

Reach Your Audience

Influential Christian Leaders



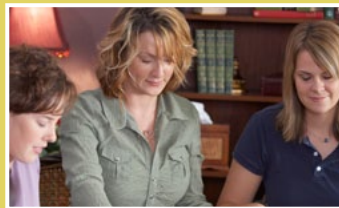
Pastors & Ministry Leaders



Church Management



Women



Discipleship



Higher Education



Beginning as a single magazine launched by Billy Graham in 1956, Christianity Today has grown into a global communications ministry, reaching millions of avid consumers of Christian products and services. By combining trusted content with fresh ideas and an integrated media mix, we can help you build a lasting relationship between our influential audiences and your brand.

Today our content is delivered via multiple platforms that serve our consumers' various lifestyles, including award-winning magazines, websites, e-newsletters, blogs, podcasts, videos, social networking and more.

Our current reach includes:

- 694,000 publication readers
- 4.4 million monthly online page impressions
- 1.4 million unique monthly online visitors
- 592,000 opt-in e-newsletter subscribers

“When you want to reach and influence the Christian community, no one is better than Christianity Today. I appreciate that with one source I can cover the entire scope of Christianity, from leaders to members to those who influence the next generation of Christians. They give me market segmentation and a multitude of innovative and measureable ways to reach active Christians. I have been working with Christianity Today since 2003 and there is really no other Christian media provider like them—they are in one word: *excellent*.”

Michael Cook, Marketing Manager
Baker Publishing Group

Influential Christian Leaders

Magazines

- Books & Culture
- Christianity Today
- Cristianismo Hoy

Newsletters & Eblasts

- Books & Culture
- CT Direct & Weekly
- CT Entertainment
- Christianity Today Connection
- Christianity Today Library

Websites

- Thought Leaders website bundle

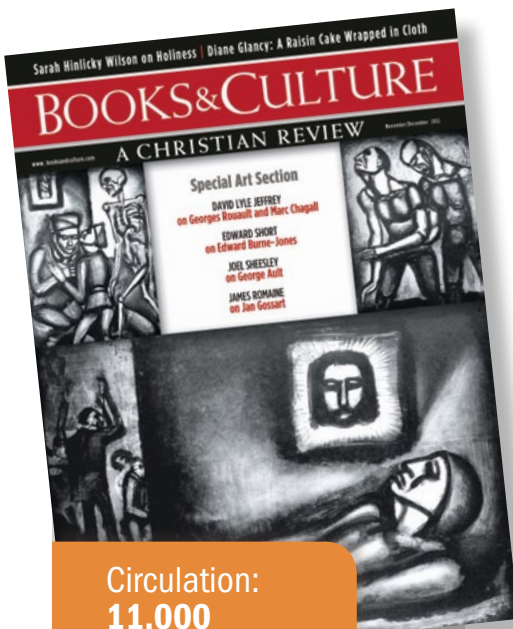
Reach the Christian thought leaders and decision makers who choose our resources to remain actively engaged in today's issues, trends, and culture from an informed Christian perspective. These highly educated, faith-centered leaders value our compelling content to help them stay up-to-date on important people and ideas, plus the latest products and services, that will help them intelligently interact with the world.



“Wheaton College Graduate School looks to CT to help us effectively communicate the singular education experience we offer within the world of Christian higher education. We are confident that our message reaches the leaders, decision makers, and influencers within Evangelicalism. Together we seek to address the difficult issues of society—all the while thoroughly grounded in the authority of the scripture and thoughtfully engaged with the broader liberal arts.”

Hope Grant
Graduate Admissions Marketing & Recruiting Coordinator
Wheaton College Graduate School

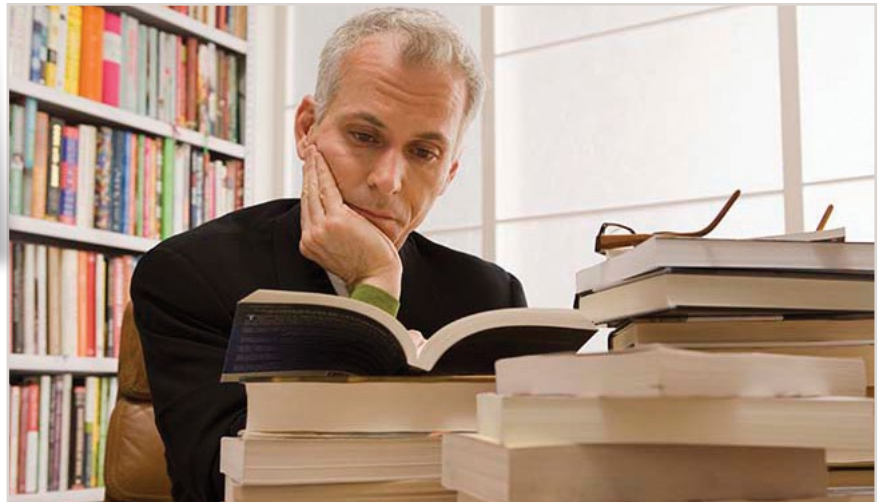
Books & Culture



Circulation:
11,000
Readership:
19,800

ISSUE	CLOSING DATE
Jan/Feb	October 19
March/April	December 20
May/June	February 21
July/August	April 18
Sept/Oct	June 20
Nov/Dec	August 22

This subscriber is highly educated, has a post-graduate degree, and counsels students on which school to attend. He's in a professional occupation, attends conferences, and plans to travel internationally in the near future. He has a great deal of discretionary income, purchases books and DVDs, and generously supports non-church Christian organizations.



