RADIANT
A DETAILED OVERVIEW OF WHO WE ARE | 2022
Ranked in the Top Ten for Religion & Spirituality Sites year after year

*Source: comScore

- 5mm registered app users
- 3mm opt-in email subscribers
- 11mm combined monthly visitors
- 147mm strong
- 127mm social media network
Beliefnet not only makes people feel good, but also encourages a sense of self that allows one to realize their greatest potential.

We believe in the power of faith to uplift lives through relevant daily application and insight. Turning the mundane, challenging or routine into enlightening moments.

www.beliefnet.com

It is through this discovery, that our users are empowered to live a more meaningful life. Beliefnet inspires your everyday.
Beliefnet Audience Snapshot

Christian group of users who are seeking to grow in their faith all while being inspired and motivated along the way.

- **20%** 25-34 yrs old
- **17%** 35-44 yrs old
- **16%** 45-54 yrs old
- **18%** 55-64 yrs old
- **14%** 65+ yrs old

**Gender**

- **64%** Female
- **36%** Male

**Household Income**

- **53%** $75k+
- **36%** $100k+

- **3mm** unique monthly visitors
- **4mm** monthly pageviews

Source: Google Analytics, 2021 Monthly Average
We believe faith is a force for good in the world. We provide context for comprehending what that faith means to believers of diverse backgrounds and commitments. By sharing that knowledge, we can be a catalyst for understanding and acceptance.

www.patheos.com

Patheos is the website of choice for the millions of people looking for creditable and balanced information about religion.

Patheos brings together faith communities, academics, and the broader public into a single environment. It truly is answering the world’s questions on faith and religion.
Patheos Audience Snapshot

Active and engaged community of readers who are seeking information and answers on the matters of faith.

24% 19% 16% 14% 11%
25-34 yrs old 35-44 yrs old 45-54 yrs old 55-64 yrs old 65+ yrs old

GENDER
48% 52%
Female Male

HOUSEHOLD INCOME
55% 38%
$75k+ $100k+

3mm unique monthly visitors
5mm monthly pageviews

Source: Google Analytics, 2021 Monthly Average
Patheos Transformation

Patheos is leveraging our brand equity, audience, and blogging network to foundationally re-position the brand. We are setting a new tone with a collection of in-house editorial efforts focusing on written articles, audio and podcasts, and video series promoting Patheos’ faith affirming point of view.
Unduplicated Users

Beliefnet and Patheos offer a unique opportunity to advertisers in that while they are under the same Radiant umbrella, little duplication is found between them in terms of type of users, content, and more.

Beliefnet users are:
- 98% unduplicated with FaithIt.com
- 94% unduplicated with ChristianityToday.com
- 91% unduplicated with CharismaNews.com
- 89% unduplicated with Salem Web Network

Patheos users are:
- 97% unduplicated with FaithIt.com
- 93% unduplicated with HuffPost Religion
- 91% unduplicated with CharismaNews.com
- 85% unduplicated with Salem Web Network
- 84% unduplicated with ChristianityToday.com
We offer trusted content with a familiar, understanding voice that reassures our readers they are not alone in the task of bringing values into the foundation of their family.

We believe that strengthening families is the key building stronger communities. Equipping parents, kids and teens with the information and inspiration they need to thrive in their home, their communities and the world.

www.familytoday.com

By empowering our readers with solutions to the questions, challenges and complications that commonly occur within the family, FamilyToday can truly improve the lives of our readers. FamilyToday is your everyday family resource.
FamilyToday Audience Snapshot

Group of users actively seeking support in the form of relationship advice, parenting tips, and more.

- **Gender**
  - Female: 70%
  - Male: 30%

- **Household Income**
  - $75k+: 55%
  - $100k+: 38%

Source: Google Analytics, 2021 Monthly Average
Bible Minute

We believe that daily Bible study, even if just for a minute, helps individuals live a more inspired and God-centered life.

www.bibleminute.com

Through verses and prayer, trivia, and articles, Bible Minute helps users walk in His footsteps daily.

More than 1 million users have registered for Bible Minute.
Bible Minute Audience Snapshot

**DENOMINATION**

- Baptist: 35%
- Catholic: 26%
- Non-Denominational: 18%
- Pentecostal: 9%
- Other: 0%

**GENDER**

- Female: 62%
- Male: 38%

**Other Key Metrics**

- 1+mm email subscribers
- 32mm push notification subscribers
- 80% are over 40 years old
Unduplicated, Unique & Unapologetically Christian

- **70%** only use Bible Minute products for their Christian content - they are not available through other Christian products.

- **40%** of users do not use social media - they can not be reached through Facebook, etc.

- **80+%** of our ad impressions are not available through Google and other programmatic channels.
BIBLE JOY

We believe by growing one's knowledge of the Bible, one will find true joy.

