



Christian Media Pack

Print & Digital

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Client Director

Religious & Ethnic Sales House

TMH Media is the leading sales house for Religious and Ethnic Media, providing advertisers/agencies with exclusive access to a diverse and highly engaged audience across faith-based and multicultural channels.

With deep expertise in these niche markets, TMH partners with broadcasters, publishers, and digital platforms to deliver tailored advertising solutions that resonate with specific communities.

By using our strong relationships and deep market insights, TMH Media helps brands/charities effectively connect with faith-driven and culturally rich audiences, ensuring impactful campaigns that drive engagement and results.

The following pages provide an overview of our 20 Christian press titles, including details on both print and online editions.



Why Do Christians Give?

2 Corinthians 9:7

Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver



Genesis 14:20

And praise be to God Most High, who delivered your enemies into your hand." Then Abram gave him a tenth of everything.

Giving, it's a biblical thing!

Christians are motivated givers.

Reader Demographics

The average profile of UK readers of Christian press titles such as Woman Alive, Christianity, Keep the Faith, and New Life typically reflects certain demographic, psychographic, and interest-based characteristics.

While specific reader profiles can vary depending on each publication's focus, a general overview of demographics across the titles we represent show:

- An average age of 45 – 64
- Readers are majority female
- Reader are practicing Christians, attending Church

Donations are important with **91% giving regularly**
And **89%** feel that giving to charity is important.

Readers are primarily based in the UK are predominantly Christian, encompassing a range of denominations including Anglican, Methodist, Baptist, Pentecostal, Evangelical, and Catholic.

Reading Preferences:

Readers of these publications often prefer print media, although digital versions are increasingly popular. They appreciate in-depth articles, personal testimonies, Bible studies, and practical advice on living a Christian life.

Do you give to charity?



YES 91%



NO 9%

Is it important to you to give to charity?

57%

Very important

32%

Important

10%

Somewhat important

1%

Not important



FEMALE
79%

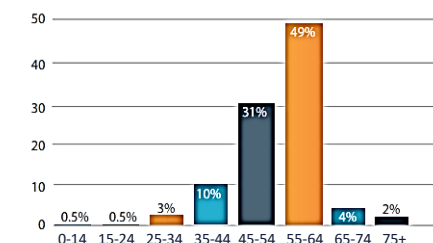


MALE
20%



OTHER
1%

Age

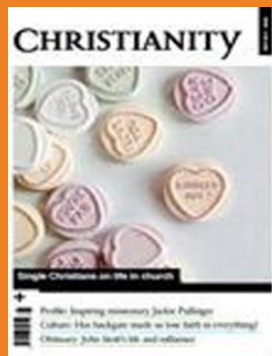


Press Synopsis



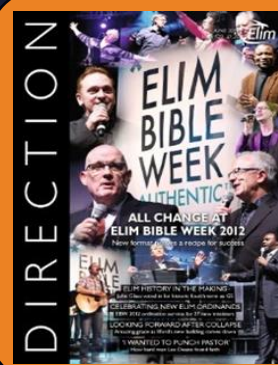
Premier Woman Alive is the original UK monthly woman's magazine. Woman Alive appeals to women of all denominations. It seeks to inspire, encourage, and resource women of all ages in their faith, helping them to grow in their relationship with God. It provides practical help and a biblical perspective on the day-to-day issues impacting their lives.

Frequency: Monthly
Circulation: 5,000



Premier Christianity has been established since 1965 and has a loyal reader base. They carry a range of articles, including topical long-read features that delve into the complex world of faith and ethics, shorter online opinion pieces responding to the daily news agenda, historical accounts of Christian figures, cultural commentary on the latest films, TV shows and books.

Frequency: Monthly
Circulation: 11,000



Direction is the monthly glossy house publication for Elim Pentecostal Churches in the UK, with 4,000 paid-for printed copies distributed among Elim's 550 UK congregations, with an estimated 12,000 readers. They publish twelve monthly issues each year. Also published digitally.

Frequency: Monthly
Circulation: 4,000



iBelieve is a glossy best-of Magazine published just twice each year, at Christmas and Easter. Each special issue is packed with all the very best stories from there recent publications, with 4,000 printed copies distributed among a wide range of UK churches and individual Christians, with an estimated 12,000 readers. Also published digitally.

Frequency: 2 x year
Circulation: 4,000

Press Synopsis



New Life is the longstanding Christian outreach newspaper is taken by churches of many different denominations throughout the country, giving advertisers exposure to active Christians as well as their friends, neighbours and contacts. They publish twelve monthly issues each year. Also published digitally.

Frequency: Monthly
Circulation: 10,000



This quarterly collectible magazine celebrating the incredible stories of men and women who have stood for the Christian faith down through the ages, copies are distributed among a wide range of UK churches and individual Christians with an estimated 2,000 readers. Four issues are published each year, in January, April, July and October. Also published digitally.

