisers and their agencies assume full legal liability for all ad content including text, representations, and illustrations. The same will indemnify and hold **Just Between Us** and its officers, employees, and agents harmless against any loss, expense, or other liability.
8. **Just Between Us** will hold the advertiser and any agency acting on the advertiser's behalf, jointly and severally liable for such monies as are due and payable to **Just Between Us**.
9. Net payment is due 30 days from the invoice date. Overdue accounts immediately begin incurring a 1.5% late charge. **Just Between Us** reserves the right to refuse further ad placements until the past-due balance (including late charges and forfeited discounts) is paid.
10. **Just Between Us** assumes no liability for ad submission that may contain errors or omissions in ad placement content, key codes, URL addresses, etc.

To contact **Just Between Us**, call or email our Advertising Account Manager, **Lindy Mason** at 407.293.6636, Lindy@FaithBasedMediaGroup.net or ads@justbetweenus.org. Ph: 800.260.3342. **Just Between Us** is located at 777 S Barker Rd, Brookfield, WI 53045.



“ Only God will know the extreme blessings that **Just Between Us** has been! **EVERY TIME I RECEIVE AN ISSUE, I DEVOUR IT** – advertisements and all! After I have thoroughly read, and re-read **JBU**, I pass it on. In fact, I joke that I am a walking advertisement for **JBU** and I never have any old **JBU** issues to read myself. ”

—C.L., *Minor, ND*

“ I have been craving this kind of support for years. I serve as the state coordinator for a national ministry that reaches out to at-risk-youth....I think **THIS MAGAZINE IS THE ANSWER TO MY PRAYERS**. Thank you so much for providing such a resource for women in ministry. ”

—L.W., *Concord, NH*