A daily reminder of the Word of the Lord.

Over 5 million Christians have enjoyed our Bible Joy app.
Bible Joy Audience Snapshot

**DENOMINATION**
- Baptist
- Catholic
- Non-Denominational
- Pentecostal
- Other

**GENDER**
- Female: 62%
- Male: 38%

**Key Statistics**
- 100k Christians use our products every day
- 5+mm App installs
- 3.2mm Push notification subscribers
- 80% Are over 40 years old
Dedicated Email Blasts

Deliver a 100% dedicated email message from your company to grab the attention of your targeted audience. Partner Mail is extremely effective in positioning your brand front and center with our audience, and keeps your brand top-of-mind with Radiant subscribers.

Highly engaged lists across Beliefnet, Patheos, FamilyToday, and Bible Minute

TARGETING SEGMENTS
- Evangelical
- Progressive
- Family/Entertainment
- Catholic
- Mormon/LDS
- General Christian/Faith and Work
- Politics Blue
- Politics Red
- Non-Religious
Devotional Path

An exclusive and effective opportunity for partners to showcase their offer as part of the Beliefnet path.

WALK A SPIRITUAL PATH THAT INSTILLS COMFORT, HOPE, STRENGTH, & HAPPINESS.

We welcome you to explore your own relationship with our Lord and Savior, Jesus Christ, and hope you visit beliefnet.com often for even more inspirational content and offers.
Single Offer Format Devotional Path

A single offer format path which adds emphasis to each individual offer.
Let Us Create a Custom Lead Generation Campaign For You

• We work with you to create a custom lead generation strategy – including campaign assets such as a landing page, thank you page, and promotional assets.

• Lead estimates are projected prior to campaign implementation or can be uncapped and provided based on budget parameters.

• Campaigns are optimized in real-time to generate maximum number of leads within campaign parameters.

• Leads are forwarded via a real-time API and can be used for future follow-up, new promotions, donation efforts, volunteer support and more.

Why Radiant?

• Wide-range of industry expertise.

• Extensive suite of assets to ensure top performing results.

• Third party lead verification.

• Proven track record.

• Dedicated lead generation team to implement, track and optimize campaign results daily.

• Turn-key implementation.
Lead Generation Example
Radiant’s Powerful Social Media Network

With 127 million fans (and growing!), Radiant’s Facebook Network is the perfect strategic partner for businesses looking to reach an unprecedented number of people in a unique and effective way.

Facebook advertising opportunities include:

- Branded Content Partnerships
- Engagement Campaigns
- Facebook Premiere, Watch Party, and Video Crossposting Opportunities
- Facebook Ads With Sophisticated Audience Look Alike Capabilities

Additional opportunities on Twitter, Pinterest, YouTube, Instagram and more available as well.
SoulRISE App

App users receive a daily prayer designed to provide inner peace and encouragement through the stress and anxiety of everyday life. After consuming the daily prayer content, users are encouraged to browse additional content designed to encourage personal reflection, spiritual growth, and discovering inner peace, including:

- Daily Christian prayers, reflections, and meditations
- Expert written articles and advice on topics ranging from spiritual growth and drawing closer in your relationship with God to finding inner peace and happiness and encouragement to help lift you up during challenging times
- Spiritual quotes, inspiring artwork, and uplifting videos
- Join the SoulRise Community to connect with others on their spiritual journey
- Make prayer requests offer comfort to other users that need it most

Great daily moment just for me!
“ This app has been great for reminding me to pause, relax, and reflect a bit each day.”
# Christian Facebook Network

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love the Bible</td>
<td>Praying People</td>
</tr>
<tr>
<td>I Am a Child of God</td>
<td>We Are Christian Women</td>
</tr>
<tr>
<td>Jesus Christ Savior</td>
<td>We Need Your Prayers</td>
</tr>
<tr>
<td>Peace Be With You</td>
<td>God Bless America</td>
</tr>
<tr>
<td>I Love Jesus Online</td>
<td>Men of Faith</td>
</tr>
<tr>
<td>I Love Jesus Christ</td>
<td>Journey Deeper Into God's Word</td>
</tr>
<tr>
<td>I Love God (@weloveourgodpage)</td>
<td>God is Righteous</td>
</tr>
<tr>
<td>I Love God (@ilovegod.page)</td>
<td>Bible by Beliefnet</td>
</tr>
<tr>
<td>I Am Christian</td>
<td>A Better Me</td>
</tr>
<tr>
<td>We Follow Jesus Christ</td>
<td>The Holy Bible</td>
</tr>
<tr>
<td>I Bet Jesus Can Break the Record For the Most Fans</td>
<td>Teachings of Jesus Christ</td>
</tr>
<tr>
<td>I Love Jesus and I’m Proud to Say It</td>
<td>Praying For America</td>
</tr>
<tr>
<td>Need More of God in My Life</td>
<td>Get Into the Word, Get Into God</td>
</tr>
<tr>
<td>Sharing the Power of Jesus</td>
<td>Jesus Really Loves You</td>
</tr>
<tr>
<td>Journey Through the Bible</td>
<td>I am Faithful</td>
</tr>
<tr>
<td>I Love Religious Freedom</td>
<td>Life Without Cancer</td>
</tr>
<tr>
<td>Bible Minute</td>
<td>Beliefnet</td>
</tr>
</tbody>
</table>