Frequency: Quarterly
Circulation: 1,000



Christian Holidays publishes holidays that are good for your body and soul. Published once a year, copies are distributed as a loose insert in Direction and iBelieve and New Life Newspaper, reaching a wide range of UK churches, Christian bookshops and individual believers. It is also published digitally and promoted via e-blast to 5,000 of our customers and contacts on four occasions.

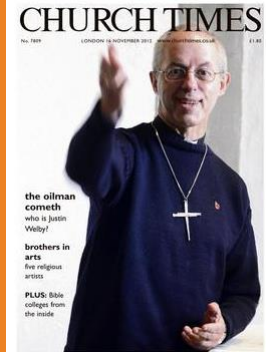
Frequency: Annual Dec
Circulation: 10,000



Keep The Faith is the UK's leading Black and multi-ethnic Christian publication. They publish educational, inspirational, aspirational, and motivational articles to enrich the lives of their audience. They connect their audience to news, events and services which matter to them. They also help organisations seeking to reach this audience with world-leading print, online, and e-marketing services.

Frequency: Bi-Monthly
Circulation: 10,000

Press Synopsis



The Church Times, founded in 1863, is known for informed and independent reporting of Church and world news. The newspaper is published weekly on Fridays. Each issue includes wide-ranging features and interviews, Bible commentary, lively debate on current affairs, cartoons, and book reviews.

Frequency: Weekly
Circulation: 16,000



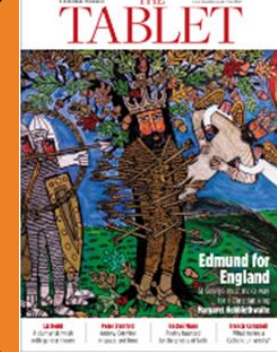
Testify appeals to people of diverse faiths and religious backgrounds. It delivers news and information that impact the Christian community, alongside coverage of current events, rib-tickling humour, and a wide range of lifestyle topics; from family and finances to careers, Christianity, sports, and various other social issues that resonate with readers.

Frequency: Fortnightly
Circulation: 50,000



Stay informed on the latest UK and world news, as well as analysis and comment on vital issues affecting Evangelical Christian life today. Evangelical Times (ET) is a UK Reformed Evangelical Christian news publication online and in print. Established in 1967, our print edition is an attractive 32-page tabloid newspaper, published monthly.

Frequency: Monthly
Circulation: 9,000



The Tablet has been in circulation since 1840 serving the Catholic and wider religious communities internationally. The Tablet publishes opinions and comprehensive coverage on religion, current affairs, politics, social issues and the arts which are all served up weekly from leading international journalists, authors, politicians and academics.

Frequency: Weekly
Circulation: 9,000

Press Synopsis



The Catholic Herald has long been a bold and influential voice within the Church, dedicated to defending traditional Catholic culture and values. Globally renowned, it serves as the leading platform for sophisticated and incisive Catholic discourse and commentary, offering readers profound insights and a steadfast commitment to the principles of the faith.

Frequency: Monthly
Circulation: 5,000



The Catholic Post is the only National Catholic newspaper in the UK that is Carbon Neutral. It delivers a wide range of content, including news, information, faith-based articles, and Catholic teachings, to readers across the UK. The Catholic Post provides a modern approach to faith journalism, reaching a diverse audience while supporting environmental responsibility.

Frequency: Monthly
Circulation: 7,000



The Middlesbrough Voice is a key Catholic newspaper serving the Diocese of Middlesbrough, offering a blend of diocesan news, parish activities and broader Catholic issues. Widely read by local Catholics, the newspaper serves as a trusted source of faith-based news, education, and community engagement in the Middlesbrough area.

Frequency: Monthly
Circulation: 7,600



The Lancaster Catholic Voice is the official newspaper of the Diocese of Lancaster, providing news, spiritual insights, and community updates to Catholics in the region. It focuses on parish activities and issues affecting the Catholic community. The publication is dedicated to fostering faith and unity, offering a trusted source of information and inspiration for its readers.

Frequency: Monthly
Circulation: 7,400

Press Synopsis



The Nottingham Catholic News delivers news, faith reflections and community stories to Catholics across the region. It highlights diocesan events, parish activities, and important issues within the Catholic Church. Committed to nurturing faith and connection, this publication provides readers with valuable insights.

Frequency: Monthly
Circulation: 3,400



Catholic South West is a regional publication serving the Catholic community across the southwest of England. It offers a range of news, features and spiritual reflections pertinent to the dioceses in the area. The publication fosters a strong sense of community, providing updates on parish events, faith-related discussions and contributions from local clergy and laypeople.

Frequency: Monthly
Circulation: 1,500



Catholic East Anglian is a regional publication dedicated to the Catholic community in East Anglia. It provides news, articles and spiritual reflections relevant to the dioceses in the region. The publication supports the local Catholic community by covering parish events, faith-based initiatives, and offering insights from clergy and laypeople.

Frequency: Monthly
Circulation: 6,500



Northern Cross is a Catholic publication serving the dioceses of Northern England. It offers news, features and reflections relevant to the local Catholic community, covering parish events, faith initiatives and regional developments. The publication aims to unite and inform its readers. They are a not-for-profit organisation and a charitable trust.

