



patheos
Hosting the Conversation on Faith

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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

JOIN US WHERE FAITH, HUMANITY AND INSPIRATION MEET.

Patheos readers join a vibrant community that is actively engaged in commentary, information and opinion around matters of faith. They return often to read the latest from some of today's most widely read bloggers and columnists in the world of religion.

Instead of focusing on just one tradition, Patheos hosts an open-ended conversation on faith that crosses the spectrum, from the traditional to cutting-edge contemporary.

The Public Square is a thought-provoking arena that juxtaposes today's news headlines with perennial questions about meaning, the divine and life's ultimate purpose. Examining these relationships provides new ways to set a spiritual course in today's world.

The Patheos Library offers objective overviews of the world's religious traditions, produced and peer-reviewed by leading theological experts. A unique chart lets readers compare the "talking points" of selected religions side-by-side.

Faith-specific channels make it easy for visitors to find focused and relevant content. Each channel invites and inspires readers to join the dialogue by adding their own comments and insights.

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PATHEOS CHANNELS



CATHOLIC

With a religious heritage of almost two thousand years, the Catholic community is large and diverse in thought, background, political outlook, and interests. The Catholic Channel reflects this breadth.

Favorite writers include Elizabeth Scalia (The Anchoress), a Benedictine Oblate and columnist at The Catholic Answer; Deacon Greg Kandra (The Deacon's Bench), a former broadcast journalist and the Executive Editor of ONE; and Dwight Longenecker (Standing on My Head), popular author and priest.



EVANGELICAL

With a focus on the "good news" of the gospel, Evangelical writers from many traditions examine matters of salvation, the Trinity, the Bible, society and living a life of devotion. They engage with their readers in timely dialogue that gives insights into the future of the church.

Writers include Scot McKnight (Jesus Creed), an authority on the New Testament; Michelle Van Loon (Pilgrim's Road Trip), whose writing reflects a storyteller's sensibilities; and Tim Dalrymple (Philosophical Fragments), the son and grandson of ministers, who seeks a better understanding of why people do, and do not, come to faith.



PROGRESSIVE CHRISTIAN

Progressive Christian Channel readers explore the cutting edge of Christian tradition and belief with illuminating insights on politics, social justice, inter-faith dialogue, the Bible, faith formation, preaching, and many other topics that speak to real-world living.

Writers include Nadia Bolz-Weber (Sarcastic Lutheran), founding pastor at House for All Sinners and Saints in Denver; Fred Clark (Slacktivist), a former managing editor of Prism magazine who began blogging in 2002; and Alyce McKenzie (Edgy Exegesis), an ordained elder in the United Methodist Church and the George W. and Nell Ayers Le Van Professor of Preaching and Worship at Perkins School of Theology.



FAMILY

Recognizing that family life is key to the transmission of faith and spirituality, the Family Channel brings together a rich selection of material on parenting, marriage, culture, and education. Content on parenting, conversations around men in the church, reflections on raising children with disabilities, and commentary on home schooling fill this channel.

PATHEOS CHANNELS

ATHEIST

Is disbelief just another form of belief? Let's talk about it. At the Atheist Channel, contemporary atheists, humanists, and nonbelievers discuss a range of issues from church and state to politics, feminism, philosophy and media.

Popular contributors include Hemant Mehta (Friendly Atheist), chair of the Foundation Beyond Belief and author of "The Young Atheist's Survival Guide"; Libby Anne (Love, Joy, Feminism), who blogs about leaving religion, the effects of the "purity culture" and feminism; and Daniel Fincke (Camels with Hammers), who argues for atheism and develops a humanistic ethical theory he calls "Empowerment Ethics."

MUSLIM

The Muslim Channel includes conservative, moderate, and progressive voices on the key issues facing today's Muslims. Topics of discussion include Qur'an, hadith, sunnah, fiqh, and the place of the mosque in Muslim life.

Regular contributors include Hind Makki (Hindtrospectives) who writes about the development of Western Muslim consciousness; a diverse group of women contributing Muslimah Media Watch and the ways Muslim women appear in the media; and Dilshad Ali (Muslimah Next Door) who has covered Muslims and Islam in America for more than 10 years.

ALL CHANNELS

Atheist	Evangelical	Mormon	Public Square
Book Club	Faith & Work	Muslim	Seeker
Buddhist	Family	Pagan	Spirituality
Catholic	Hindu	Preachers	
Entertainment	Jewish	Progressive Christian	Travel (Coming Soon)

LIBRARY

The Patheos Library offers the most accurate, dogma-free information on religion and spirituality available online, written by the world's leading authorities.

Over 25 major religions are examined, with thorough, peer-reviewed, encyclopedic information that helps readers understand the origins, history, beliefs, rituals, ethics, and community structures of each tradition. Resources include an Origins map (for a geographical perspective), Faith Family Tree (showing how religions are related), and educational resources for both students and teachers.



PATHEOS BOOK CLUB

The Patheos Book Club is a unique opportunity for thoughtful readers. By using the site's extensive library, interactive lenses and learning resources, reading a book becomes a deeper, more meaningful experience. Book Club members can find new book excerpts, original author interviews and dynamic blogger roundtables to spark and inspire conversation.



PATHEOS MOVIE CLUB

We love movies. We love that they make us laugh, that they make us cry, that they inspire us and horrify us. We love what they teach us about ourselves. Faith + Film come together here!