Subscriber Snapshot

- Male: 80%; Female: 20%
- Median age: 52 years
- Married: 89%
- Average household income: \$86,863
- Gives an average of \$2,612 per year to non-church Christian organizations
- Holds a position of responsibility at church: 81%

Values Education

- Undergraduate degree: 94%; Graduate degree: 71%
- Counsels students on which educational institution to attend: 54% college; 45% seminary or grad school
- Has children/grandchildren attending college within 5 years: 37%
- Has children/grandchildren considering seminary or graduate school: 18%

Habits & Purchasing Activities

- Reads for nearly 15 hours each week on theology, commentaries, and history
- Purchases 25 books annually, half of which are Christian titles
- Purchases 5-6 Christian DVDs/videos annually: 42%
- Attends conferences; overseas travel in the near future

Christianity Today



Circulation:
120,000
Readership:
240,000



This subscriber is a decision maker and leader in his church. He plans to continue his own education and counsels students on college and seminary choices. He's an avid reader and purchases books, Bibles, Christian CDs, and DVDs. He's comfortably affluent, travels for pleasure, and gives generously to non-church ministries.



ISSUE	CLOSING DATE
January/February	November 7
March	December 28
April	January 30
May	March 1
June	March 28
July/August	May 14
September	June 28
October	July 31
November	August 30
December	September 30

Subscriber Snapshot

- Male: 56%; Female: 44%
- Median age: 56.0 years
- 30% are between 30-54 years
- Average household income: \$74,540
- Gives an average of \$2,936 per year to non-church Christian organizations

Church Leaders & Decision Makers

- Holds a position of responsibility at church: 83%
- Pastor or ministerial role at church: 17%

Committed to Education

- Attended college: 94%; Undergraduate degree: 78%; Graduate degree: 48%
- Self or spouse plan to continue education: 22%
- Counsels students on which educational institution to attend: 40% college; 28% seminary or grad school

Habits & Purchasing Activities

- Reads 3 hours per week; spends an average of \$319.52 annually on 18 titles; recommends books to others: 97%
- Spends an average of \$50 annually on 4 music CDs
- Watches an average of 25 movies annually; 8 in the theater; 19 on DVD
- Owns an average of 10 Bibles; 61% purchase Bibles each year; 60% recommend specific Bible translations to others
- Travels annually for study and pleasure; attends conferences; interested in tours to Europe, the Holy Land, and other international and domestic regions: 35%

Cristianismo Hoy

DIGITAL MAGAZINE

Reach a New Audience of Spanish Christian Leaders

In North America, the growth of evangelical Christianity is at an all-time high within the expanding Hispanic community. To provide a rallying point for Hispanic evangelicals, Christianity Today introduces *Cristianismo Hoy*. Published in cooperation with the Hispanic Evangelical Association (HEA) it will be written and edited from within the Hispanic community.



**NEW
in
2013!**



Connect with Hispanic Christian Leaders

To reach the largest audience possible, free digital subscriptions to *Cristianismo Hoy* will be promoted to combined lists of over 200,000:

- HEA member churches
- *Christianity Today* Spanish surname subscribers
- *Apuntes Pastorales* digital subscribers
- Logos Software Biblico Spanish-language buyers

ISSUE	CLOSING DATE
Mar/Apr	January 23
May/Jun	March 21
Jul/Aug	May 22
Sep/Oct	July 24
Nov/Dec	September 24

Books & Culture

NEWSLETTER & EBLASTS



Average
Subscribers:
25,961
Frequency:
Weekly

MONTH CLOSING DATE

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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This intelligent subscriber is looking for an informed, evangelical perspective on politics, sociology, philosophy, theology, psychology, the arts, and current media. He stays up-to-date by purchasing Christian books and music, watching movies, and attending conferences. He's well educated, has a graduate degree but also plans to further his learning, and counsels students on their college choices.



