



## who we are

As one of the largest multi-faith online communities, Beliefnet continues to secure its place as a leading online source for spirituality and inspiration. Founded in 1999 and developed around a unique, nonpartisan spiritual focus, Beliefnet has since grown to an audience of 14 million newsletter subscribers and approximately 3 million unique website visitors per month.

What sets Beliefnet apart? Why is its audience continuing to grow, while prominent journalists, philosophers and social commentators continue to seek out a place on its site?

The answers are rooted in a mission that is resonating with a wide cross section of society.

It is this mission that distinguishes Beliefnet from other spiritual and inspirational resources. Based on its mission and broad reach, leading news organizations know that can rely on Beliefnet as an authoritative source for information on a wide range of subjects. Similarly, it is Beliefnet's driving principles that draw inspired voices from all walks of life to want to be part of its growing community and multi-media mix of content. Additionally, it is the diversity yet common quest that runs through Beliefnet's members that is also appealing.



## Beliefnet's Mission

To help people find and walk a spiritual path that instills comfort, hope, clarity, strength and happiness for people who are exploring their own faith or curious about others.



# who we are

At Beliefnet, visitors find rich content in various formats. There are provocative blogs, timely newscasts and features, videos and interviews with top social commentators across the worlds of politics, religion and spirituality, health and fitness, lifestyle, art and entertainment, science and the environment. Also featured on Beliefnet, are mind-stretching quizzes, inspirational devotionals and thought provoking blogs. Indicative of our strong and diverse content are our formidable media partners such as the Wall Street Journal.

Creativity balanced by journalistic integrity is why Beliefnet continues to capture the best voices of our time and a captive audience of individuals who thirst for balanced, passionate and inspired content.



## .....[ Community ]

Where Beliefnet visitors can connect with others, exchange ideas and follow featured forums, feature members, hot forum topics and participate with journal and photo posts.

## .....[ Blogs ]

From ordinary people and extraordinary thought leaders... from Rod Dreher to Therese Borcard...Jennifer Cares to Deepak Chopra...with such monikers as the Inspiration Report, The Deacon's Bench, Movie Mom, Idol Chatter, Fresh Living, Astrological Musings, and The Inner Cubicle. Eclectic, energizing and always inspiring - that's what Beliefnet Blogs are.

## .....[ Video ]

Including a wide selection of lively, entertaining and informative videos on subjects ranging from inspiration, health, love and family to celebrity interviews, faith, spirituality, breaking news and videos conveying humanity at work and "faith in action" around the world - powered by Cross Bridge, a organization producing, acquiring and distributing inspirational programming through the Internet, as well as leading online video services such as Hulu.

## .....[ Newsletters ]

In categories of inspiration, religious wisdom and tools for living with titles such as "Heloise Hints," tips for home and life; "Weight Loss with Norris," "Beliefnet Celebrities & Entertainment," and "Your health and Happiness," along with other popular e-newsletters including the Prayer of the Day, Horoscope, Daily Dose, Afternoon Inspiration, Bible Reading and Inspiration.

## .....[ Beliefnet Daily Deal ]

A group buying program, where consumers can share discounts as high as 80% and merchants can build brand awareness and gain access to Beliefnet's wide audience with no upfront costs.



# our achievements

Since its launch in 1999, Beliefnet has been recognized for its high standards of excellence, creativity and journalistic integrity. There has been a continuing striving to fulfill its mission helping people find and walk a spiritual path that instills comfort, hope, clarity, strength and happiness for people who are exploring their own faith or curious about others.

By staying true to its mission, Beliefnet captured the admiration and recognition of many organizations which also honored the company with their prestigious awards.

Following is a timeline of some of the awards Beliefnet has earned on its journey to fulfilling its mission:

- 2009** Official Honoree, Religion & Spirituality Category\*\*  
WEBBY AWARDS
- 2007** Official Nominee, Religion & Spirituality Category\*\*  
WEBBY AWARDS
- 2007** Official Honoree, Best Practices for Overall Web Excellence\*\*  
WEBBY AWARDS
- 2007** Large Site Finalist\*  
ONLINE JOURNALISM AWARDS
- 2007** Winner, General Excellence Online\*\*\*  
ASME NATIONAL MAGAZINE AWARDS
- 2006** Finalist\*\*\*  
ASME NATIONAL MAGAZINE AWARDS
- 2004** Finalist\*\*\*  
ASME NATIONAL MAGAZINE AWARDS
- 2003** Breaking News Finalist\*  
ONLINE JOURNALISM AWARDS
- 2002** Finalist\*\*\*  
ASME NATIONAL MAGAZINE AWARDS
- 2001** Breaking News Finalist\*  
ONLINE JOURNALISM AWARDS
- 2001** Enterprise Journalism Finalist\*  
ONLINE JOURNALISM AWARDS
- 2000** Creative Use of the Medium Finalist\*  
ONLINE JOURNALISM AWARDS





