



SHELTERFORCE

Essential Reporting on Affordable Housing

80%

of readers describe
Shelterforce
as relevant

30%

of readers use
Shelterforce
to directly affect change

MISSION

Shelterforce uses the power of journalism to inspire, inform, and hold accountable all those working toward more just, equitable, and thriving communities where every person has a place to call home.

VISION

Shelterforce's vision is to realize a just society where everyone lives in an equitable, thriving community.

ABOUT US

Shelterforce is a nonprofit news organization centered around the fight for healthy communities. For over 50 years, we've served housing justice and community development leaders by reporting on stories that delve into the intricacies of housing organizing, community planning, and affordable housing development, offering insights into their current state and the potential for positive transformation. We empower the broader public with reporting that explores housing justice and community development issues, and what organizers and community developers are doing to address these challenges and make positive change.

DIGITAL DISPLAY ADS

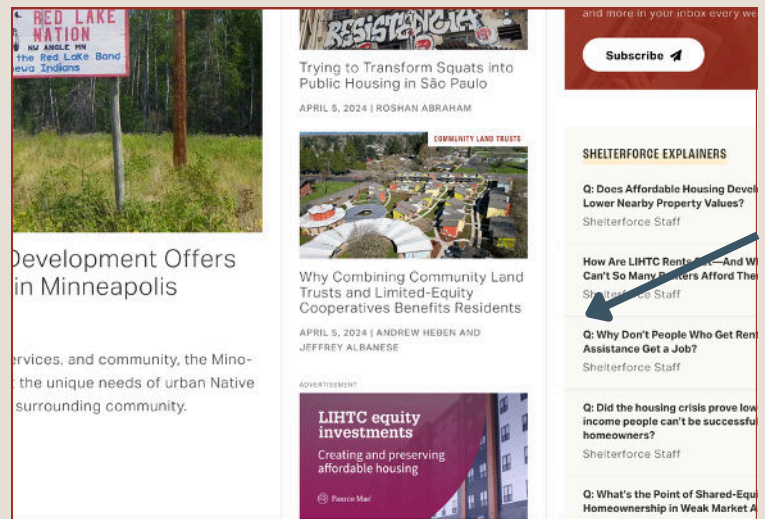
Reach the People Shaping Housing Policy and Investment.

Shelterforce has four advertisement placement options. Unsure which option is best for you? Reach out to us and our team would be happy to provide a recommendation.

HOME PAGE ADS

- Ad placed on home page.
- One available ad spot.
- 560px x 320px
- png, jpg, and tif format

Price: \$5,400 for 30 days



IN-ARTICLE BANNER ADS

- Ad placed in articles.
- Two available ad spots.
- 1760px x 360px
- png, jpg, and tif format

Price: \$4,500 for 30 days

intervention its members would want to make.

"When there was talk about revisiting the living wage to increase it, we really wanted to take it to the next step," says Rivera. "FMR is a strong indicator of whether or not people are going to be able to remain housed [and is] something that our members have a pretty strong concept of. It [was] a very obvious and natural fit."

SHELTERFORCE

WEBINAR
Wednesday, Feb. 11
3 P.M. ET / 12 P.M. PT

**FIT TO LIVE IN:
FROM ORDINANCES TO
OUTCOMES IN HABITABILITY**

REGISTER NOW

Socializing the proposal to the community was, of course, a team effort. "We certainly didn't do this alone," says Cathy Garcia, Chainbreaker's communications organizer. "We were just one organization also seeing that market pressure and rent [aren't] related to the local economy."

Santa Fe has a politically active citizenry, says Díaz, thanks to its network of member-led, community-based organizations that have lineage in the city. For example, some of Somos's organizers and members who were involved in the original living wage ordinance campaign played a critical role in educating its current members about the proposed updates.

DIGITAL DISPLAY ADS CON'T

Directly serving the people driving housing justice and community development nationwide.

WEEKLY NEWSLETTER ADS

Average open rate: 47%

- Digital ads placed within newsletter.
- Three available ad spots.
- Ads rotate in the top spot.
- 1314 x 345, png, jpg format

Price: \$450 per insertion
(1 insertion = 4 weeks)



AUDIO MENTIONS

Sponsor an audio article.

- Ads play at the beginning of an audio version of a *Shelterforce* article.

Price: \$250 per article placement



READY TO ADVERTISE WITH *SHELTERFORCE*?

Contact us with:

- Your preferred ad placement.
- The high-resolution image you want to use in the ad.
 - When you would like to start the ad.
 - How long you would like the ad to run.

Email us at advertising@shelterforce.org

AUDIENCE INSIGHTS & STATISTICS

READERSHIP & REACH



Monthly Page Views:
61,000+



Facebook Followers
4,700+



Unique Monthly Visits:
46,000



BlueSky Followers
6,200+



Weekly Email Subscribers
12,100+



LinkedIn Connections
5,000+

WHAT OUR READERS ARE SAYING

"*Shelterforce's* disability series was stellar and I share it at every opportunity I can."

—**Shelby Seier, disability activist**

"I find *Shelterforce* to be an invaluable resource as both a community development practitioner and as an academic."

—**Reed Jordan, NYC Kids RISE**

"I am increasingly impressed by *Shelterforce*—you're the center of public debate about community development in the United States!"

—**Professor Todd Swanstrom**

CONTENT OVERVIEW

EDITORIAL FOCUS

Shelterforce is a nonprofit news organization centered around the fight for healthy communities. For over 50 years, in partnership with our readers and other newsrooms, we have served housing justice and community development leaders by delivering reporting that delves into the intricacies of housing organizing, community planning, and affordable housing development, offering insights into their current state and the potential for positive transformation.

By advertising with *Shelterforce*, **you connect with a highly engaged and influential audience committed to advancing housing justice and community development.** Our readers include policymakers, funders, and leading practitioners who shape housing policy, investment, and on-the-ground action. Partnering with *Shelterforce* positions your organization as a thought leader within the housing justice ecosystem—aligning your brand with credible insight, trusted journalism, and meaningful impact.

EDITORIAL VERTICALS

Shelterforce content encompasses a mix of reporting, analysis, explainers, opinion, audio, and video. Two to four new items are published each week, with visitors flowing in from our newsletter, social media platforms, direct links, and search engines.

***Shelterforce* audio**—Most articles have an audio component, with more than 80 percent read by the author or another real person. Audio is available on our website and major streaming platforms, with more than **30,000 listens each year, a recent 45% increase over the past year.**

***Shelterforce's* newsletter**—This weekly email contains our latest stories, comments, events, and job ads. It keeps our audience engaged and informed, ensuring they return to our platform regularly. It has more than **12,100 subscribers.** In the past year, we've averaged a **47 percent open rate, and a 6 percent click rate.**

Under the Lens Series—Every few months we release a special series that explores a given topic, with explainers, in-depth reporting and analysis, and commentary. **Readers return to the series often,** employing them for training and getting up to speed on the topics they cover.

Webinars & Panel Discussions—We host lively and practical discussions with frontline practitioners, experts, and organizers in housing and community development with an **average of 550 registrants.**

Women of Color on the Front Lines—A series that showcases women of color who are organizing in their communities and taking leadership roles in building thriving, equitable communities. This series features short videos with **over 3,100 views** and full webinars, typically attracting **over 200 registrants.**

For custom advertising opportunities—including year-long partnerships and series sponsorships—contact us at **advertise@shelterforce.org.**