Subscriber Snapshot

- Male: 60%; Female: 40%
- Average Age: 54.6 years
- 42% are between 30-54 years
- Married: 81%
- Average household income: \$81,814
- Gives an average of \$2,050 per year to non-church Christian organizations

Education

- Attended or graduated college: 98%; Graduate degree: 54%
- Self or spouse plan to continue education: 39%
- Would consider taking online courses: 83%
- Counsels students on which college to attend: 63%

Habits & Purchasing Activities

- Purchases Christian books: 98%; spends an average of \$240 annually on 15 titles
- Owns a digital tablet or e-reader: 46%; reads e-books 2.3 hours weekly
- Spends an average of \$107 on 21 music CDs/downloads annually
- Buys DVDs/videos: 68%; purchases an average of 10 DVDs/videos per year
- Makes Internet purchases: 97%; spends an average of \$790 online annually
- Regularly uses Bible study and devotional materials: 76%
- Attends conferences: 75%

CT Direct & Weekly

NEWSLETTERS & EBLASTS

This church leader values the news and latest content from *Christianity Today*. He's highly educated and counsels students on college and seminary choices. He plans to continue his own education, would consider taking online courses, and attends conferences. He purchases Christian books, CDs, DVDs, and Bibles, goes to movies, shops online, and gives generously to non-church ministries.



Average
Subscribers:
77,125
Frequency:
Daily & Weekly

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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Subscriber Snapshot

- Male: 63%; Female: 37%
- Median Age: 55.4 years
- Married: 80%
- Average household income: \$77,329
- Gives an average of \$2,151 per year to non-church Christian organizations

Education

- Attended or graduated college: 95%; Graduate degree: 77%
- Self or spouse plan to continue education: 40%
- Would consider taking online courses: 81%
- Counsels students on which college to attend: 53%

Habits & Purchasing Activities

- Purchases Christian books: 98%; spends an average of \$256 annually on 16 titles
- Purchases Christian music: 78%; buys an average of 5 recordings per year
- Makes Internet purchases: 86%; spends an average of \$798 online annually
- Average number of Bibles in home: 8.6; spends an average of \$46 on Bible purchases per year
- Attends conferences: 77%
- Watches an average of 16 movies annually; 4 in the theater; 12 on DVD

CT Entertainment

NEWSLETTER & EBLASTS



Average
Subscribers:
12,578
Frequency:
Weekly

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
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August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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Reach a media-savvy audience looking to keep up with the latest movies, TV shows, and music. They're eager for reviews, interviews, commentary and more, all from *Christianity Today's* distinct perspective.



Subscriber Snapshot

- Male: 49%; Female: 51%
- Average Age: 52.5 years
- 52% are between 30-54 years
- Married: 78%
- Average household income: \$76,829
- Gives an average of \$1,918 per year to non-church Christian organizations

Education

- Attended or graduated college: 92%
- Self or spouse plan to continue education: 35%
- Would consider taking online courses: 88%

Habits & Purchasing Activities

- Purchases Christian books: 95%; spends an average of \$198 annually on 13 titles
- Owns a digital tablet or e-reader: 38%; reads e-books 2 hours per week
- Spends an average of \$99 on 22 music CDs/downloads annually
- Buys DVDs/videos: 75%; purchases an average of 10 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$735 online annually
- Regularly uses Bible study and devotional materials: 77%
- Attends conferences: 74%

Christianity Today Connection

NEWSLETTER & EBLASTS

Average Subscribers: 136,020

Frequency: Weekly

This educated subscriber wants to stay up-to-date on what's happening throughout the dynamic online community of Christianity Today, plus find resources to help him in his everyday walk with God. He plans to continue his education and would consider taking online courses. He buys Christian books and Bibles, shops online, and gives to non-church ministries.



MONTH	CLOSING DATE
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December	November 15

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Subscriber Snapshot

- Male: 53%; Female: 47%
- Average Age: 54 years
- 45% are between 30-54 years
- Married: 80%
- Average household income: \$77,494
- Gives an average of \$1,670 per year to non-church Christian organizations

Education

- Attended or graduated college: 94%
- Self or spouse plan to continue education: 38%
- Would consider taking online courses: 87%

Habits & Purchasing Activities

- Purchases Christian books: 93%; spends an average of \$202 annually on 13 titles
- Owns a digital tablet or e-reader: 38%; reads e-books 2 hours per week
- Spends an average of \$93 on 20 music CDs/downloads annually
- Buys DVDs/videos: 64%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$680 online annually
- Regularly uses Bible study and devotional materials: 82%
- Attends conferences: 75%

Christianity Today Library

NEWSLETTER & EBLASTS



Connect with church and thought leaders who are interested in hot-topics and are using the comprehensive archives of Christianity Today's publications for research projects, sermons, presentations, and small groups.