**Total Network Size:** 43 Million Fans
## Family Facebook Network

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love My Family</td>
<td>I Love Being Happy</td>
</tr>
<tr>
<td>I Love My Mom</td>
<td>Life Hacks</td>
</tr>
<tr>
<td>I Love My Husband</td>
<td>I Love Crafts</td>
</tr>
<tr>
<td>I Love My Wife</td>
<td>I am Thankful</td>
</tr>
<tr>
<td>I Love My Kids</td>
<td>Pets</td>
</tr>
<tr>
<td>I Love Being a Mom</td>
<td>I'm Grateful For My family</td>
</tr>
<tr>
<td>I Love Being A Dad</td>
<td>I Love My Baby</td>
</tr>
<tr>
<td>I Love Being a Grandma</td>
<td>My Family is Awesome</td>
</tr>
<tr>
<td>I Love You So Much</td>
<td>Strengthen My Family</td>
</tr>
<tr>
<td>I Love My Mum</td>
<td>I Love My Dad</td>
</tr>
<tr>
<td>Daily Inspiration</td>
<td>I Love My Grandma</td>
</tr>
<tr>
<td>I Love to Laugh</td>
<td>FamilyToday</td>
</tr>
<tr>
<td>Money Smart</td>
<td>Show Love</td>
</tr>
<tr>
<td>I Love Humor</td>
<td>I'm Cute</td>
</tr>
<tr>
<td>I Love Quotes</td>
<td>I Love Being With My Family</td>
</tr>
<tr>
<td>My Family</td>
<td>Christian Families</td>
</tr>
</tbody>
</table>

Total Network Size: **31 Million Fans**
## Patheos Facebook Network

<table>
<thead>
<tr>
<th>Patheos (Brand Page)</th>
<th>Patheos Latter-day Saint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bible Believers</td>
<td>Patheos Hindu</td>
</tr>
<tr>
<td>Hail Mary, Mother of God</td>
<td>Islam = Love</td>
</tr>
<tr>
<td>Christians for a Better Christianity</td>
<td>Patheos Buddhist</td>
</tr>
<tr>
<td>Spiritual Seekers</td>
<td>Nonreligious</td>
</tr>
</tbody>
</table>

**Total Network Size: 280,000 Fans**
# Latin American Facebook Network

## Spanish

<table>
<thead>
<tr>
<th>Dios Es Bueno</th>
<th>Yo Amo A Mi Abuelo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yo Amo a Mi Familia</td>
<td>Yo Amo a Perú</td>
</tr>
<tr>
<td>Yo Amo A Mi Esposo</td>
<td>Yo Amo A Mi Abuela</td>
</tr>
<tr>
<td>Yo Amo A Jesucristo</td>
<td>Yo Amo a Ecuador</td>
</tr>
<tr>
<td>Yo Amo A Mi Mamá</td>
<td>Te Quiero Mucho</td>
</tr>
<tr>
<td>Yo Amo A Mi Esposa</td>
<td>Yo Amo a Uruguay</td>
</tr>
<tr>
<td>Yo Amo Ser Mama</td>
<td>Yo Amo a Bolivia</td>
</tr>
<tr>
<td>Familias.com</td>
<td>Yo sigo a Jesucristo</td>
</tr>
<tr>
<td>Yo Amo a Colombia</td>
<td>Yo Amo a Paraguay</td>
</tr>
<tr>
<td>Yo Amo A Mis Hijos</td>
<td>Yo amo a Dios</td>
</tr>
<tr>
<td>Yo Amo a la Argentina</td>
<td>Yo Amo a España</td>
</tr>
<tr>
<td>Yo Amo a Mis Hermanos</td>
<td>Dios es amor</td>
</tr>
<tr>
<td>Yo Amo a Venezuela</td>
<td>Yo Amo a la República Dominicana</td>
</tr>
<tr>
<td>Yo Amo a Mexico</td>
<td>Somos Católicos</td>
</tr>
<tr>
<td>Yo Amo a Chile</td>
<td></td>
</tr>
<tr>
<td>Yo Amo a Mi Novio</td>
<td></td>
</tr>
<tr>
<td>Amo A Mi Padre</td>
<td></td>
</tr>
</tbody>
</table>

