

I turn to your site for a five-minute reprieve from the chaos. I always find an article or section that helps me see beyond the turmoil and regain my optimism. These days, your site is even more valuable as millions search for answers.
- A loyal Beliefnet user



Company Profile

Beliefnet is the **largest multi-faith inspiration and spirituality website**. It provides information, community and services on a wide variety of topics. Beliefnet's main topic channels include **Inspiration, Health, Entertainment**, Love & Family, Holistic Living, Blogs, Community, Faith & Prayer, and News. It has won the most **prestigious editorial awards** on the internet and traditional publishing, and is viewed as a leading authority on spiritual matters by major news organizations.

Beliefnet is **not affiliated with any spiritual organization of movement**, and has partnerships with *The Wall Street Journal* and *Chicken Soup for the Soul*. The website is ad-supported.



“ I recently happened upon your website, and greatly appreciate the fact that so many different faiths and spiritual practices can come together in one place. ”

- Christine G

Audience

Gender

Female	73%
Male	27%

Age

35+	92%
35-54	54%

Education

College	81%
College grad/post grad	53%
Post grad	26%

Household Income

50K+	56%
100K+	23%
150K+	8%

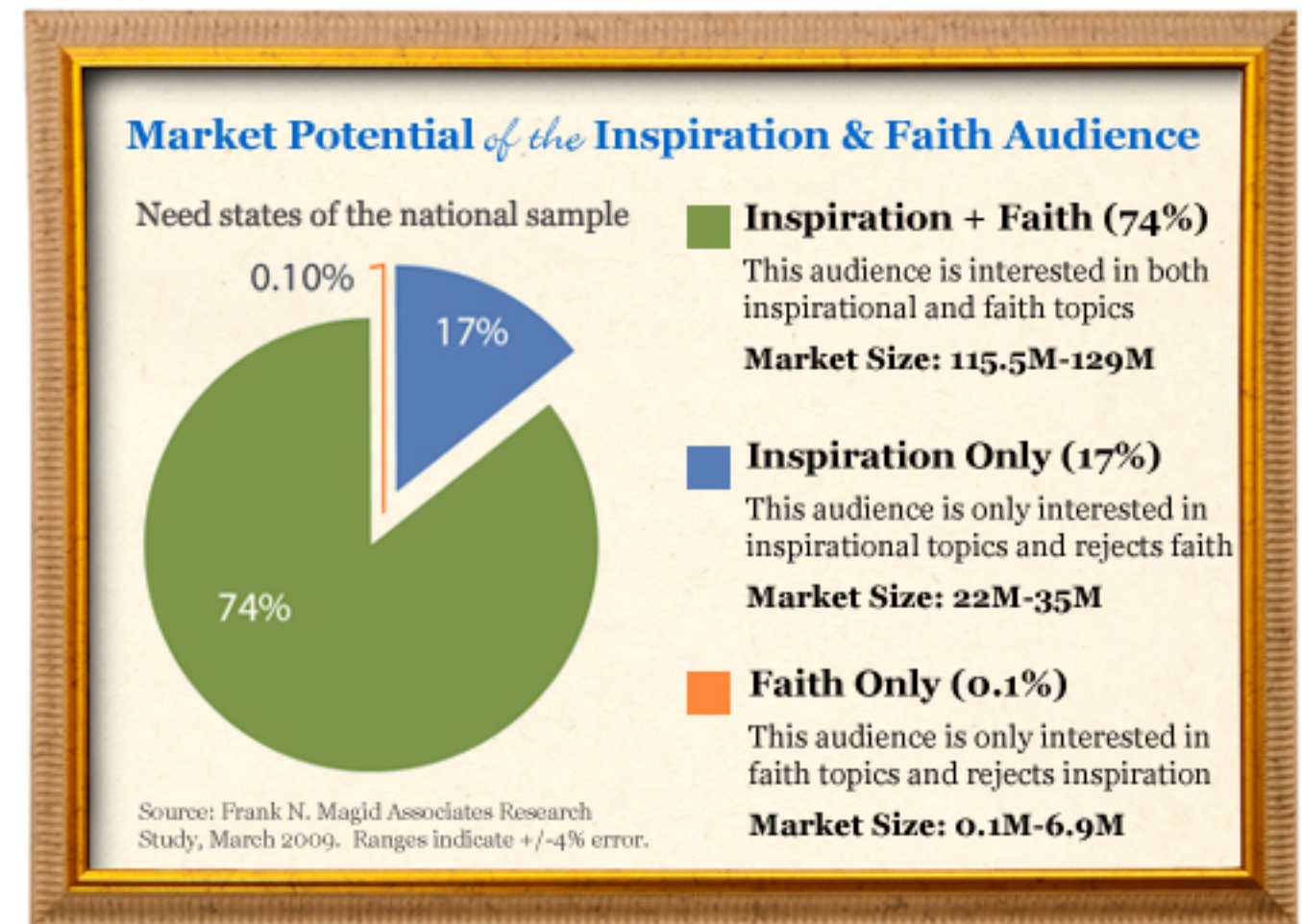
Marital Status

Married	66%
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Total Audience

- **5.8 million** unique monthly visitors across site and newsletters*
- **9 million** name stand alone e-mail list