PATHEOS ENTERTAINMENT CHANNEL

Patheos readers come to the Entertainment Channel for a rich conversation on moral and spiritual themes in TV and movies, commentary on media, and interviews with creative personalities. Get beyond the hype and enjoy the real show on the Entertainment Channel.



CONTENT TARGETING OPPORTUNITIES

Arts & Entertainment, Education & Academics, Family, Finance & Money, Interfaith, Motivation & Self-Improvement, News & Current Events, Politics, Science and Environment, Social Justice, Spirituality, Sports, Technology, Travel and Worship & Ministry.

We target campaigns against specific Channels or Channel groups as well as specific bloggers.

ABOUT OUR AUDIENCE

More Americans than ever before are identifying themselves as spiritual. Yet church attendance across the nation is dipping to new lows. Where are all these people going? They've gone online. According to the Pew Research Center, one-in-five Americans share their religious faith online in an average week. Increasingly, their destination of choice is Patheos.com.

More than 7 million people visit Patheos.com every month for smart commentary, enlightening thought and respectful dialogue on faith. Patheos readers are plugged into the world around them. They are informed and educated. Their natural curiosity makes them explorers at heart. And they are consumers.

By advertising on Patheos.com, you will reach millions of smart consumers who are passionate about the lives they live. They are interested in parenting and family, travel and adventure, health and healing, literature and the arts, entertainment, science and much more. Our highly targeted audience and advertising opportunities allow you to deliver your message to just the relevant segments of our readership.

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

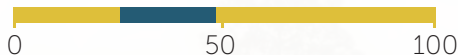
73%

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%



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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)

PARTNERSHIP

TIME

Patheos content appears frequently on Time.com as one of their premier providers of religious commentary.



115
THOUSAND



60
THOUSAND

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YOUR MESSAGE - DELIVERED AND OPENED

Opt-in emails 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.

With subscribers across many content areas, we will help you reach your targeted consumer. Branded Blogger Digests are also available in addition to our eNewsletters. These email notices are sent to bloggers and columnist's opted-in, loyal followers each time new content is posted on their page.

Patheos newsletters are created for many different interests, including:

- **Pan Patheos (2x week)**
- Atheist
- Buddhist
- Catholic
- Evangelical Christian
- Family
- Hindu
- Jewish
- Mormon
- Muslim
- Pagan
- Progressive Christian
- Spirituality
- Book Club
- Entertainment
- Public Square

We also offer advertising in our daily blog digests.

* Custora, E-Commerce Customer Acquisition Snapshot, 2013.



36%

AVERAGE OPEN RATE

Some Patheos bloggers average
40%-60% open rates.

99.8%

DELIVERABILITY RATE

DEDICATED EBLASTS

Patheos offers custom, dedicated email blasts sent with your advertising to targeted, opt-in segments of our subscriber database. If you desire, our creative team will work with you to personalize your message and then we'll manage everything else. You'll also receive an activity report for every emailing to help you optimize your campaigns. You can target your email blasts to our readership.

Our sales consultants are ready to help you plan an effective email blast campaign.

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SPONSORED CONTENT

SPONSORED BLOGS

Join the growing community of contributors who make Patheos their home. You or your organization can host a conversation on a branded blog site within the Patheos platform and be associated with the other writers and contributors in your faith area.

SPONSORED CONTENT CHANNEL

Patheos welcomes additional faith groups and topical channels that are not currently being covered by our editorial staff. Submit your channel plan to a member of our editorial team for review. Sponsored channels that are accepted will benefit from the high level of exposure that comes from being part of the Patheos brand.

PATHEOS BOOK CLUBS

The Patheos Book Club partners with publishers to promote books and authors of interest to people who care about matters of faith. We'll create a unique URL for your book and it will remain on the Patheos site long after the conclusion of the campaign. Book Clubs are promoted through an advertising schedule, eNewsletters and strategic social media campaigns. Live Chats and Book Giveaway Programs are also available.

PATHEOS ENTERTAINMENT CHANNEL

The Patheos Entertainment Channel provides the perfect forum for studios and marketing companies seeking to reach and influence religious and spiritual audiences. The Patheos Entertainment Channel inspires a rich conversation on moral and spiritual themes in movies and represents a large multi-religious community that watches, appreciates and loves to talk about faith and film.

SERIES OR CONTENT SPONSORSHIP

Patheos offers Topical Series that run throughout the year. These engage writers from across the Patheos community to join in a conversation on a pertinent topic. Our Series are heavily promoted across the site and allow sponsors to connect to a specific topic that transcends the boundaries of a single faith community. Patheos also offers sponsored pages that can serve as platforms for your unique product or group's mission. We create a unique URL for your organization where you can add content.

PREMIUM CONTENT PROMOTION

If you are promoting books, e-courses, video content or other retail offerings that are interesting to the Patheos community, the Patheos Premium Content Store is an excellent place to get your products seen.

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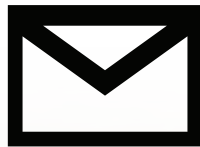
OK, NOW IT'S YOUR TURN

Thank you for your interest in Patheos! We've told you about the great writing, the reader resources, and the faith channels. You've seen a snapshot of our savvy readers.

Now, we'd like to learn about you, and how Patheos can help you meet your advertising goals.

At Patheos, we believe we are in a large partnership – with our readers, with our writers, and with our advertisers. Let our sales team put together an advertising campaign designed just for you.

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Sources:

Google Universal Analytics, Dec. 2014

Quantcast, Dec. 2014

Alexa, Dec. 2014