

CHRISTIANITY TODAY

PODCAST MEDIA KIT





Tell Your Story with Podcast Ads

MORE THAN
1 MILLION
DOWNLOADS
A MONTH

Our team will help you craft personalized podcast ads focused on your target audience. Choose from either a 15-second pre- or post-roll ad or a 60-second host-read mid-roll ad.

Pre-Roll or Post-Roll:

Please provide up to 300 characters or approximately 40 words that you'd like read in the following format:

“This episode is brought to you by [product or organization], [description of product or company]. [Call to action].”

Mid-Roll Interview:

Please provide up to 1,000 characters or approximately 150 words that you'd like read in the following format: “This episode is brought to you by [product or organization], [description of product or company].”

Be sure to include a call to action at the end, ideally with a custom URL for your tracking purposes.

You can listen to an example of a 60-second Mid-Roll [here](#).



Reach Your Audience with Podcast Ads

Are you targeting a specific audience in your digital advertising? Advertise to that audience with podcast ads too.

Audience Groups Available for Targeting:

- **Pastors & Church Leaders** – more than 845,000 downloads a month
- **Thought Leaders** – more than 995,000 downloads a month
- **Women** – more than 165,000 downloads a month

RUN OF NETWORK	
PACKAGE	GROSS COST PER 1,000 LISTENS
60-second mid-roll	\$65
15-second pre-roll	\$45
15-second post-roll	\$35

CUSTOM DELIVERY - Choose Geo-targeted, Individual Show, or Interest Group*	
PACKAGE	GROSS COST PER 1,000 LISTENS
60-second mid-roll	\$75
15-second pre-roll	\$55
15-second post-roll	\$45

*Interest groups available for targeting: Pastors & Church Leaders, Thought Leaders, Women



THE RISE AND FALL OF MARS HILL

PASTORS & CHURCH LEADERS

Founded in 1996, Seattle's Mars Hill Church was poised to be an influential, undeniable force in evangelicalism—that is until its spiraling collapse in 2014. The church and its charismatic founder, Mark Driscoll, had a promising start. But the perils of power, conflict, and Christian celebrity eroded and eventually shipwrecked both the preacher and his multimillion-dollar platform.



THE RUSSELL MOORE SHOW

THOUGHT LEADERS

Listen in as Russell Moore, public theologian and director of Christianity Today's Public Theology Project, talks about the latest books, cultural conversations and pressing ethical questions that point us toward the kingdom of Christ.

CT ORIGINAL PODCASTS



QUICK TO LISTEN

THOUGHT LEADERS

Each week the editors of Christianity Today go beyond hashtags and hot-takes and set aside time to explore the reality behind a major cultural event.



CULTIVATED

THOUGHT LEADERS

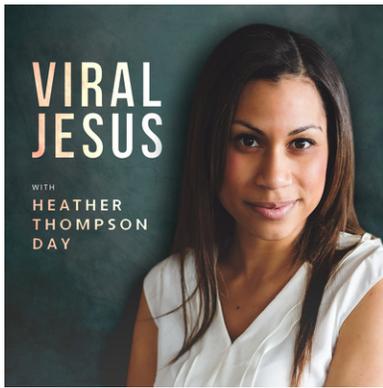
Hosted by Mike Casper, Cultivated explores the connection between faith, work, and culture through conversations with guests from all walks of life.



WHERE YA FROM?

THOUGHT LEADERS

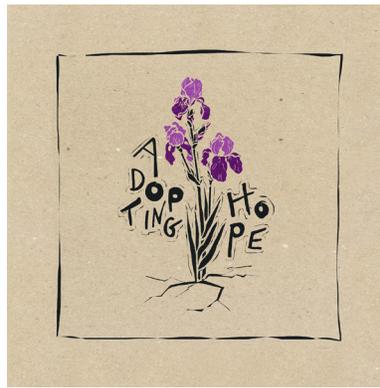
Where Ya From? Podcast creates an atmosphere where all people—regardless of our differences—can openly discuss ideas, issues, culture, experiences, faith, and more so we can learn from each other and the Word of God. New episodes released weekly on Tuesdays.



VIRAL JESUS

WOMEN

Viral Jesus is a podcast from Christianity Today about digital communication and the power of social connections. Join author and communication scholar Heather Thompson Day as she dives deep with ministry leaders, content creators, and social media influencers to find out how they're starting important conversations, building community, and sharing their faith in digital spaces.



ADOPTING HOPE

WOMEN

Adopting Hope shares the joys, trials, and grace experienced through adoptive, foster, and spiritual motherhood. In each episode, a guest shares what it means to open your arms, hearts, and home to children, and the many ways it reflects the love of the Father for each of us.