Source: Nielson Net Ratings, July 2009, except where noted (*) DoubleClick



“

I love this website. It is a great highlight to my day. These stories really inspire me.

”

- Diane S.

Top 5 Reasons to Advertise with Beliefnet

1. Beliefnet is the **#1 site** for inspiration and spirituality
2. **Promote your brand** through strategic, innovative and custom programs created by our award-winning editorial staff.
3. Drive engagement by aligning your brand with **positive, uplifting content rarely found elsewhere online.** Magid Research Associates reports that 93% of users leave feeling better after visiting Beliefnet.
4. Achieve scale by harnessing the power of an email list of over **9 million opt-in subscribers** to direct bursts of traffic where it counts.
5. Attain results by tapping into our core audience of **women 35+ who demonstrate great buying power.** 86% of the Beliefnet audience identify themselves as being a primary decision-makers of the household. *

Source: (*) Comscore 2009



Ad Specifications

Note: this is abbreviated ad specs ONLY. Please refer to www.beliefnet.com/adspecs for full ad specifications

Website

Size	Max file size
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728 x 90	39 K
300 x 250	39 K
160 x 600	39 K
300 x 600	39 K
640 x 480	80 K
720 x 300	39 K
970 x 66	39 K

All ads user-initiated only; 3 loops - 30 second max

BN-served files: DHTML, SWF, GIF, HTML, Javascript, JPG

3rd party served tags: Standard, IFrame, Javascript, internal redirect

Newsletter

Size	Max file size
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728 x 90	39 K
300 x 250	39 K