*advertise with us*

**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 contents rarely found elsewhere online.
- 4 Achieve scale by harnessing the power of an email list of over 14 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-maker of the household.

Source: All Metrics Comscore 2009

It is our promise at Beliefnet, to deliver real value to our audience and to our advertisers. We're confident that we deliver this value because we are so fully vested in providing content that is meaningful, inspirational and advances our mission. Advertisers with Beliefnet gain a great deal in terms of our value proposition.





# audience demographics

**Gender:**  
 Female: 62%  
 Male: 38%

**Age:**  
 35+: 72%  
 35-54: 43%

**Education:**  
 College: 81%  
 College grad/post grad: 53%  
 Post grad: 26%

**Household Income**  
 60K: 43%  
 100K+: 21%

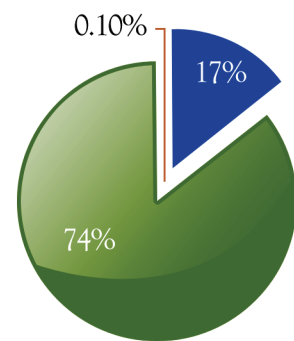
## Market Potential of the Inspiration & Faith Audience

Access our loyal, large and growing audience representing a broad cross section of potential customers.

**Inspiration + Faith (74%)**  
 This audience is interested in both inspirational and faith topics  
 Market Size: 115.5M - 129M

**Inspiration Only (17%)**  
 This audience is only interested in inspirational topics and rejects faith  
 Market Size: 22M - 35M

**Faith Only (0.1%)**  
 This audience is only interested in faith topics and rejects inspirational content  
 Market Size: 0.1M - 6.9M



## Total Audience

**3 million** unique visitors monthly across our site and newsletters

**2 million** name stand alone email list

Source: Frank N. Magid Associates Research Study, March 2009. Ranges indicate +/-4% error



website opportunities

Following are our specifications for Beliefnet website content.

Please visit the Interactive Advertising Bureau (IAB.) website to review the most current Rich Media Creative Guidelines at:

[http://www.iab.net/iab\\_products\\_and\\_industry\\_services/1421/1443/1467](http://www.iab.net/iab_products_and_industry_services/1421/1443/1467)

All sizes, except the Expandable, accept 3rd party rich media solutions from Pointroll, Eyewonder, Eyeblaster, Interpolls and Motif.  
 Targeting: DMA and day-parting available.

Dimension	BN Served Files	BN Served File Size	3rd Party Served Tags	Expansion	A/V Animation
Leaderboard 728x90	DHTML, SWF, GIF, HTML, Javascript, JPG	39K	Standard, Iframe, Javascript, Internal Redirect	User initiated only; 720x270; Direction Down	User initiated only; 3 Loops - 30 sec max
Medium Rectangle 300x250	DHTML, SWF, GIF, HTML, Javascript, JPG	39K	Standard, Iframe, Javascript, Internal Redirect	User initiated only; 500x500; Direction Left	User initiated only; 3 Loops - 30 sec max
Wide Skyscraper 160x600	DHTML, SWF, GIF, HTML, Javascript, JPG	39K	Standard, Iframe, Javascript, Internal Redirect	User initiated only; 400x600; Direction Right	User initiated only; 3 Loops - 30 sec max
Half Page 300x600	DHTML, SWF, GIF, HTML, Javascript, JPG	39K	Standard, Iframe, Javascript, Internal Redirect	N/A	User initiated only; 3 Loops - 30 sec max
Interstitials 640x480	DHTML, SWF, GIF, HTML, Javascript, JPG	80K	Standard, Iframe, Javascript, Internal Redirect	N/A	User initiated only; 3 Loops - 30 sec max
Pop-Under 720x300	DHTML, SWF, GIF, HTML, Javascript, JPG	39K	Standard, Iframe, Javascript, Internal Redirect	N/A	User initiated only; 3 Loops - 30 sec max
Expandable 300x250 and 160x600	Double-Click Rich Media (Motif)*	39K	Pixel Tracking Only	N/A	User initiated only; 3 Loops - 30 sec max

\*Advertisers can provide the 300x250 and 160x600 ad in JPG/GIF or Flash (version 10 or lower) to be converted to Double-Click Rich Media



# newsletter opportunities

Beliefnet newsletters have 14 million subscribers.

