

EFFECTIVENESS OF ADVERTISING

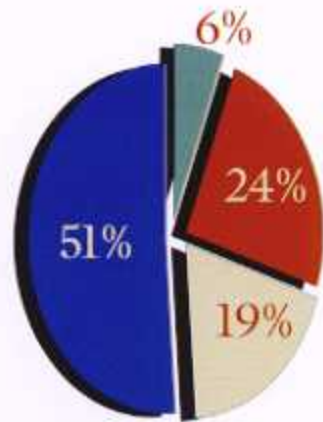
Cahners Advertising Research Reports is a continuing series of research reports on the effectiveness of advertising in business publications like *Christian Retailing*.

SUBSCRIBER PROFILE

Can Sales Representatives Adequately Cover All Potential Customers?

No. In fact seven out of ten buyers say that when a purchasing need arises it is unlikely that a sales representative would have recently called.

% of buyers who say a sales representative would have recently called.



Where Do Buyers and Specifiers Find the Most Useful Product Information?

Specialized business and professional publications were rated as the most useful source for information about products and services.

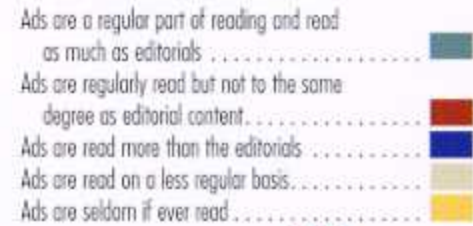
Usefulness Rating (Scale of zero to 100)

Specialized Business Publications	76%
Trade Shows	68%
Salespeople	67%
Conventions & Seminars	61%
Direct Mail	56%
Directories	47%
General Business Publications	36%
Daily Newspapers	32%
News Magazines	25%
Network TV	22%
Radio	21%
Consumer Magazines	21%
Cable TV	16%

Do Specialized Business Magazine Readers Read Advertisement to the Same Degree as Feature Editorial?

Almost 7 out of 10 indicated advertisements are a regular part of reading—as much as editorial content but sometimes not to the same degree.

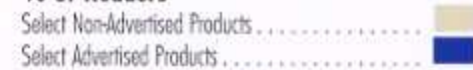
% Of Readers



Do Specialized Business Magazine Readers Have a Preference for Specifying/Purchasing Advertised or Non-Advertised Products?

94% of readers prefer to specify/purchase advertised products

% of Readers



CHRISTIAN RETAILING

Reader Demographics

TOTAL ADULTS

Total Adults	100%
Men	43%
Women	57%

AGE

Average Age	46.5 Years
25-34	16%
35-44	23%
45-54	30%
55-64	16%
65+	9%

EDUCATION

Attended College	34%
Grad College	44%

Store Demographics

ANNUAL SALES VOLUME (INDEPENDENT)

\$25,000 - \$499,999	63%
\$500,000 - 999,999	10%
\$1,000,000 and Up	12%

ANNUAL SALES VOLUME (CHAIN)

\$1,000,000 - 25,000,000	25%
\$500,000 - 999,999	25%
\$100,000 - 499,999	28%

POSITION

Owner of operation	46%
Store manager	31%
Other	14%
Buyer	7%

HOUSEHOLD INCOME

Average Household Income: \$54,400

MARITAL STATUS

Single	23%
Married	77%

SIZE OF OPERATION IN SQUARE FEET

Less than 1,000 sq. ft.	30%
1,000 - 4,999 sq. ft.	51%
4,999+ sq. ft.	14%

TYPE OF STORE

Independent	59%
Church-run operations	15%
Part of a small chain (2 - 5 stores)	13%
Part of a large chain (more than 10 stores)	9%
Campus	2%
Other	7%

EMPLOYEES

Readers stores have an average of 3.8 full-time employees. Among respondents who indicate that they are part of a chain, there is an average of 267.3 full-time employees chain-wide.

600 Rinehart Road
Lake Mary, Florida 32746
Phone: 407-333-0600
FAX: 407-333-7100
www.christianretailing.com



Source: Blind survey, Lewis & Clark Research, Raleigh, NC

MAGAZINE READERSHIP

Christian Retailing is the leading trade magazine serving the Christian publishing and products industry. *Christian Retailing* readers are owners, managers and buyers of progressive, growing business. We deliver up-to-date information and news that carry our readers into the future—the latest products available...merchandising and marketing strategies...customer service...retail research and more.