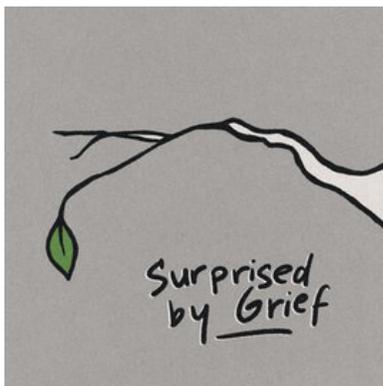


STEADFAST

THOUGHT LEADERS

Steadfast celebrates stories of patience in these disruptive times with host and CT columnist Sandra McCracken. God's steadfast love is ever-present, slowing us down and calling for our attention through music, food, prayer, friendship, and hospitality.

CT ORIGINAL PODCASTS



SURPRISED BY GRIEF

THOUGHT LEADERS

Stories of loss and heartache that explore the various ways we experience God's kindness and care through ordinary means of grace. No one can fully prepare for grief, but we can open our hearts to the experiences that come with it, and in our openness find comfort in the presence of God.



THE ART OF PASTORING

PASTORS & CHURCH LEADERS

On The Art of Pastoring, join Jared Wilson and Ronnie Martin as they reflect on their decades of experience in ministry, engaging in frank and vulnerable conversation on lessons learned and pathways discovered as they've sought to follow Jesus and pastor well.

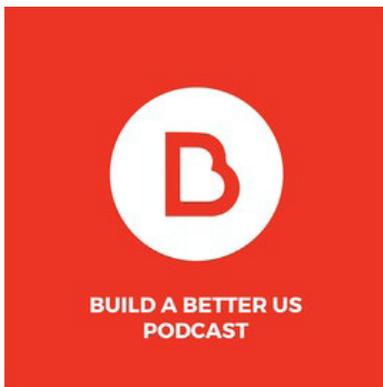


THE CALLING

PASTORS & CHURCH LEADERS

One church leader, one calling, one honest conversation. An interview show about the nature of church leadership, the inherent struggles that come with that calling, and the many different ways God has shaped individuals to work within his church.

NETWORK PODCASTS



BUILD A BETTER US

WOMEN

A better you helps us to become a better us. BJ Thompson, Jon “JP” Parker, and guests discuss relationships from a new and refreshing perspective. Listen in as they share personal experiences, how God transformed their worldviews.



CAN THIS WORK IN A SMALL CHURCH?

PASTORS & CHURCH LEADERS

Can this Work in a Small Church? is hosted by Karl Vaters, small-church pastor and author of several books, including Small Church Essentials. Each episode looks at a church leadership topic from a small church perspective with the goal of finding practical answers as we follow Christ’s mission together.



CHRISTIANESE

THOUGHT LEADERS

Speaking Christianly about, well, all sorts of things. Each episode takes a deep dive into a piece of Christian culture, theology, or practice to find out why we do the things we do and how we can do them better.



CHURCH POLITICS

THOUGHT LEADERS

The “Church Politics” Podcast is where you can get in-depth political analysis from a Christian worldview with Michael Wear & Justin Giboney.



COMPELLED

THOUGHT LEADERS

Unique stories from the Kingdom of God, told by the people Compelled to live for Him. These Christian testimonies are raw, true, and powerful. They feature guests from all across the world sharing true stories about how God has transformed their lives. Be encouraged and let your faith be strengthened!



DEVICE & VIRTUE

THOUGHT LEADERS

Chris & Adam argue about life in a techified world—from iPhones to DNA tests—and if Christians have a third-way.

NETWORK PODCASTS



FINDING HOLY

WOMEN

The Finding Holy podcast helps you connect the dots between the things that matter and your everyday, holy life. Each week, Ashley Hales sits down with authors, pastors, activists, and artists to discuss how faith, culture, and spiritual practices relate to ordinary life (with one small step to take into your week). AND—you’ll get to hear their laundry routines, because big things matter, but so does the laundry.



FOOTNOTES

THOUGHT LEADERS

News comes at you fast. It’s not just hard to keep up with everything that’s happening, sometimes you don’t know whose interpretation to trust. Jemar curates the week’s current events with a focus on issues related to black communities, justice, and politics. He’ll also offer commentary from a black Christian perspective to help you think through complex issues.



FUNNY BELIEFS

THOUGHT LEADERS

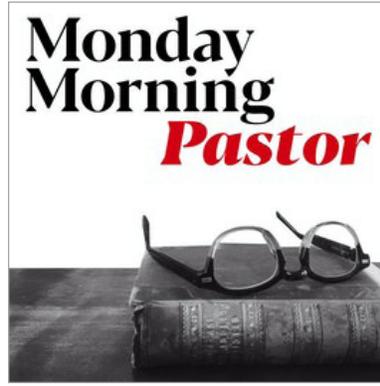
Ben Fort explores how humor is steeped in belief. How we see the world shapes our jokes, and jokes shape how we see the world. Ben explores the languages between the two worlds of faith and humor in a place where both can talk.