Frequency: Monthly
Circulation: 2,000

Christian Press Titles

PUBLICATION NAME	FREQUENCY	CIRCULATION	PAID / FREE	PUBLICATION SIZE
Christianity	Monthly	11,000	Paid	A4
Woman Alive	Monthly	5,000	Paid	A4
Ibelieve	Christmas & Easter	4,000	Paid	205mm x 275mm
Direction	Monthly	4,000	Paid	A4
New Life	Monthly	10,000	Paid	Tabloid
Heroes of the Faith	Quarterly	1,000	Paid	A4
Evangelical Times	Monthly	9,000	Paid	Tabloid
Keep The Faith	Bi-monthly	10,000	Free	A4
Church Times	Weekly	16,000	Paid	Tabloid
Testify	Fortnightly	50,000	Free	Tabloid

Series and bundle discounts available

*All press titles are exc VAT

Catholic Press Titles

PUBLICATION NAME	FREQUENCY	CIRCULATION	PAID / FREE	INSERTS Y/N	PUBLICATION SIZE
The Tablet	Weekly	9,000	Paid	Yes	A4
The Catholic Herald	Monthly	5,000	Paid	Yes	A4
The Catholic Post	Monthly	7,000	Paid	Yes	Tabloid
Middlesbrough Voice	Monthly	7,600	Free	Yes	Tabloid
Lancaster Voice	Monthly	7,400	Free	Yes	Tabloid
Nottingham Catholic News	Monthly	3,400	Paid	Yes	Tabloid
Catholic South West	Monthly	1,500	Paid	Yes	Tabloid
Catholic East Anglia	Monthly	6,500	Paid	Yes	Tabloid
Northern Cross	Monthly	2,000	Paid	Yes	Tabloid

*All press titles are exc VAT

Series and bundle discounts available

Other Advertising Opportunities

- Website Banners
- APP Banners
- E Letters
- Newsletters
- Classified Ads
- Recruitment
- Advertorials

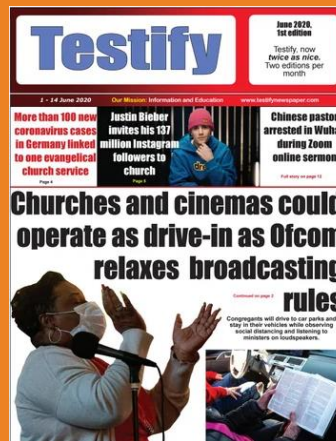
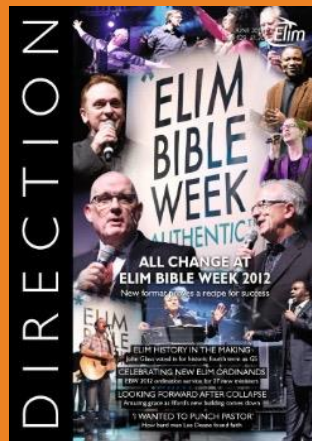
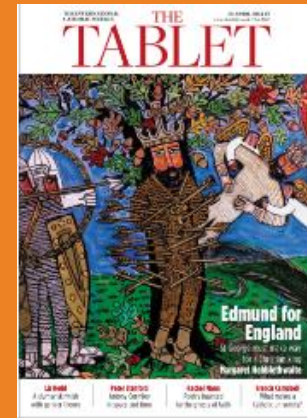
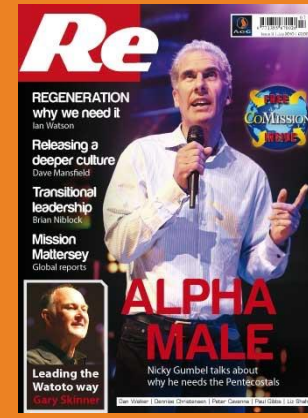


Digital Press Offerings on the following slides



DIGITAL
PRESS

Digital Christian Press Titles

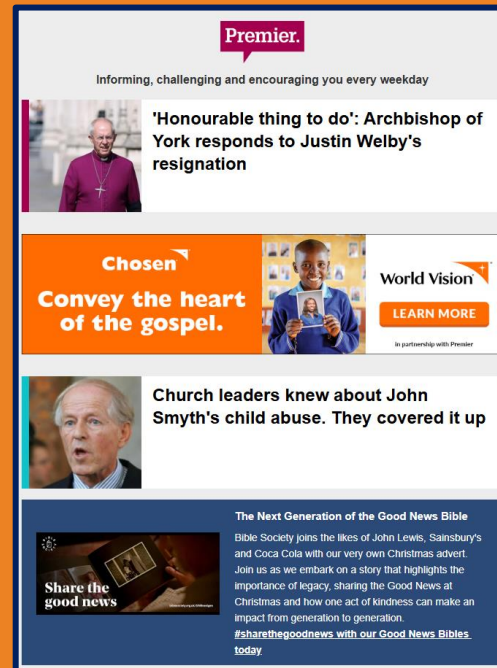


Woman Alive, Christianity & Voice Of Hope



Premier Woman Alive is the original UK monthly woman's magazine. Woman Alive appeals to women of all denominations. It seeks to inspire, encourage, and resource women of all ages in their faith, helping them to grow in their relationship with God. It provides practical help and a biblical perspective on the day-to-day issues impacting their lives.

