



The mission field has changed.

It now fits in the
palm of a hand.

MINISTRY OVERVIEW & GIVING GUIDE

One mission. Four expressions.
Biblical truth through media, music, and outreach.

The mission field has changed. It now fits in the palm of a hand.

Helping people grow in Christ. Helping Christ-centered ministries extend their reach.

Adura Media Group shares biblical teaching, prayer, original worship music and practical encouragement through digital media. Our purpose is to help people grow in Christ and to extend the reach of Christ-centered ministries.

ONE MISSION. FOUR EXPRESSIONS.

ADURA DAILY

Scripture-centered faith articles, devotionals, Bible studies and prayer guides.

ADURA WORSHIP

Original worship music for life beyond Sunday.

THE LIVING WELL PODCAST

Practical conversations and Bible teaching for everyday life.

WORD & SONG

In-person worship and small-group teaching in communities with limited digital access.

“Technology does not change lives. God’s Word does. Technology simply helps us carry His truth farther.”

TYRA ARCHIE / FOUNDER & DIGITAL MISSIONARY

AUDIENCE / DISTRIBUTION

Digital reach. Real people.

Every number represents an opportunity to connect someone with Scripture, prayer, worship or practical biblical encouragement.

260K+

Followers across the ecosystem*

15K

Monthly website visitors*

50+

Countries reached*

1.1M+

Monthly content views*

*Audience figures confirmed by Adura Media Group, October 2026. Metrics reflect different platform measures of reach and engagement.

HOW PEOPLE DISCOVER ADURA

Website · Google Search · Facebook · Instagram · Pinterest · TikTok · YouTube · Email · Podcasts · Streaming Music

MUSIC MILESTONE



3 million streams in less than one year

The original Adura Worship song *God, I Need You* reached 3 million streams in less than one year. The supplied Pandora Million Streams Club recognition is shown here as evidence of the music's digital reach.

Streaming totals are not equivalent to unique listeners.

Meet Tyra Archie.



FOUNDER · PASTOR · BIBLE TEACHER · WORSHIP LEADER · RECORDING ARTIST · ENTREPRENEUR

Tyra Archie founded Adura Media Group to help people grow in Christ through digital discipleship, Scripture-centered resources, original worship music and outreach.

Tyra serves in pastoral leadership at Life Change Church in Houston alongside her husband, Irik. She brings more than 15 years of experience in recruiting, career development, entrepreneurship and business leadership.

Education: Bachelor's degree in Liberal Arts and Sciences, University of Illinois Springfield; master's degree in Business with a Human Resources concentration.

Her original worship song *God, I Need You* reached more than three million streams in less than a year. Through Adura Daily, The Living Well Podcast, Adura Worship and Word & Song, she seeks to make biblical encouragement accessible wherever life finds people.

“I believe God can meet us in the most unexpected places.”

Let's carry hope further.

Every gift helps us share biblical truth, worship, and encouragement through digital media and in-person ministry.

GIVE ONLINE

Scan this code with your phone camera
to support Adura Media Group.

givebutter.com/adura-media-group



GIVE BY CHECK

Make checks payable to:

Adura Worship

Mail to: P.O. Box 15362
Humble, TX 77347

SHARE THE MISSION

Know someone who would like to learn about or support Adura?
Please share this guide and invite them to explore our mission.

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