IMBETWEEN

THOUGHT LEADERS

The IMbetween Podcast is a conversation on marriage, parenting, faith, and everything in between. With your co-hosts, Daniel and Christina Im, you will laugh and learn to build a strong, connected, and joy-filled marriage + family.



MONDAY MORNING PASTOR

PASTORS & CHURCH LEADERS

A weekly podcast to encourage, equip, challenge and resource pastors and church leaders on Monday mornings. We want to tell and hear stories of hope and encouragement in the midst of this unique place in culture where the negative ministry stories seem to get all the airtime. Our hope is that these stories resonate with and remind pastors why we stay in the game.



ONCE UPON A TIME IN WAKANDA

THOUGHT LEADERS

This podcast series explores the characters and themes of the Black Panther movie and comic universe. Powered by The Witness, this one of a kind Wakanda Podcast talks you through the lore of Wakanda both on the big screen and in the panels of the comic books.

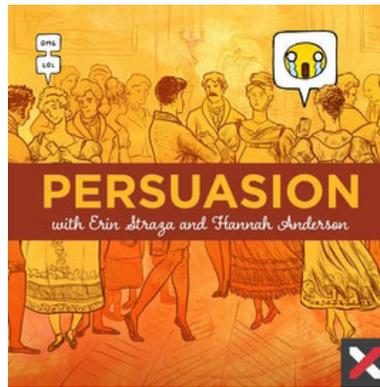
NETWORK PODCASTS



PASS THE MIC

THOUGHT LEADERS

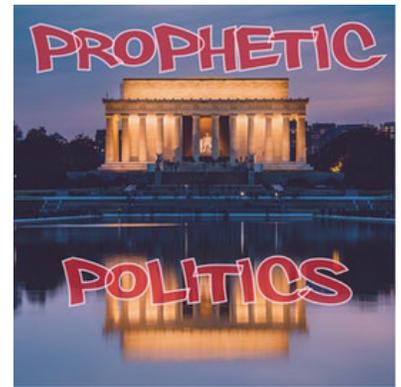
Pass The Mic is the premier podcast of The Witness—A Black Christian Collective. Tune in every week for engaging discussions and high profile interviews addressing the core concerns of African Americans biblically.



PERSUASION

WOMEN

A podcast where fine ladies, rational minds, and the best kind of company gather to discuss all sorts of ideas and issues.



PROPHETIC POLITICS

THOUGHT LEADERS

The purpose of this podcast is demonstrate how faithful Christians can think about politics and have those conversations with other believers and the world at large. Pastor Thabiti Anyabwile, Nick Rodriguez and Ben Brophy dive into this topic and several specific issues that touch on politics.



SEEING AND BELIEVING

THOUGHT LEADERS

Every week Wade Bearden and Kevin McLenithan search for the sacred on screen.



THE BETTER SAMARITAN

THOUGHT LEADERS

The Better Samaritan is a podcast with Kent Annan & Jamie Aten where we're learning—along with you—how to more helpfully love our neighbors, from everyday acts of kindness to navigating complex humanitarian challenges facing the church and society. Join us as we interview experts with insight on learning to do good, better.



THE TABLE PODCAST

PASTORS & CHURCH LEADERS

The Table is a weekly podcast on topics related to God, Christianity, and cultural engagement brought to you by the Hendricks Center at Dallas Theological Seminary. The show features a variety of guests and is hosted by Dr. Darrell Bock, Bill Hendricks, Mikel Del Rosario, and Kymberli Cook.

NETWORK PODCASTS



THEOLOGY Q & A

PASTORS & CHURCH LEADERS

Each episode Pastor Earon James takes on questions about life and faith such as “What is the Bible,” “What is the gospel,” “What should I look for in a church,” and many more!



THIRTY MINUTES WITH THE PERRYS

WOMEN

30 Minutes with The Perrys is a podcast with a whole lot of truth given in a short amount of time. Preston Perry and Jackie Hill Perry will bring their humor, honesty, and insight into conversations on everything from relationships, theology, politics, race, and parenting.



TRUCE

PASTORS & CHURCH LEADERS

Truce is a history podcast about the Christian Church, from pyramid schemes to political campaigns. Is the U.S. a Christian nation? Why do some Christians like Donald Trump? Season three explores how the rise of communism and socialism in Russia changed the American Christian Church.

WORTH YOUR TIME



WORTH YOUR TIME

WOMEN

Faith & culture writer Ericka Andersen interviews interesting women (and the occasional man) that you won't hear from on other programs. She features entrepreneurs, political leaders, athletes, authors, faith leaders, activists & more. Ericka doesn't shy away from entertaining controversial topics with grace. Most importantly, you'll find substantive conversation about things that matter—and inspire.