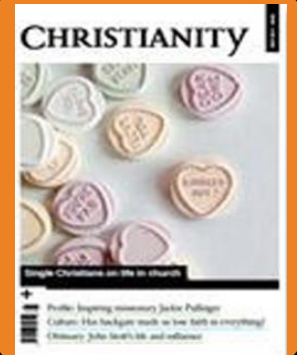
1. Bespoke email to over 34,000 subscribers
2. Advert across Woman Alive monthly newsletter 18,000 subscribers – assets required; Image + up to 50 words
3. Voice of hope newsletter (104,000 subscribers) – assets required; image + up to 50 words – across 5 days
4. Sponsored content blog on Christianity and Woman Alive website (500 words)



TOTAL
PACKAGE
£POA

AVG OPEN
RATE
28.33%
AVG CTR
2.6%

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TO ALL PAGES



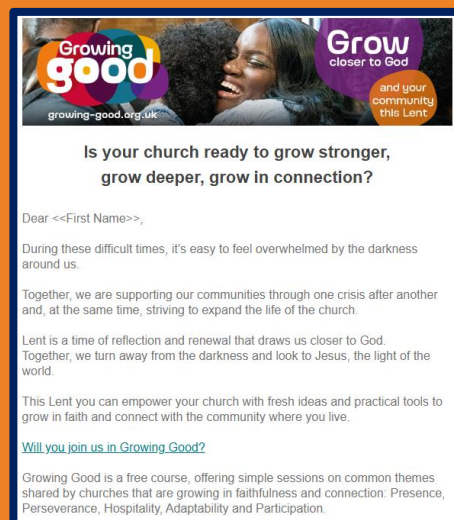
Premier Christianity has been established since 1965 and has a loyal reader base. They carry a range of articles, including topical long-read features that delve into the complex world of faith and ethics, shorter online opinion pieces responding to the daily news agenda, historical accounts of Christian figures, cultural commentary on the latest films, TV shows and books.

Keep The Faith



1. 6 X email blasts across – 5000 subscribers church leaders, 3 generations of churchgoers, businesses, charities, local authorities and BME organisations
2. Social media posts (Facebook, X, Instagram) collective followers 20,000 = 6 posts across each site + 1 free


Keep The Faith is the UK's leading Black and multi-ethnic Christian publication. They publish educational, inspirational, aspirational, and motivational articles to enrich the lives of their audience. They connect their audience to news, events and services which matter to them. They also help organisations seeking to reach this audience with world-leading print, online, and e-marketing services.



TOTAL
PACKAGE
£POA

AVG
OPEN RATE
35.02%
AVG
CTR 2.41%

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Children and Families Worker

Are you a pioneer who loves kids and has a creative approach?

Do you come alive in a multicultural city?

We're wanting someone who can help us develop community hubs for families in North London.

Chris Sparrow
07563 210016
christophersparrow@gmail.com
sjsp.org.uk/vacancies

Contact →

Closing Date
9 Jan 2023

We are looking for:

- A fun, creative and prayerful approach
- Multicultural community ministry experience with children, young people and families
- Ability to inspire and lead teams of volunteers

This is a full-time vacancy, and you would work half time with each church. The salary range is £28,000 - £30,000. We are open to applications for job sharing.

[Find Out More](#)

Evangelical Times



Stay informed on the latest UK and world news, as well as analysis and comment on vital issues affecting Evangelical Christian life today. Evangelical Times (ET) is a UK Reformed Evangelical Christian news publication online and in print. Established in 1967, our print edition is an attractive 32-page tabloid newspaper, published monthly.

1. Site wide banner ad, placed across all pages including homepage, church finder page and all articles – 36,000 website visitors
2. 4 week – email newsletter to over 5,500 subscribers

TOTAL
PACKAGE
£POA

AVG OPEN
RATE 29%

AVG CTR
1.9%

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Risk Insights CHURCH

Insurance insights
Safeguarding
Assessing risk
Regulatory updates
Cyber security
Trustee issues
Partner resources

A newsletter to help church leaders manage risk

Sign up here

Renewing Your Mind
WITH R.C. SPROUL

Stream *Renewing Your Mind* and Your Other Favorite Podcasts from Ligonier

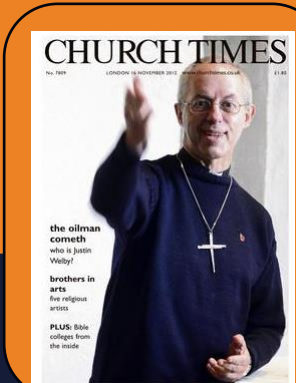
LISTEN NOW >

Share the hope of Jesus this Christmas

For just £39, you can help our pilots and planes deliver a Bible Box to a community in Papua New Guinea this Christmas.