Average
Subscribers:
20,902
Frequency:
Twice Monthly

**NEW
Roadblock
Advertising***
(includes mobile)

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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Subscriber Snapshot

- Male: 67%; Female: 33%
- Average Age: 56.5 years
- 35% are between 30-54 years
- Married: 79%
- Average household income: \$76,784
- Gives an average of \$1,846 per year to non-church Christian organizations

Education

- Attended or graduated college: 98%; Graduate degree: 53%
- Self or spouse plan to continue education: 45%
- Would consider taking online courses: 89%

Habits & Purchasing Activities

- Purchases Christian books: 96%; spends an average of \$281 annually on 16 titles
- Owns a digital tablet or e-reader: 41%; reads e-books 2.3 hours per week
- Spends an average of \$158 on 29 music CDs/downloads annually
- Buys DVDs/videos: 73%; purchases an average of 11 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$834 online annually
- Regularly uses Bible study and devotional materials: 84%
- Attends conferences: 77%

Pastors & Ministry Leaders

Magazines

- Leadership Journal

Newsletters & Eblasts

- Building Church Leaders
- Church Laughs
- Leadership Weekly
- Leading Outreach
- Preaching Today
- Today's Children's Ministry

Websites

- Pastors & Church Leaders website bundle

From pastors to leadership team members, we can help you reach the leaders and decision makers of large, influential congregations. Church leaders loyally turn to our resources for trusted wisdom, valued insights and practical tools to help them in all aspects of their ministry roles, including building healthy churches, preaching the gospel, and discipling the body of Christ.



“It has been a joy to work alongside Toks, Joshua, and the entire Christianity Today team for the past several years. With incredibly targeted lists and an audience that is excited about new resources and church growth, Christianity Today delivers us an excellent ROI time and again.”

Kristen Parkhurst, Marketing Coordinator
faithHighway

Leadership Journal



Circulation:
40,000

Readership:
80,000

ISSUE	CLOSING DATE
Winter	November 12
Spring	February 11
Summer	May 10
Fall	August 12

High Subscriber Engagement with Ads:

- Purchases products advertised in *Leadership*: **46%**
- Visits websites of products/services advertised in *Leadership*: **76%**

This leader ministers to a larger-than-average congregation and is involved in purchasing decisions for his church. He's well educated, attends conferences annually, plans to continue his formal education, and counsels students on college and seminary choices. He loves to read and buys a significant number of books and Bibles each year.



Subscriber Snapshot

- Male: 76%; Female: 24%
- Average Age: 52.6 years
- 49% are between 30-54 years
- Married: 86%
- Average household income: \$80,685
- Gives an average of \$2,313 per year to non-church Christian organizations

Church Leadership & Decision Making

- Holds a position of responsibility at church: 84%; Clergy: 65%
- Average church attendance: 624
- Average annual church budget: \$776,000
- Involved in church administrative decisions: 74%
- Involved in church purchasing decisions: 66%
- Planning a missions/ministry-related trip: 48%

Education

- Attended or graduated college: 97%; Graduate degree: 54%
- Self or spouse plan to continue education: 48%
- Would consider taking online courses: 92%
- Counsels people on which college or seminary to attend: 69%
- 90% attend an average of 3 conferences or seminars annually

Habits & Purchasing Activities

- Purchases Christian books: 99%; spends an average of \$318 annually on 23 titles
- Recommends specific Bible versions/translations: 86%
- Regularly uses Bible study and devotional materials: 88%

Building Church Leaders

NEWSLETTER & EBLASTS



Average
Subscribers:
73,010
Frequency:
Weekly

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January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
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November	October 15
December	November 15

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This ministry leader is searching for leadership training materials and practical help to develop faithful and effective church leaders. He's college educated, looking to continue his learning, and open to online courses. He buys Christian books and Bibles, is comfortable shopping online, and attends conferences.



Subscriber Snapshot

- Male: 58%; Female: 42%
- Average Age: 54.7 years
- 44% are between 30-54 years
- Married: 83%
- Average household income: \$73,667
- Gives an average of \$1,427 per year to non-church Christian organizations
- Clergy: 40%

Education

- Attended or graduated college: 95%; Graduate degree: 41%
- Self or spouse plan to continue education: 42%
- Would consider taking online courses: 90%
- Counsels students on which college to attend: 63%

Habits & Purchasing Activities

- Purchases Christian books: 94%; spends an average of \$238 annually on 14 titles
- Owns a digital tablet or e-reader: 40%; reads e-books 2 hours per week
- Spends an average of \$91 on 19 music CDs/downloads annually
- Buys DVDs/videos: 66%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$712 online annually
- Regularly uses Bible study and devotional materials: 87%
- Attends conferences: 84%

Church Laughs

NEWSLETTER & EBLASTS



Average
Subscribers:
33,059
Frequency:
Weekly

This college-educated church leader looks forward to the newsletter's witty cartoons, humorous stories, illustrations, and quotes, all about the lighter side of church life. He buys Christian books and Bibles, plus makes online purchases. He plans to continue his education, is considering taking online courses, and attends conferences.