Time Spent Reading *Christian Retailing*

Respondents are more than twice as likely to read all of *Christian Retailing* (31%) than either *CBA Marketplace* (14%) or *CBA Frontline* (12%).

Time Issue Kept

Considering all respondents (including those who may not receive a particular publication), 28% keep *Christian Retailing* for twelve months or more, while 21% keep *CBA Marketplace* and 18% keep *CBA Frontline* for the same period.

Readers Wield Buying Influence and Buying Authority

Within our readership base, the average store/operation has 3.2 people with influence over purchasing decisions for the store—while the average number with actual buying authority is 2.6.

Pass-Along Readership

Christian Retailing has a strong pass-along readership. Respondents report that, on average 3.3 people in their store read *Christian Retailing*.

BUSINESS RESOURCE

The success of *Christian Retailing* is directly attributable to the relationship it has established with its readers. *Christian Retailing* has proven to be an important resource for the entire industry.

Most Used Source For Purchase Decisions

Christian Retailing is the product source used most often by retailers in making purchasing decisions.

<i>Christian Retailing</i>	85%
Spring Arbor Microfiche	58%
Direct Mail/Catalogs	56%
Sales Reps	51%
CBA Marketplace	47%
CBA Frontline	40%

Most Valuable Source

Christian Retailing is rated as the most valuable source in making purchasing decisions by the largest group of respondents.

<i>Christian Retailing</i>	2.7
Direct Mail/Catalogs	2.7
Sales Representatives	2.7
Buyers Group	2.8
CBA Marketplace	3.1
Spring Arbor Microfiche/Catalogs	3.1
Chain Headquarters	3.4
CCM	3.7
Giftware News	3.7
CBA Frontline	3.8
American Booksellers	4

1= most valuable
6= least valuable

CHRISTIAN
RETAILING MAGAZINE
MAILS TO
OVER 8,500
CHRISTIAN
RETAIL
PROFESSIONALS.

Best Source Of Information

Christian Retailing is chosen as the "best" publication in a wide variety of categories.

Overall "Bests"	<i>Christian Retailing</i>	Other
Primary resource	45%	19%
Best industry news	44%	14%
Most informative	41%	16%
Best book reviews	38%	24%
Best overall publication	38%	18%
Best articles	37%	17%
Best video reviews	37%	13%
Helps operation	36%	17%
Best music reviews	36%	13%
Best new product reviews	36%	17%
Best format	34%	18%
Offers info that increases sales	33%	16%
Best gift item reviews	31%	18%

Best Source of Product Information

Books	38%	18%
Music	33%	11%
Videos	29%	13%
Bibles	28%	17%
Children products	27%	17%
Clothing	25%	12%
Gift items	22%	15%
Church products	20%	16%
Greeting cards	19%	14%
Stationery/calendars	18%	13%
Artwork/prints	18%	15%
Consumer software	17%	16%
Vacation Bible School	16%	15%
Print music	15%	11%
Sunday school curriculum	15%	13%
Jewelry	18%	13%

PRODUCT SELL-THROUGH

Published 20 times a year, *Christian Retailing* magazine will help you showcase your products and services and communicate your sales message to the entire industry. Currently, *Christian Retailing* magazine mails to more than 8,500 Christian retail professionals.

Percentage of Retail Sales

Christian Retailing readers purchase and sell a wide range of products. Below are the percentage of store sales, derived from each of the following categories:

Books	28.4%
Bibles	15.2%
Music (CDs and tapes)	12.0%
Gift items	9.4%
Greeting cards	6.1%
Children's products	4.2%
Church products	3.0%
Videos	2.7%
Clothing	2.6%
Sunday school curriculum	2.6%
Artwork and prints	2.4%
Jewelry	2.1%
VBS materials	1.3%
Stationery/Calendars	1.0%
Print music	0.7%
Magazines	0.4%
Craft and hobby supplies	0.4%
Consumer software	0.3%

Product Purchasing

Christian Retailing readers are interested in being up-to-date and knowledgeable about products that are available to sell in their stores. Our readers look to your advertisements to keep them informed and assist them in their purchasing decisions.