MAF TOGETHER WE SERVE, TOGETHER WE FLY.

Church Times



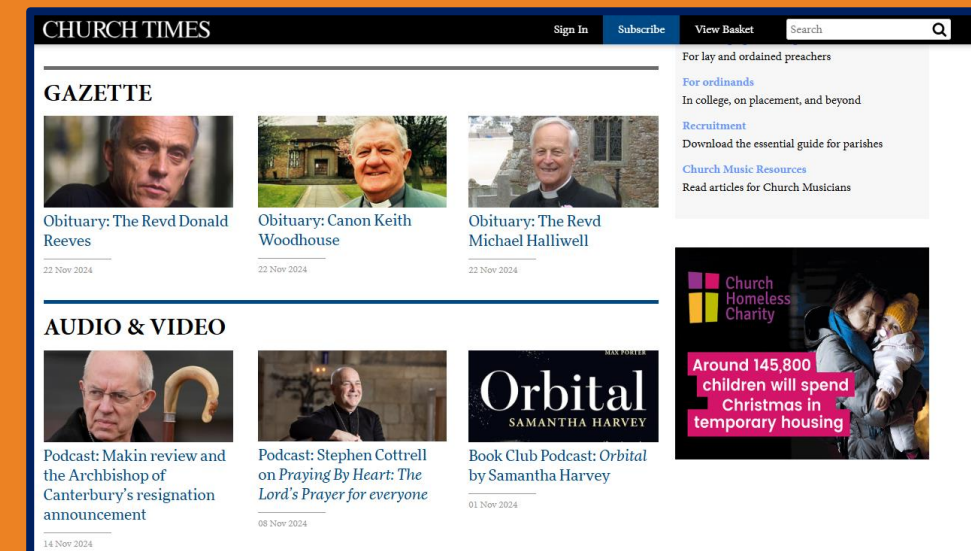
The Church Times, founded in 1863, is known for informed and independent reporting of Church and world news. The newspaper is published weekly on Fridays. Each issue includes wide-ranging features and interviews, Bible commentary, lively debate on current affairs, cartoons, and book reviews.

1. Church Times App – 2000 users
2. MPU across Website wide – featuring; job board, Canterbury Press Books, The Magnet, The Preacher and Book shop = 125,000 views per month, average click per ad 250
3. Weekly Newsletter – 8 times in one month to 22,000 email addresses

TOTAL
PACKAGE
£POA

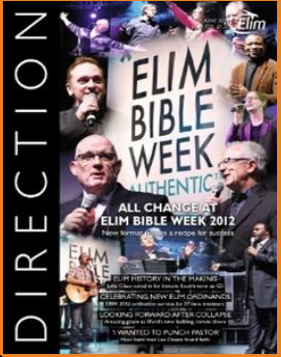
AVG
OPEN RATE
30%
AVG CTR 2.1 %

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Direction & Ibelieve

1. Published article of up to 1000 words and 4 images across newlifepublishing.co.uk website (1600 unique users per month) Article to remain up for 3 months
2. MPU advert across homepage, linking back to article and webpage seen by 10k+ monthly visitors
3. E-marketing – banner advert placed on weekly newsletter to your chosen website or landing page – to over 4,000 subscribers



Direction is the monthly glossy house publication for Elim Pentecostal Churches in the UK, with 4,000 paid-for printed copies distributed among Elim's 550 UK congregations, with an estimated 12,000 readers. They publish twelve monthly issues each year. Also published digitally.



TOTAL
PACKAGE
£POA

AVG
OPEN RATE
40%
AVG CTR %
2%

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iBelieve is a glossy best-of Magazine published just twice each year, at Christmas and Easter. Each special issue is packed with all the very best stories from there recent publications, with 4,000 printed copies distributed among a wide range of UK churches and individual Christians, with an estimated 12,000 readers. Also published digitally.

Faith World TV - Digital



FAITH WORLD TV

1. Faith World TV newsletter subscribers 3000 – eblast sent twice with 1 follow up = 3 separate emails
2. 6 social posts – Facebook & Instagram
3. 6 Facebook posts on Bring the Nation Back to God
4. Over 40,000 Followers

TOTAL
PACKAGE
£POA

AVG
OPEN RATE
30%
AVG CTR 2.1 %

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CHRISTIAN OPINION PANEL



GIVING

The Survey

The Christian Opinion survey was produced to deliver insight into the giving habits of our Christian TV viewers.

The **Summer 2015** report asked 411 Christian TV viewers 102 questions.

The **winter 2017** survey asked 546 Christian TV viewers 42 questions.

The **Autumn 2019** report asked 51 questions to 854 of our Christian TV viewers.
Our biggest panel to date!

Why Do Christians Give?

2 Corinthians 9:7

Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver



Genesis 14:20

And praise be to God Most High, who delivered your enemies into your hand." Then Abram gave him a tenth of everything.