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February	January 15
March	February 15
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May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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Subscriber Snapshot

- Male: 56%; Female: 44%
- Median Age: 53 years
- Married: 78%
- Average household income: \$67,141
- Gives an average of \$1,327 per year to non-church Christian organizations

Education

- Attended or graduated college: 90%
- Self or spouse plan to continue education: 46%
- Would consider taking online courses: 86%

Habits & Purchasing Activities

- Purchases Christian books: 95%; spends an average of \$231 annually on 15 titles
- Average number of Bibles in home: 8.4; spends an average of \$74 on Bible purchases per year
- Makes Internet purchases: 83%; spends an average of \$511 online annually
- Attends conferences: 81%

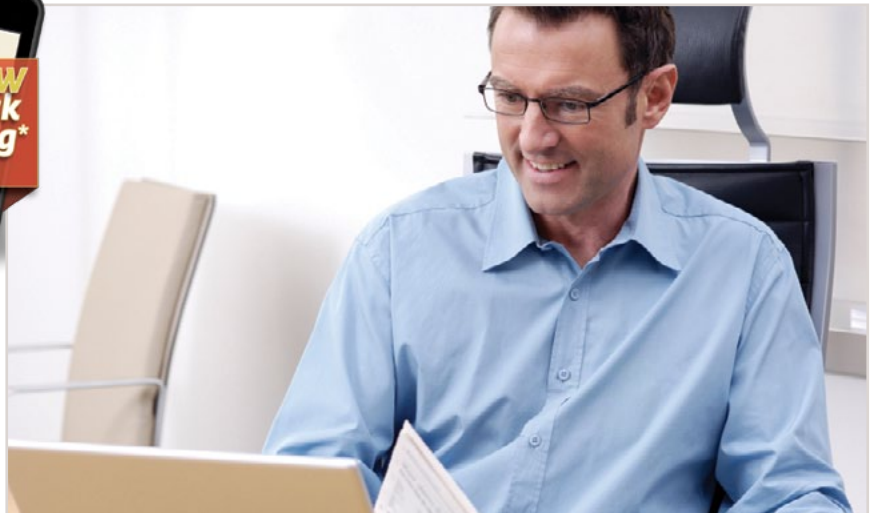
Leadership Weekly

NEWSLETTER & EBLASTS



Average
Subscribers:
74,502
Frequency:
Weekly

This pastor is involved in purchasing decisions for his church. He's well educated, attends conferences annually, plans to continue his formal education, and counsels students on college and seminary choices. He buys Christian books, music, and Bibles and makes online purchases.



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Subscriber Snapshot

- Male: 61%; Female: 39%
- Average Age: 53.4 years
- 49% are between 30-54 years
- Married: 85%
- Average household income: \$77,181
- Gives an average of \$1,721 per year to non-church Christian organizations

Church Leadership & Decision Making

- Holds a position of responsibility at church: 89%; Clergy: 43%
- Involved in church purchasing decisions: 80%

Education

- Attended or graduated college: 97%; Graduate degree: 47%
- Self or spouse plan to continue education: 47%
- Would consider taking online courses: 90%
- Counsels people on which college or seminary to attend: 67%

Habits & Purchasing Activities

- Purchases Christian books: 97%; spends an average of \$257 annually on 15 titles
- Owns a digital tablet or e-reader: 44%; reads e-books 2.1 hours per week
- Buys DVDs/videos: 66%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 97%; spends an average of \$774 online annually
- Regularly uses Bible study and devotional materials: 86%
- Recommends specific Bible versions/translations: 82%
- Attends conferences: 88%

Leading Outreach

NEWSLETTER & EBLASTS

Connect with church ministry leaders looking for practical ideas and invaluable resources to help them reach out to their communities.



Average
Subscribers:
12,803
Frequency:
Weekly

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
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August	July 15
September	August 15
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November	October 15
December	November 15

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Subscriber Snapshot

- Male: 64%; Female: 36%
- Average Age: 54.3 years
- 46% are between 30-54 years
- Married: 82%
- Average household income: \$69,823
- Gives an average of \$1,444 per year to non-church Christian organizations

Church Leadership & Decision Making

- Holds a position of responsibility at church: 92%; Clergy: 47%
- Involved in church purchasing decisions: 83%

Education

- Attended or graduated college: 93%
- Self or spouse plan to continue education: 46%
- Would consider taking online courses: 87%
- Counsels people on which college or seminary to attend: 69%

Habits & Purchasing Activities

- Purchases Christian books: 94%; spends an average of \$241 annually on 14 titles
- Owns a digital tablet or e-reader: 41%; reads e-books 2 hours per week
- Spends an average of \$98 on 24 music CDs/downloads annually
- Buys DVDs/videos: 70%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$697 online annually
- Regularly uses Bible study and devotional materials: 91%
- Attends conferences: 87%

Preaching Today

NEWSLETTER & EBLASTS



Average
Subscribers:
56,399
Frequency:
Weekly

This preacher is involved with the purchasing decisions at his church. He plans to continue his education, attends conferences, would consider taking online courses, and counsels students on which college to attend. He's looking for resources to help develop his preaching and teaching skills, buys Christian books and Bibles, and shops online.



