



patheos  
*Hosting the Conversation on Faith*

M  
E  
D  
I  
A  
  
K  
I  
T

PATHEOS HOSTING THE CONVERSATION ON FAITH

SPRING 2015



## BY THE NUMBERS TRAFFIC

7  
MILLION



Average Monthly  
Unique Visitors

17  
MILLION



Average Monthly  
Page Views

36  
PERCENT



Return Visitor  
Traffic

### VISIT DURATION

3:23

Patheos visitors are engaged.  
The average web user spends fewer  
than 15 seconds on a given website.  
Patheos visitors spend an average  
of 3:23 minutes.



### EDUCATION

73%

73% of Patheos readers have  
some college or graduate school  
education. 25% have graduate  
school education.



### DEMOGRAPHIC

40%



Patheos has a higher-than-average  
share of readers ages 25-44, a  
prized demographic group-  
Male 56%; Female 44%



### POLITICS

46%

Independent

81%

Active

Nearly half (46%) of Patheos  
readers identify themselves as  
"Independents"-  
Democrat: 29%; Republican: 24%



CONTACT US

ADVERTISING@PATHEOS.COM

720.726.5263

## ADVERTISING WITH PATHEOS

80  
MILLION



Ads Delivered  
Monthly

2.5  
MILLION



Newsletter Emails  
Delivered Monthly

5  
THOUSAND



New Pages of Content  
Created Monthly

### PRIMARY CHANNELS



CATHOLIC



PROGRESSIVE CHRISTIAN



EVANGELICAL



JEWISH



MUSLIM



ATHEIST



FAMILY

### ALL CHANNELS

Atheist  
Book Club  
Buddhist  
Catholic  
Entertainment

Evangelical  
Faith & Work  
Family  
Hindu  
Jewish

Mormon  
Muslim  
Pagan  
Preachers  
Progressive Christian

Public Square  
Seeker  
Spirituality  
Travel (Coming Soon)



### OPT-IN EMAILS

Opt-in emails (eNewsletters, BRSS (Contributor) eNotices, Dedicated eBlast) are still one of the most effective means to reach your sales and customer acquisition goals – even more powerful than social media.\*

Your advertising is delivered along with compelling content that interested readers have requested. Because it is permission-based, your advertising gets seen – not deleted.



115  
THOUSAND



60  
THOUSAND

CONTACT US

ADVERTISING@PATHEOS.COM

720.726.5263

Sources: Google Universal Analytics, Dec. 2014 Quantcast, Dec. 2014 Alexa, Dec. 2014