	Purchased in Past 12 Months	Desire More Information
Bibles	73%	22%
Books	73%	22%
Music (CDs and tapes)	64%	21%
Children's products	64%	21%
Greeting cards	64%	19%
Gift items	60%	26%
Videos	58%	19%
Jewelry	55%	18%
Stationery/Calendars	54%	13%
Church products	52%	18%
Clothing	52%	17%
Artwork and Prints	51%	18%
Sunday school curriculum	43%	12%
VBS materials	43%	12%
Magazines	40%	11%
Men's products	40%	14%
Consumer software	37%	21%
Catholic products	34%	12%
African American products	27%	16%
Messianic products	22%	13%
Craft and hobby supplies	19%	14%

Supplies and Equipment Purchasing

Christian Retailing reader's businesses are growing—they need supplies and equipment to resource their growth. Your advertisement will help them decide what to buy.

	Purchased in Past 12 Months	Desire More Information
Displays	22%	22%
Shelving	15%	16%
Computer systems	17%	17%
Fire/business insurance	14%	7%
Office furniture	12%	6%
Bank/finance services	11%	10%
Life/health insurance	11%	9%
Seminars/conferences	11%	18%
Tax/accounting services	11%	6%
Inventory software	10%	7%
Registers	9%	7%
Sign systems	8%	15%
Business consulting	7%	9%
Lighting systems	7%	11%
Legal services	6%	8%
Photocopy machine	6%	8%
Safe	5%	5%
Security systems	5%	8%
Company vehicle	4%	8%

CHRISTIAN
RETAILING IS THE LEADING
TRADE MAGAZINE
SERVING THE
CHRISTIAN
PUBLISHING &
PRODUCTS INDUSTRY.

EXECUTIVE SUMMARY

- *Christian Retailing* is the product source used most often by respondents in making purchasing decisions.
- *Christian Retailing* is rated as the most valuable source in making purchasing decisions by the largest group of respondents.
- *Christian Retailing* is read in its entirety by twice as many respondents as *CBA Marketplace* or *CBA Frontline*.
- *Christian Retailing* is chosen as the 'best' publication (compared to *CBA Marketplace* and *CBA Frontline*) in a wide variety of categories.
- Respondents report purchasing influence, plans, and involvement for a wide variety of items.

EDITORIAL PROFILE

- *Christian Retailing* covers the latest industry news and information in each of its 20 issues a year.
- *Christian Retailing* publishes respected opinions and perspectives on critical issues affecting the industry.
- *Christian Retailing* publishes charts of top-selling books, Bibles, videos, music, apparel, children's and Spanish products.
- *Christian Retailing* assists retail buyers with up-to-date new product information.
- *Christian Retailing* equips retailers to run successful stores with features on customer service, marketing strategies and much more.
- *Christian Retailing* prepares its readers to succeed in a rapidly changing retail environment.
- *Christian Retailing* assists retail buyers with product reviews.

CHRISTIAN RETAILING

Subscriber Demographics

Effective 10/07/00

<u>AFFILIATION</u>	QUALIFIED
INDEPENDENT	4,611
CBA MEMBER STORE	3,506
ABA MEMBER STORE	75
NO RESPONSE	57
TOTALS	8,249

<u>ANNUAL SALES VOLUME</u>	QUALIFIED
UNDER \$50,000	1,801
\$50,000 - \$99,999	944
\$100,000 - \$249,999	1,538
\$250,000 - \$449,999	1,147
\$500,000 - \$749,999	581
\$750,000 - \$999,999	386
\$1,000,000 AND ABOVE	1,459
NO RESPONSE	393
TOTALS	8,249

<u>TYPE OF RETAIL BUSINESS</u>	QUALIFIED
PRIV BKSTR	5,111
CHN BKSTR	965
AFFIL BKST	891
SEC/PRV/BS	150
SEC/CHN/BS	35
COL/SEM/UV	198
DIRECT MAIL	543
GIFTWARE	215
OTHERS	77
NO RESPONSE	64
TOTALS	8,249

<u>DO YOU CURRENTLY USE THE INTERNET FOR BUSINESS</u>	QUALIFIED
YES	1,331
NO	2,243
NO RESPONSE	4,675
TOTALS	8,249

**WE AVERAGE 8500 RETAIL STORE SUBSCRIBERS EACH
ISSUE. HOWEVER, IN AUG 2001 WE ARE INCREASING
THE STORE COUNT 9500 PER ISSUE**