



THE WAR CRY

Media Kit 2025



The War Cry Magazine • 615 Slaters Lane • Alexandria, VA 22314

CONTACT: PATRICK SHANLEY • (312) 919-1306 • PATRICK@KEVINSHANLEY.COM

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WHO WE ARE

The War Cry, one of the oldest, continually published magazines in the country, is the national voice of The Salvation Army. Now in its 144th year, The War Cry is published to inform readers about The Salvation Army and its mission, to provide inspiration and practical guidance on living a faith-based life and to teach evangelism.

The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

The purpose of The War Cry, the official national publication of The Salvation Army in the United States, is the same as that for which the Army itself was called into being: to communicate the Christian gospel, to bring people to experience Jesus Christ as Savior and to inspire them by His example.



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MAGAZINE DISTRIBUTION

The War Cry's 165,000 monthly copies are sent all over the United States.

OUR AUDIENCE INCLUDES:

- 3,479 Salvation Army Officers
- 1,156 Corps Community Centers
- 5,661,022 Corps Attendees
- 7,565 Community Care Outreach Centers
- 26 Kroc Corps Community Centers
- 39,726 Women's Ministry Members
- 2,699,485 Volunteers
- 60,534 National Advisory Board Members

DISTRIBUTED TO:

- clients of The Salvation Army
- nursing home patients
- the incarcerated
- children and parents involved in corps activities
- patients in veteran hospitals
- community leaders
- people attending worship services and Sunday school classes

SALVATION ARMY OFFICERS SHARE THE MAGAZINE AT:

- programs
- meetings
- counseling sessions
- community events
- one-on-one evangelism and social service efforts

THE MAGAZINE IS AVAILABLE [ONLINE](#) AND ON OUR APP.

WHERE WE ARE

The War Cry and its mission has expanded to include online and social media content to thousands of visitors.

Facebook - Instagram - Twitter - App



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WHAT WE WRITE

STANDARDS

We highlight information about The Salvation Army's work in the United States and around the world.

FEATURES

Every month, three to four features tell a story relating to the issue's theme. These are audience-submitted, editorial-approved articles.

COLUMNS

Columns are short articles that offer additional insight. These include articles about The Salvation Army's history, crosswords and recipes and devotionals.

GROW

Grow features devotionals and Biblical thoughts to grow the reader's faith.



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WHO WE FEATURE



Damien Horne
Singer/Songwriter



**Carlos & Alexa
PenaVega**
Hollywood acting couple



David Wise
Olympic Gold Medalist



Charlotte Jones
Businesswoman/Executive



Ellie Holcomb
Singer/Songwriter



Gary Chapman
Author/Writer

AWARDS WON

The War Cry has received several awards of excellence and numerous higher goals awards from the Evangelical Press Association.

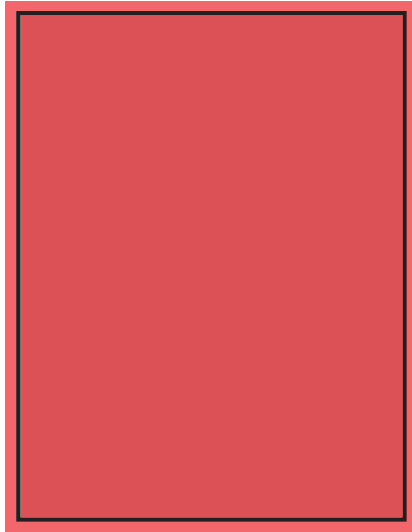


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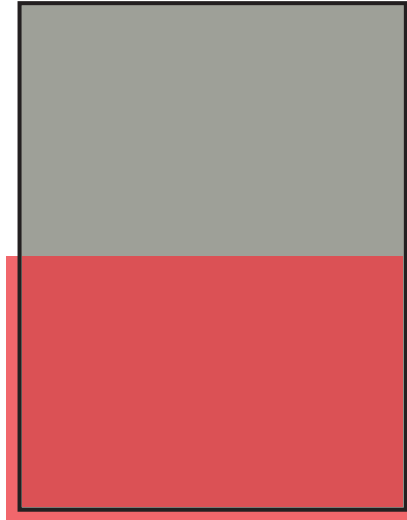
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AD SIZES



Full Page
8.25" x 10.75"
(Bleed)



Half-Page
8.25" x 5.3611"
(Bleed)

Ad space is available at thewarcry.com. Discounts for advertising are available.
Contact Patrick Shanley at (312) 919-1306 or patrick@kevinshanley.com.

EDITORIAL & ADVERTISING CALENDAR

The deadline for advertisement placement is 60 days before issue date. The deadline for artwork is 45 days.

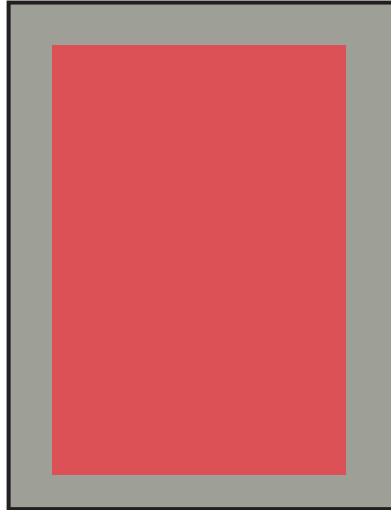
2025 ISSUE DATE	ART DEADLINE
February 2025	November 1, 2024
March 2025	December 1, 2024
May 2025	February 1, 2025
June 2025	March 1, 2025
July 2025	April 1, 2025
August 2025	may 1, 2025
September 2025	June 1, 2025
October 2025	July 1, 2025
November2025	August 1, 2025



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Full Page 4.5" x 7.75

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WORD & DEED ADVERTISING CALENDAR

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2025 ISSUE DATE	ART DEADLINE
May 2025	January 1, 2025
November 2025	June 1, 2025



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