**MOST POPULAR**

- Prayer of the Day* | Inspiring prayers from around the world - Daily
- Horoscope* | Apply celestial energy to your life - Daily
- Daily Dose* | Inspiring thoughts and stories - Daily
- Afternoon Inspiration* | Inspiring thoughts and stories - Daily
- Bible Reading* | A daily measure of God's Word - Daily
- Inspiration* | Inspiring thoughts and stories - Daily

**INSPIRATION**

- From the Masters* | Inspirational quotes and tidbits - weekdays
- America in Uniform* | Support and inspire our men and women - 3 days/week
- Inspiration* | Inspiring thoughts and stories - Daily
- Chicken Soup for the Soul* | Stories from the best selling book series - weekdays
- Daily Inbox Presents* | Insights, fun and food - weekdays

**RELIGIOUS WISDOM**

- Prayer of the Day* | Inspiring prayers from around the world - Daily
- Angel Wisdom* | Let angels be your guide - Daily
- Buddhist Wisdom* | Food for thought from the great Buddhist masters - Daily
- Saint of the Day* | Keep up to date on today's Saint - Daily
- Bible Reading* | A daily measure of God's Word - Daily
- Jewish Wisdom* | Wisdom from ancient sages to modern thinkers - Daily
- Muslim Wisdom* | Thought-provoking Qur'anic quotes and more - Daily
- Hindu Wisdom* | Find more meaning with the Vedas, the Gita and more - Daily

Dimension	BN Served Files	BN Served File Size	3rd Party Served Tags	3rd Party Served File Size
Leaderboard 728x90	gif/jpeg	30K	30K	Internal Redirect
Medium Rectangle 300x250	gif/jpeg	30K	30K	Internal Redirect
Wide Skyscraper 120x600	gif/jpeg	30K	30K	Internal Redirect
Text	Words	Words	Words	Internal Redirect

No Rich Media Accepted. GIF/JPG Only. Tags must redirect to image ads

**TOOLS FOR LIVING**

- Heloise's Hints* | Tips for your home and your life - weekdays
- Beliefnet Celebrities & Entertainment* | Your guide to spiritual entertainment - 5 days/week
- Religious Joke* | Sure to bring a smile to your face - Daily
- Exploring Faith on Film* | The Latest Releases From Fox Faith
- Weight Loss with Norris* | Find love, happiness and sustainable weight loss - Daily
- Your Peace of Mind* | Your guide to spiritual entertainment - 5 days/week
- GLOW: Enlighten Your Life* | Your guide to spiritual wisdom and holistic living - 5 days/week
- Best of Beliefnet* | A weekly look at our top features and favorites tools - Weekly
- Your Health and Happiness* | Tips, tools and inspiration for a healthier you - Daily



custom opportunities

Custom Opportunities

Please visit the Interactive Advertising Bureau (IAB.) website to review the most current Rich Media Creative Guidelines at:

Direct Marketing Emails to Beliefnet list of 6MM

Video

Customized editorial programs and integrations

bring things into focus

Let Lask help you. Get ready for the Fall by having your eyes checked and ready for the new season on contact lenses or glasses.

starting at \$299\* per eye

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Gift to you

beliefnet

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sponsored by Liberty Mutual.

Angel Pictures

Share Your Photos of Angels

Have an angel picture to share? Read this page for instructions on how to send your angel sightings so they appear on Beliefnet.

More »

Discuss Your Angel Sightings »

Photo Gallery: Angels in Clouds and Light

In South Africa, a guardian angel is glimpsed above a busy intersection while an angel of light descends into a piazza in Italy. See over 22 angel sightings photos.

Photo Gallery: Angels in Sky, Sand, and Snow

Against a golden sky, an angel supports the setting sun while against a pale blue sky, another angel sounds a trumpet. See over 15 angel sightings photos.