

Leadership

A Practical Journal for Church Leaders



MAKING DEVOTED DISCIPLES

Who serve Jesus willingly and well.

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Mission Statement & Magazine Profile

To strengthen church leaders by producing an honest and practical journal that encourages biblical faithfulness and pastoral effectiveness.

Leadership's award-winning and relevant editorial provides timely insights on critical issues facing today's pastors and church leaders.

Extensive demographic information is available upon request.

Scheduling

Issue Date	Closing Date & Film Due Date	Features
Winter	November 3	<i>Leading Broken People</i>
Spring	February 9	<i>Evangelism and Assimilation</i> <i>Spring Bible Reference Update</i> (Includes 155,000 readership of <i>Christianity Today</i> and 50,000 additional distribution to seminary students)
Summer	May 9	<i>Authenticity and Self-Control</i>
Fall	August 10	<i>Prayer and Awakening</i> <i>Fall Bible Reference Update</i> (Includes 155,000 readership of <i>Christianity Today</i> and 50,000 additional distribution to seminary students)

Your Account Executive will provide you with detailed editorial highlights.

MECHANICAL SPECIFICATIONS: See page 19.

DIGITAL SPECIFICATIONS: See pages 25-26.

AD DIMENSIONS: See page 19.

Reader Profile

- Median age: 42.3
- Male: 89%
- Clergy: 74%
- Median household income: \$43,800
- College graduates: 85%
- Graduate degree: 61%
- Church position of responsibility: 98%
- Church leadership role: 72%
- Average college prospects counseled: 3.1
- Average seminary/graduate prospects counseled: 2.1
- Plan to continue their own education: 43%
- Considering continuing their own education: 31%

Leadership

Advertising Rates

Open 4X

Black & White

Full Page	\$3,898	\$3,471
2-Page Spread	6,239	5,616

Two Color Match Color: Add \$300

Full Page	4,329	3,896
2-Page Spread	6,950	6,257

Pre-Printed Inserts

2-Page Bind-in	5,915	5,322
4-Page Bind-in	8,513	7,660

Mechanical Specifications

(For LEADERSHIP only)

Printing

Web offset, perfect bound. All material supplied must adhere to the *Specifications for Web Offset Publications (SWOP)* recommended standards as stated in *Standard Rates and Data*.

Film Specifications

Offset negatives, right-reading; emulsion side down. Screen rulings: 120 lines (for both black and white and two-color negatives).

Special Services

A net non-commissionable charge will apply to camera-ready artwork requiring additional preparation for camera or stripping, corrections, and negative duplication. These will be invoiced separately from space and color costs. Call for estimates.

Return Policy

Advertisers who wish to have original artwork returned should include a self-addressed label with the artwork. Unless instructed otherwise, ad material will be discarded after 12 months.

Inserts

Please contact for bind-in specifications. A sample or approved facsimile of inserts MUST BE APPROVED by the **Production Services** at CTL. Please submit sample with your insertion order. A 10% surcharge will be added for inserts with a paper weight of over 70 pounds. **For more information on inserts, see page 24.**

Additional Charges and Discounts

(See page 28 for more information on any of these items.)

Bleed No additional charge.

Special Positions 10% additional charge over space and color charges. Check with your Account Executive for availability.

Contracted Frequency Discount

This is earned by having the designated number of insertions within a contract year in this publication. Frequency discounts do not carry over to other CTL magazines.

CTI Student Recruitment Packages

CTI has developed a high-impact college and seminary/graduate school student recruitment program. If you represent an educational institution, contact one of our Education Account Executives.

Ad Dimensions

(For LEADERSHIP only)

Ad Size	Non-bleed	Bleed	Trim
Full Page	7" x 10"	8 5/8" x 11 1/8"	8 3/8" x 10 7/8"
2-Page Spread	15" x 10"	17 1/4" x 11 1/8"	

Binding: Perfect bound

For bleed ads, keep live matter to the non-bleed ad size.

Cancellations must be made on or before ad closing date. Covers are noncancelable after 60 days prior to closing.