



# REFLECTIONS

## Advertising Media Kit

*A Trusted Voice for Apostolic Women. A Strategic Platform for Apostolic Brands.*

**Reflections Digital Magazine** @<https://reflectionsupci.com>

**Reflections UPCI Podcast** on YouTube, Spotify, and Apple Podcasts

**Social Media** @reflectionsupci

---

## Our Mission & Community

*Reflections* is a digital magazine and podcast from Ladies Ministries UPCI, serving Apostolic women. For more than forty years, we have cultivated a trusted relationship with women who value Apostolic content and community.

Our advertising rates are intentionally structured as introductory partnership pricing. Because our platforms serve a niche Apostolic audience and we are in a revitalization growth stage, our goal is to make advertising approachable for small businesses and ministries that may be trying it for the first time. We want our partners to test visibility, build recognition, and experience real connection with readers and listeners at a comfortable price point. Our aim is not simply to sell ad space, but to create a trusted place where Apostolic women can discover and support Apostolic-owned businesses and ministries.

---

## Why Advertise with Us?

- Faith-based alignment with your brand's mission and values
- A highly targeted niche audience of women committed to Apostolic life and service
- Multi-platform exposure for consistent brand presence
- A trusted voice within the Apostolic community

---

## Audience Snapshot

- **Primary Audience:** Apostolic women ages 25–55
- **Reach & Engagement:**
  - 63,000+ podcast streams
  - 9,000+ annual YouTube views

- 10,000+ social media followers
- 4,000+ website visitors per month
- 80% newsletter open rate
- Podcast ranks in the top 10% of all video podcasts on Spotify
- Higher engagement than 94% of all podcasts for comments and 98% for shares.

*Our audience is loyal, engaged, and responsive to brands they trust.*

---

## Advertising Opportunities

### Digital Magazine (Bi-Monthly)

- Full-page ad (8.5 x 11): \$200
- Half-page ad (5.5 x 8.5): \$100
- **Premium sponsored magazine** with full-page ad in our most visible location (back cover or inside front cover): \$300

### Website (Bi-Monthly)

- Featured article sidebar (600 x 900 px, image + link): \$100
- **Premium sponsored homepage post** (600 x 900 px, image + link) or above-the-fold banner advertisement (1536 px x 1024 px, image + link): \$200

### Newsletter (Bi-Monthly)

- Banner advertisement (1536 x 1024 px – image + link): \$50
- **Premium sponsored newsletter ad** (1200 x 630 px – image + text + link): \$100

### Podcast (Monthly)

- Pre-roll advertisement (15–30 seconds, text + link): \$100
- Mid-roll premium advertisement (30–60 seconds, text + link): \$200
- Post-roll advertisement (15–30 seconds, text + link): \$100
- **Premium sponsored episode** (pre, mid, and post text + link): \$300

### Social Media (Weekly)

- Sponsored post (text + links): \$50 per post

*We suggest advertising across multiple platforms for consistent brand visibility.*

---

## Advertising Packages

### Featured Apostolic Spotlight – \$150

- Short bio + ad bundle (pick any two platforms - e.g., social feature + podcast mention) for one cycle.\* Perfect for authors and small businesses.

### Silver Package – \$500

- Advertise on two platforms of your choice (e.g., magazine + podcast) for one cycle.\*
- Premium placement options included.
- Two sponsored social media posts and newsletter shoutout.

### Gold Package – \$700

- Full multi-platform exposure across all channels for one cycle.\*
- Premium placement options included.
- Four sponsored social media posts.

### Partner Perks:

- 15% discount for 3+ cycle/issue commitments.\*
- Full Year Sponsor for 6 issue commitments: Exclusive mentions across all magazines, newsletters, podcast episodes, and social media for an entire year — custom quote starting at \$1,500.

*\*A cycle is a two-month timeframe (choose your target: January/February, March/April, May/June, July/August, September/October, or November/December).*

---

## Ideal Advertising Partners

- Apostolic-owned businesses
- Ministry-focused organizations
- Conferences, events, and retreats
- Publishers, authors, and educators
- Faith-based products and service providers.

---

## Let's Partner Together

Let's partner together to share your mission, ministry, or business with Apostolic women.

Contact: [reflectionseditor@upci.org](mailto:reflectionseditor@upci.org) | Website: <https://reflectionsupci.com>