Giving, it's a biblical thing!

Motivated Givers

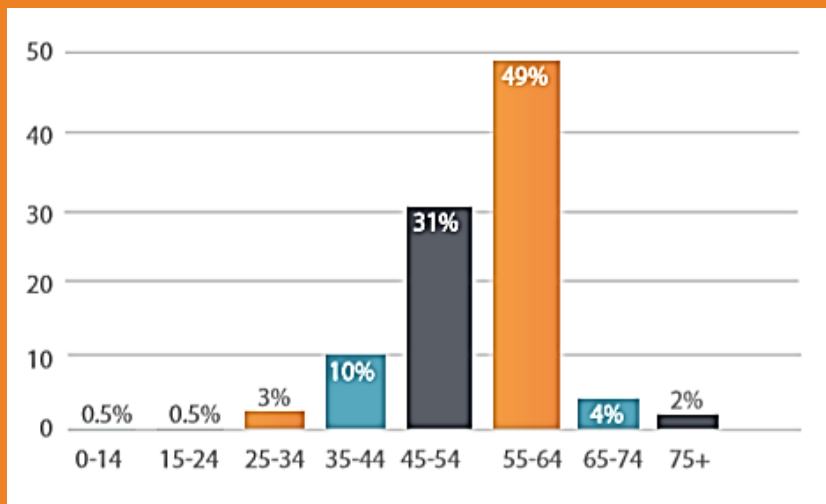
Other Subjects Covered In The Survey

- Education
- Employment
- Yearly income
- Household size

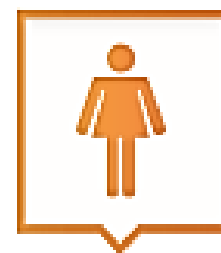
- Ethnicity
- Registered to vote
- Gift Aid
- Engagement

- Volunteering
- Church Giving
- Tithing Wages
- Church Volunteering

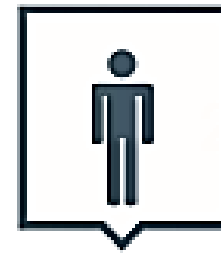
Demographics



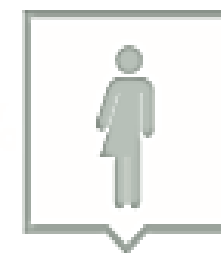
- Of the 854 survey participants **49%** were aged between **55-64**
- This has shifted from the 2017 survey where **55%** of our participants were aged between **25-44** and **35%** were over 45
- Our original survey in 2015 **56%** of our panel were over the age 45



FEMALE
79%



MALE
20%



OTHER
1%

- 79% of our panel are female
- In 2017 63% of our panel were female
- 2015 – 67% were female

Do You Give To Charity?



- CAF is a charity, a bank and champion for better giving.
- Established for over 90 years they help donors, companies, charities and social organisations in donating.
- In 2019 they interviewed over 12,000 individuals to produce their 'giving report'.
- This confirmed that 57% of their panel had donated to charity in the last year.

91% versus 57%

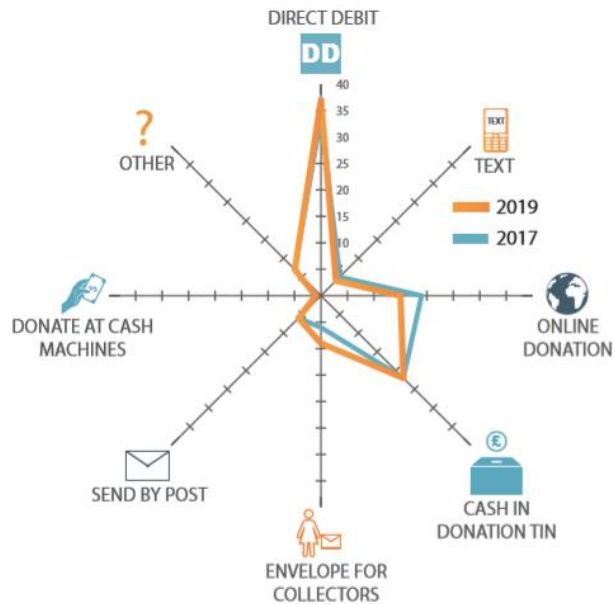
Based on CAF research this indicates our audiences charitable giving far exceeds the national average.

Our Survey Results: Do you give to charity?