MONTH CLOSING DATE

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Subscriber Snapshot

- Male: 78%; Female: 22%
- Average Age: 55.5 years
- 43% are between 30-54 years
- Married: 87%
- Average household income: \$74,324
- Gives an average of \$1,520 per year to non-church Christian organizations

Church Leadership & Decision Making

- Holds a position of responsibility at church: 93%; Clergy: 61%
- Involved in church purchasing decisions: 83%

Education

- Attended or graduated college: 97%
- Self or spouse plan to continue education: 46%
- Would consider taking online courses: 90%
- Counsels people on which college or seminary to attend: 71%

Habits & Purchasing Activities

- Purchases Christian books: 97%; spends an average of \$275 annually on 14 titles
- Owns a digital tablet or e-reader: 42%; reads e-books 2.1 hours per week
- Buys DVDs/videos: 67%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 97%; spends an average of \$724 online annually
- Regularly uses Bible study and devotional materials: 88%
- Attends conferences: 88%

Church Management

Magazines

- Church Law & Tax Report

Newsletters & Eblasts

- Church Finance Update
- Church Law & Tax Update
- Church Management Update
- Church Safety Update

Catalog

- Your Church Catalog

Websites

- Pastors & Church Leaders website bundle

Reach the key leaders of large churches who make and influence church purchasing decisions. These important leaders trust our resources to help them maintain the business and administrative aspects of facilities, technology, ministry, administration, and tax and legal.



“One thing that makes Evangelical Christian Credit Union such a unique banking resource is those we serve—people and organizations whose primary focus is ministry. We chose Christianity Today because they share this focus and are committed to helping ministry leaders pursue it. Because Christianity Today values this alignment, they work hard to help us tell our story.”

Jay Sherer, Director of Marketing
Evangelical Christian Credit Union

Church Law & Tax Report



Circulation:
7,500
Readership:
14,000

ISSUE	CLOSING DATE
Jan/Feb	November 1
March/April	January 3
May/June	March 1
July/August	May 1
Sept/Oct	July 1
Nov/Dec	September 3

This subscriber works as a church business administrator at a mid-size, denominational church. He has a college degree or higher and has been trained in financial matters, but is looking for practical information on important legal and tax developments that impact his church's ministry.



Subscriber Snapshot

- Holds a church staff position: 97%
- Church business administrators: 42%
- Belongs to a mid-size, denominational church

Education

- Graduated college: 67%
- Post-graduate work or degree: 38%

Habits & Purchasing History

- Has subscribed for more than 5 years: 35%
- Reads *Church Law & Tax Report* to stay current with church finance and tax issues: 82%
- Regards *Church Law & Tax Report* as a key source of information and/or educational resource: 77%
- Archives past issues for reference: 70%

Church Finance Update

NEWSLETTER & EBLASTS



Average
Subscribers:
13,698
Frequency:
Twice Monthly

Stay connected to church leaders who want to stay informed on all aspects of church finances to help them manage their ministry wisely.



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September	August 15
October	September 15
November	October 15
December	November 15

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Subscriber Snapshot

- Male: 51%; Female: 49%
- Average Age: 54.9 years
- 45% are between 30-54 years
- Married: 87%
- Average household income: \$83,684
- Gives an average of \$1,674 per year to non-church Christian organizations

Church Leadership & Decision Making

- Holds a position of responsibility at church: 93%
- Involved in church purchasing decisions: 88%

Education

- Attended or graduated college: 95%
- Self or spouse plan to continue education: 32%
- Would consider taking online courses: 90%

Habits & Purchasing Activities

- Purchases Christian books: 92%; spends an average of \$217 annually on 13 titles
- Owns a digital tablet or e-reader: 36%; reads e-books 2.1 hours per week
- Spends an average of \$99 on 21 music CDs/downloads annually
- Buys DVDs/videos: 59%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 98%; spends an average of \$837 online annually
- Regularly uses Bible study and devotional materials: 79%
- Attends conferences: 84%

Church Law & Tax Update

NEWSLETTER & EBLASTS



Average
Subscribers:
19,939
Frequency:
Weekly

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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This business administrator is highly involved in church purchasing decisions and wants to stay informed on the legal and tax trends that affect his church. He's been to college and plans to continue his education, would consider online courses, and attends conferences. He purchases Christian books and Bibles and shops online.



Subscriber Snapshot

- Male: 54%; Female: 46%
- Average Age: 54.9 years
- 47% are between 30-54 years
- Married: 85%
- Average household income: \$82,974
- Gives an average of \$1,603 per year to non-church Christian organizations

Church Leadership & Decision Making

- Holds a position of responsibility at church: 93%
- Involved in church purchasing decisions: 85%

Education

- Attended or graduated college: 95%
- Self or spouse plan to continue education: 34%
- Would consider taking online courses: 91%

Habits & Purchasing Activities

- Purchases Christian books: 92%; spends an average of \$222 annually on 14 titles
- Owns a digital tablet or e-reader: 37%; reads e-books 2 hours per week
- Buys DVDs/videos: 60%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 98%; spends an average of \$828 online annually
- Regularly uses Bible study and devotional materials: 79%
- Attends conferences: 83%

Church Management Update

NEWSLETTER & EBLASTS



Average
Subscribers:
25,540
Frequency:
Twice Monthly

This church leader is responsible for purchasing decisions for his church's tax, finance, risk management, safety, and facilities needs. He's been to college but also plans to continue his education through online courses and by attending conferences. He buys Christian books, music, and Bibles, plus shops online.



