

*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.



A subsidiary of Fox Digital Media and Fox Entertainment Group, 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

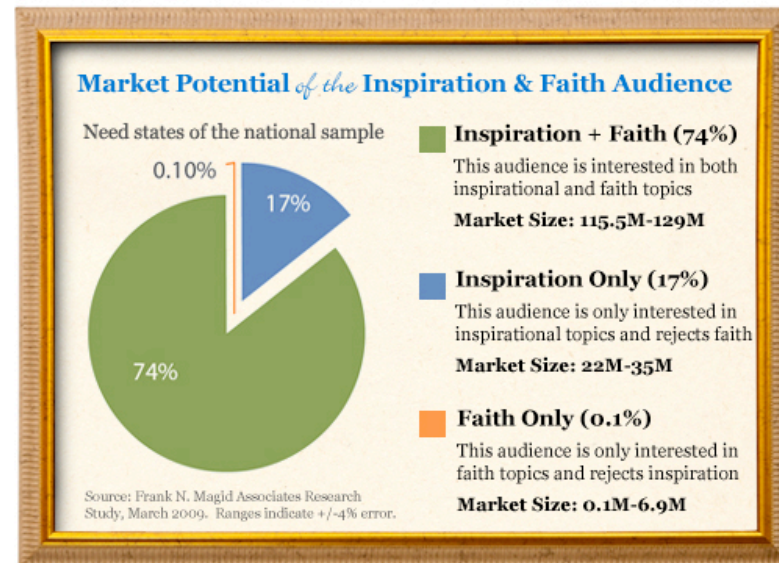
# Audience

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%

## 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](http://www.beliefnet.com/adspecs) for full ad specifications

## Website

**Size**                      **Max file size**

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**

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

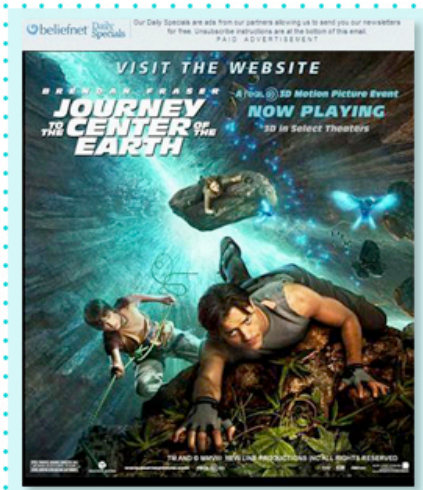


## Email

**Size**                      **Max file size**                      **Other requirements**

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

beliefnet & Liberty Mutual present

### Daily Inspiration

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 >>](#)

ADVERTISEMENT

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NO TO BE IT

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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.