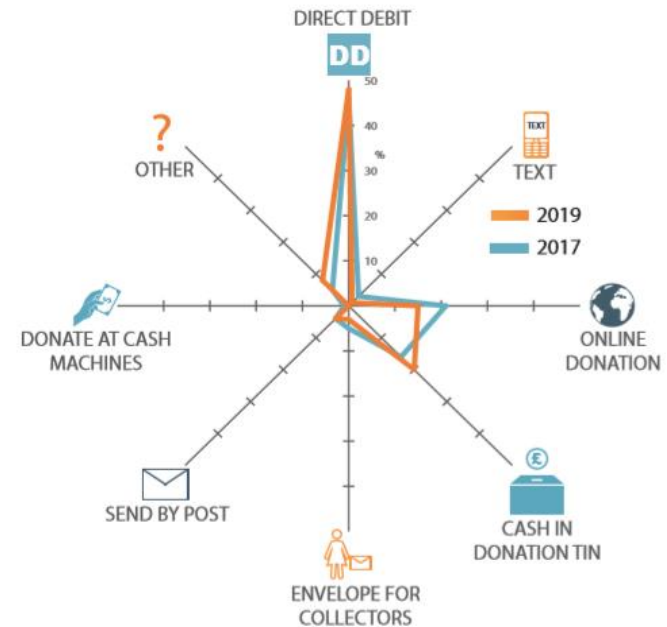
Donating

How do you donate to charities?



“How do you donate to charities?”
37% by direct debit, by far the most popular method.

What is your preferred method of donation?



“What is your preferred method of donation?”
The majority of respondents prefer to give by direct debit.
48% said direct debit.

Donating

Do you own a pet?



YES 56%



NO 44%

Are you an animal lover?



YES 84%



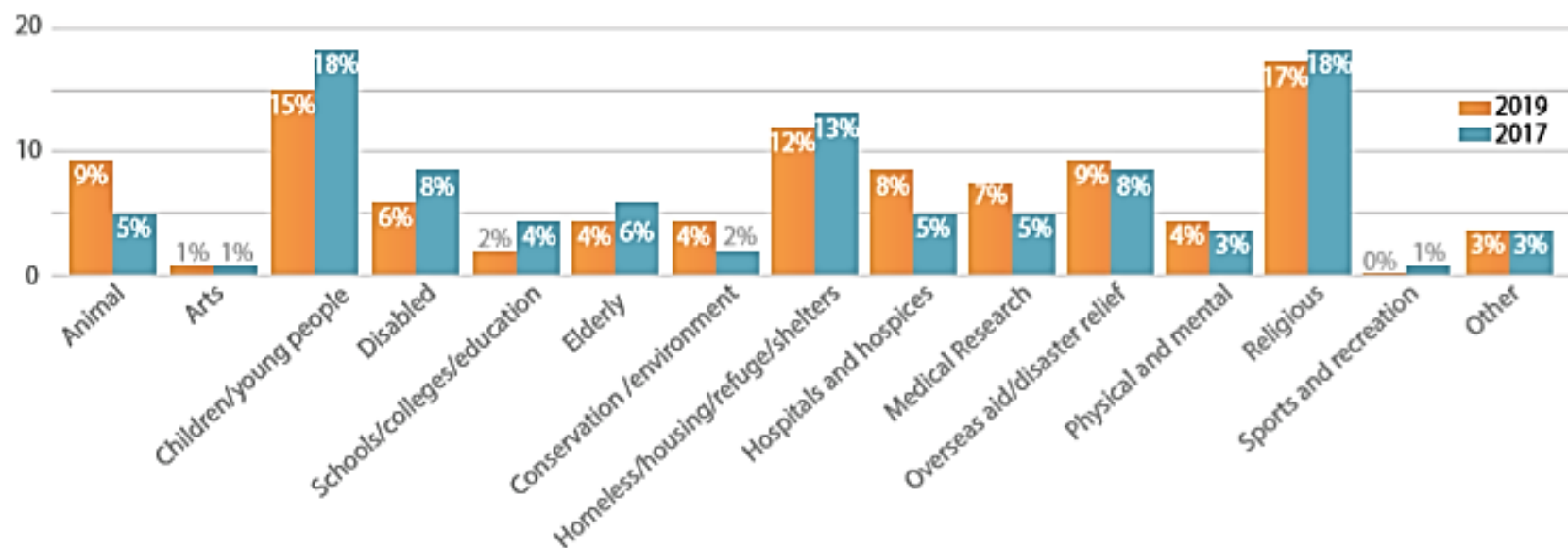
NO 16%

The majority of Christians surveyed are animal lovers and own a pet.

Statistics from PDSA reveal that pet ownership in the UK has increased in recent years with 49% of UK adults owning a pet*.