MONTH CLOSING DATE

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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Subscriber Snapshot

- Male: 52%; Female: 48%
- Average Age: 55.2 years
- 44% are between 30-54 years
- Married: 82%
- Average household income: \$75,749
- Gives an average of \$1,661 per year to non-church Christian organizations

Church Leadership & Decision Making

- Holds a position of responsibility at church: 92%
- Involved in church purchasing decisions: 87%

Education

- Attended or graduated college: 94%
- Self or spouse plan to continue education: 35%
- Would consider taking online courses: 90%

Habits & Purchasing Activities

- Purchases Christian books: 92%; spends an average of \$228 annually on 13 titles
- Owns a digital tablet or e-reader: 39%; reads e-books 2.1 hours per week
- Spends an average of \$102 on 22 music CDs/downloads annually
- Buys DVDs/videos: 60%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$760 online annually
- Regularly uses Bible study and devotional materials: 81%
- Attends conferences: 83%

Church Safety Update

NEWSLETTER & EBLASTS



This church ministry worker is involved in church purchasing decisions and is looking for tools to help evaluate and improve the financial, legal, and physical safety of his church. He buys Christian books and Bibles and shops online. He's college educated, plans to continue his education, and would consider taking online courses.



Average Subscribers:
14,423
Frequency:
Twice Monthly

MONTH CLOSING DATE

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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Subscriber Snapshot

- Male: 53%; Female: 47%
- Average Age: 54.5 years
- 49% are between 30-54 years
- Married: 88%
- Average household income: \$78,479
- Gives an average of \$1,447 per year to non-church Christian organizations

Church Leadership & Decision Making

- Holds a position of responsibility at church: 94%
- Involved in church purchasing decisions: 89%

Education

- Attended or graduated college: 93%
- Self or spouse plan to continue education: 34%
- Would consider taking online courses: 92%

Habits & Purchasing Activities

- Purchases Christian books: 92%; spends an average of \$230 annually on 14 titles
- Owns a digital tablet or e-reader: 39%; reads e-books 2.2 hours per week
- Buys DVDs/videos: 62%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 98%; spends an average of \$793 online annually
- Regularly uses Bible study and devotional materials: 82%
- Attends conferences: 85%

Your Church Catalog



Circulation:
100,000
Frequency:
Annually

ISSUE

CLOSING DATE

November

September 12

This church leader is a pastor, business administrator or church staff member who is responsible for purchasing decisions to manage his ministry. He is involved in the decision-making process and wants the best resources available to manage the tax, finance, employment, legal, risk, safety, and administrative needs of his church.



Reader Snapshot

- Archives catalog for reference for making purchases throughout the year
- Subscribers to *Church Law & Tax Report* or *Church Finance Today*
- Your Church Resources product buyers: 35%; purchase online: 50%

Women

Magazines

- Today's Christian Woman

Newsletters & Eblasts

- Gifted for Leadership
- Marriage Partnership
- ParentConnect
- Today's Christian Woman

Websites

- Women website bundle

Reach influential Christian women who want to grow spiritually and live out biblical values in their homes, work, and communities. They are active in their local churches and seek to disciple others. These women are savvy shoppers and look to our resources to keep up-to-date on the latest books, Bibles, Bible studies, music, DVDs, conferences, and educational opportunities.



Today's Christian Woman

PRINT & DIGITAL MAGAZINE



Print Distribution:
100,000



This woman of influence is active in her local church, workplace, neighborhood, and home. She wants to grow deeper in her relationship with Christ, and consistently uses Bible study and devotional materials. She's a discerning shopper for herself, her family, and her ministry roles, buying Christian books and music, plus making numerous online purchases.



PRINT MAGAZINE

ISSUE	CLOSING DATE
Mar/Apr	January 7
Sept/Oct	July 3
Nov/Dec	August 22

DIGITAL MAGAZINE

ISSUE	CLOSING DATE
Jan/Feb	November 19
Mar/Apr	January 18
May/Jun	March 18
Jul/Aug	May 17
Sep/Oct	July 19
Nov/Dec	September 19

Reader Snapshot

- Target Age Range: 35-55 years old
- 73% employed full or part time
- 58% bachelor's degree or higher

Habits & Purchasing Activities

- Savvy shopper; buys for herself, family, and ministry role
- Spends an average of \$501 per year online
- Active purchaser of Christian books and music
- Regularly uses Bible study and devotional materials
- 52% plan to attend a woman's conference in the next 12 months

Technology

- 38% own an e-reader
- 43% download smart phone apps

Gifted for Leadership

NEWSLETTER AND EBLASTS



Average
Subscribers:
17,718
Frequency:
Weekly

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
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August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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This educated Christian woman is in a leadership role at her church. She plans to continue her education, would consider taking online courses, and attends conferences. She purchases Christian books and Bibles, shops online, and donates to non-church ministries.