**Total Network Size: 41 Million Fans**

## Portuguese

<table>
<thead>
<tr>
<th>Eu Amo a Minha Família</th>
<th>Eu Amo Meu Marido</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eu Amo A Minha Mãe</td>
<td></td>
</tr>
<tr>
<td>Familia.com.br</td>
<td></td>
</tr>
<tr>
<td>Amo Jesus Cristo</td>
<td></td>
</tr>
<tr>
<td>Eu Amo A Minha Esposa</td>
<td></td>
</tr>
<tr>
<td>Amo ser Mãe</td>
<td></td>
</tr>
<tr>
<td>Eu Amo a Minha Irmã</td>
<td></td>
</tr>
<tr>
<td>Amo meus Filhos</td>
<td></td>
</tr>
<tr>
<td>Eu Amo O Meu Pai</td>
<td></td>
</tr>
<tr>
<td>Eu Amo a Minha Avô</td>
<td></td>
</tr>
<tr>
<td>Eu Amo o Meu Avô</td>
<td></td>
</tr>
<tr>
<td>Amo o Brasil</td>
<td></td>
</tr>
<tr>
<td>Amo Frases e Citações</td>
<td></td>
</tr>
<tr>
<td>Eu Amo o Meu Noivo</td>
<td></td>
</tr>
<tr>
<td>Eu amo meu Bebê</td>
<td></td>
</tr>
<tr>
<td>Amo Rir</td>
<td></td>
</tr>
<tr>
<td>Eu sigo Jesus Cristo</td>
<td></td>
</tr>
</tbody>
</table>

**Total Network Size: 10 Million Fans**
Standard Ad Units

Standard ad units are the most commonly-used creative sizes created by advertisers. **See above for all standard ad sizes supported by Radiant.**
High Impact Ad Units

High impact ad placements drive higher response rates than standard ad units.

Includes: road block, takeover, and adhesion banner.

**Adhesion banners** stick to the bottom of the screen until closed.

**Takeovers** give you 100% page coverage, ensuring that your ads are seen.

Our roadblock ads are typically a 728x90 ad and a 300x250 ad (or 300x600) displaying the same ad creative in tandem.
High Impact Ad Units
(continued)

Adhesion banners stick to the bottom of the screen. Desktop adhesion banners are available in 728x90, 970x90 and 970x66 while mobile banners are 320x50 or 300x50.
High Impact Custom Ad Units

High impact ad placements drive higher response rates than standard ad units. **Includes: 300x600 Expandable, Full page Flex, Over Image Ads, In-banner Video, Pushdown.**
Native Integration

In-feed native ads have proven themselves as a solution for advertisers to deliver branded content to users without disrupting their user experience—all while exponentially increasing user engagement.
Site Skin

Site skin advertising campaigns are highly effective at increasing brand visibility and creating impact.
Video Ads

Video advertising creates a more stimulating environment for consumers. It allows brands to quickly inform and visually entertain, which generates a powerful platform for conversions.

- Pre-roll Video
- Expandable Video
- Video Portrait
- In-article Video
Newsletter Integration

Native ads offer an immersive experience while producing better click-through rates.
Push Notifications

Similar to email, our Push Notifications subscriber list includes users who have opted-in to receive content and messages from our sites through their browser of choice. Highly-engaged, high-affinity users who can be reached directly through their browser, whenever they are on the web.

**Product Specifications:**
- **Title:** 30 Characters
- **Message:** 63 Characters
- **Icon:** 300x300px
- **Image:** 450x300px
- **Click-through Link**

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**Mac OS**

66 Book-By-Book Bible Summaries
www.beliefnet.com
Printable Bible "Summary Sheets": Old...

**Windows 7**

66 Book-By-Book Bible Summaries
Google Chrome - www.beliefnet.com

Access Now
Click Here

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**Windows 10**

66 Book-By-Book Bible Summaries
Google Chrome - www.beliefnet.com

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**Android**

66 Book-By-Book Bible Summaries
Google Chrome - www.beliefnet.com

Access Now
Click Here
Extensive Capabilities

Unique advertising opportunities unparalleled in the market place.

- Social Media Programs
- Newsletters
- Dedicated Email
- Hispanic Marketing
- Push Notifications
Extensive Capabilities
(continued)

- Extensive Targeting/Re-Targeting Capabilities
- Site and Content Sponsorships
- Custom Content Creation
- Native Integrations
- Lead Generation
- Programmatic Solutions
Ready to see what Radiant can do for your brand?

REQUEST MORE INFORMATION

OR CALL 1-800-311-2458 TO LEARN MORE.