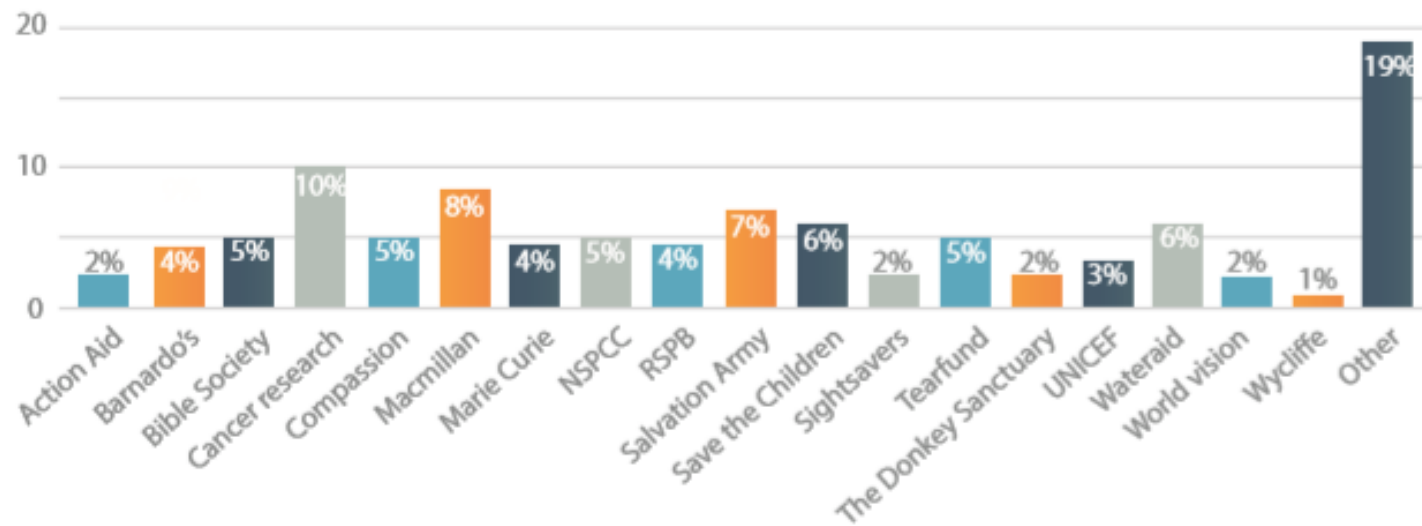
What Charities Have You Donated To

What sort of causes do you support?



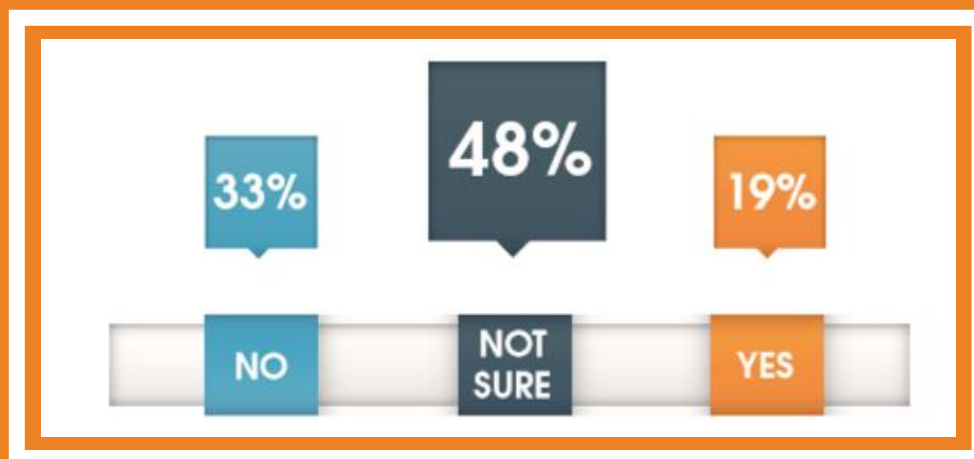
Causes Our Audiences Support

Do you support any of these causes?

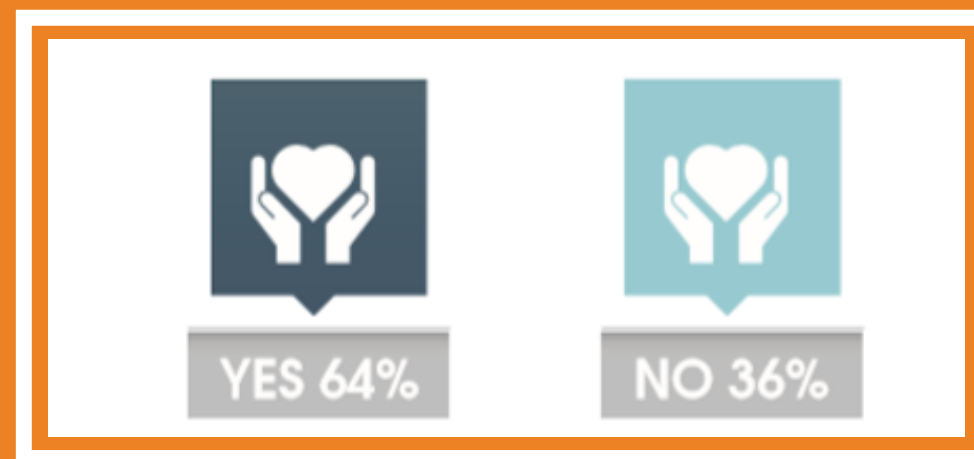


Legacy

Will you be leaving a legacy gift in your will?



Do you know how to leave a charitable donation in your will?



THANK YOU!



[tmhmedia.co.uk](mailto:karen@tmhmedia.co.uk)



karen@tmhmedia.co.uk



01206 241014