Text link Approx. 40 words

GIF/JPG ONLY - NO RICH MEDIA

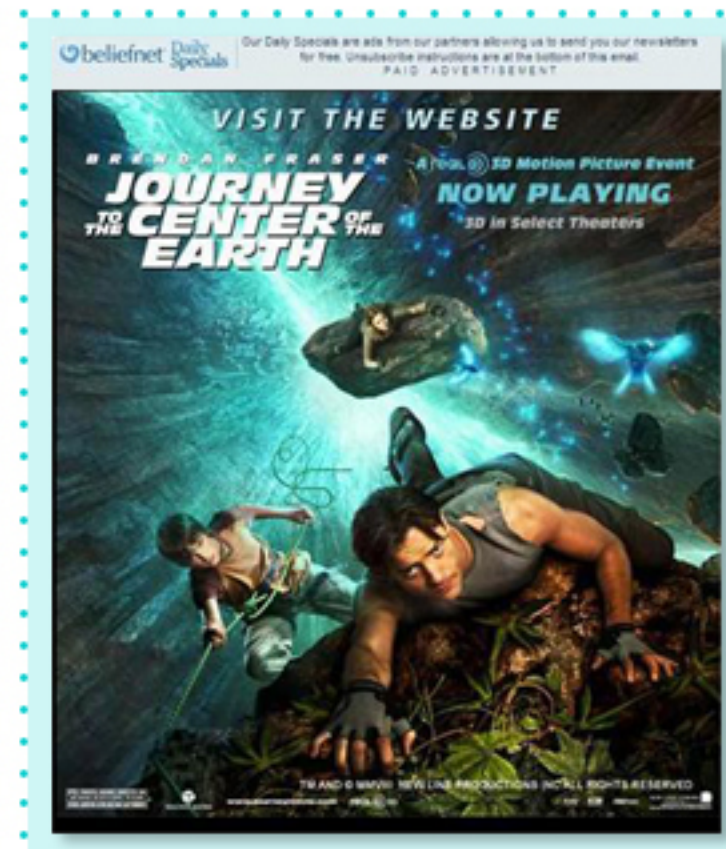
Tags must REDIRECT to image ads

Email

Size	Max file size	Other requirements
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600 x 800	60 K	Max of 5 links
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Video in email available



Newsletter Sponsorship

- 22 Newsletter titles, including health, entertainment and inspiration topics
- Daily Inspiration is the most popular newsletter with over 3MM subscribers
- Most newsletters mailed daily
- 100% SOV opportunities available
- Banner units flexible—options include 300x600, or standard IAB units




TODAY:
[Finding Happiness](#) | [The Art of Wishing](#) | [What Are Your Favorite Comfort Foods?](#)

TODAY'S INSPIRATION

We either make ourselves happy or miserable. The amount of work is the same.

— Carlos Castaneda

[View more quotes >](#)



[Little things, big payoff](#)



[Spring Cleaning: Tips for a Mind-Body Detox](#)



[Top 14 Inspirational Movies](#)

TODAY'S INSPIRATIONAL STORY



Your Favorite Acts of Kindness

Like ripples circling outward in a pond, individual acts of kindness, taken together, can have world-changing effects. Beliefnet users share their stories.

[See gallery >](#)

ADVERTISMENT



Liberty Mutual
The Responsibility Project

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“ First, I'd like to thank you people that upkeep this website for constantly keeping me laughing, and for the emails you send. My wife loves the recipes and I like eating them! ”

- Jeremy & Stacy D.

Awards

- **ASME National Magazine Awards Winner
General Excellence Online, 2007**
Finalist: 2002, 2004, 2006
- **WEBBY Awards People's Voice Winner,
Religion & Spirituality Category, 2008**
Official Honoree, Religion & Spirituality, 2009
Official Nominee, Religion & Spirituality, 2007
Official Honoree, Best Practices for Overall Web
Experience, 2007
- **Online Journalism Awards Winner
Online Commentary, Large Site, 2008**
Large Site finalist, 2007
Breaking News finalist, 2001 & 2003
Enterprise Journalism finalist, 2001
Creative Use of the Medium finalist, 2000 & 2001



“ I start my day with you every morning. I look forward to reading all the articles and I save them for future reference. Thank you for this truly inspirational website. ”

- Mary Ann P.

What People Are Saying



"I poured my heart out on this site and got so much uplifting support from others who had shared the pain of a broken relationship, and made such great friends."

- Anonymous



"Thank you, Nell, for your work reviewing movies on *Movie Mom*. You are my first choice for reviews and recommendations."

- AJ



"I enjoy your blog [Beyond Blue] so very much. You inspire intelligent reflection in your readers who face the same issues. I yearn to read your Monday blogs every week. Thanks for your insights and your encouragement."

- Mary S.



"I so look forward to your *A Touch of Encouragement* videos, it is the first thing I look for when I open my e-mail when I get to work each day. You brighten my day. Thank you for that."

- Betty E.