Subscriber Snapshot

- Male: 16%; Female: 84%
- Average Age: 51.9 years
- 53% are between 30-54 years
- Married: 84%
- Average household income: \$77,475
- Gives an average of \$1,739 per year to non-church Christian organizations

Education

- Attended or graduated college: 94%
- Self or spouse plan to continue education: 47%
- Would consider taking online courses: 90%
- Counsels students on which college to attend: 60%

Habits & Purchasing Activities

- Purchases Christian books: 96%; spends an average of \$234 annually on 15 titles
- Owns a digital tablet or e-reader: 42%; reads e-books 2.2 hours per week
- Spends an average of \$94 on 20 music CDs/downloads annually
- Buys DVDs/videos: 65%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 97%; spends an average of \$727 online annually
- Regularly uses Bible study and devotional materials: 92%
- Attends conferences: 88%

Marriage Partnership

NEWSLETTER & EBLASTS



Average
Subscribers:
69,440
Frequency:
Weekly

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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This married woman wants to keep her marriage strong and is looking for resources on issues important to couples, including finances, intimacy, communication, and spiritual life. She's been to college but also plans to continue her education, possibly through online courses. She buys Christian books, music, and Bibles, shops online, and gives generously to non-church ministries.



Subscriber Snapshot

- Male: 25%; Female: 75%
- Average Age: 47.2 years
- 71% are between 30-54 years
- Married: 91%
- Average household income: \$80,753
- Gives an average of \$1,360 per year to non-church Christian organizations

Education

- Attended or graduated college: 93%
- Self or spouse plan to continue education: 45%
- Would consider taking online courses: 88%
- Counsels students on which college to attend: 54%

Habits & Purchasing Activities

- Purchases Christian books: 91%; spends an average of \$164 annually on 12 titles
- Owns a digital tablet or e-reader: 37%; reads e-books 2 hours per week
- Spends an average of \$77 on 19 music CDs/downloads annually
- Buys DVDs/videos: 66%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 95%; spends an average of \$617 online annually
- Regularly uses Bible study and devotional materials: 83%
- Attends conferences: 77%

ParentConnect

NEWSLETTER & EBLASTS



Average
Subscribers:
31,700

Frequency:
Twice Monthly

This young, educated, married woman has children and is looking for inspiration, parenting help, spiritual formation and a healthy dose of fun. She purchases Christian books, music, DVDs, and Bibles, shops online, and gives generously to non-church ministries.



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January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
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December	November 15

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Subscriber Snapshot

- Male: 23%; Female: 77%
- Average Age: 46.2 years
- 74% are between 30-54 years
- Married: 87%
- Average household income: \$77,717
- Gives an average of \$1,374 per year to non-church Christian organizations

Education

- Attended or graduated college: 95%
- Self or spouse plan to continue education: 45%
- Would consider taking online courses: 88%
- Counsels students on which college to attend: 56%

Habits & Purchasing Activities

- Purchases Christian books: 91%; spends an average of \$182 annually on 13 titles
- Owns a digital tablet or e-reader: 39%; reads e-books 2 hours per week
- Spends an average of \$83 on 21 music CDs/downloads annually
- Buys DVDs/videos: 70%; purchases an average of 10 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$619 online annually
- Regularly uses Bible study and devotional materials: 85%
- Attends conferences: 81%

Today's Christian Woman

NEWSLETTER & EBLASTS



This woman of influence is active in her local church, workplace, neighborhood, and home. She wants to grow deeper in her relationship with Christ, and consistently uses Bible study and devotional materials. She's a discerning shopper for herself, her family, and her ministry roles, buying Christian books and music, plus making numerous online purchases.



Average
Subscribers:
74,505
Frequency:
Weekly

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January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

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Reader Snapshot

- Male: 10%; Female: 90%
- Average Age: 49.3 years
- 63% are between 30-54 years
- Married: 77%
- Average household income: \$75,700
- Gives an average of \$1,343 per year to non-church Christian organizations

Education

- Attended or graduated college: 93%
- Self or spouse plan to continue education: 40%
- Would consider taking online courses: 89%
- Counsels students on which college to attend: 50%

Habits & Purchasing Activities

- Purchases Christian books: 93%; spends an average of \$170 annually on 13 titles
- Owns a digital tablet or e-reader: 38%; reads e-books 2.2 hours per week
- Spends an average of \$79 on 20 music CDs/downloads annually
- Buys DVDs/videos: 64%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 95%; spends an average of \$606 online annually
- Regularly uses Bible study and devotional materials: 86%
- Attends conferences: 77%

Discipleship

Magazines

- Men of Integrity

Newsletters & Eblasts

- Christian Bible Studies
- Men of Integrity
- Small Groups

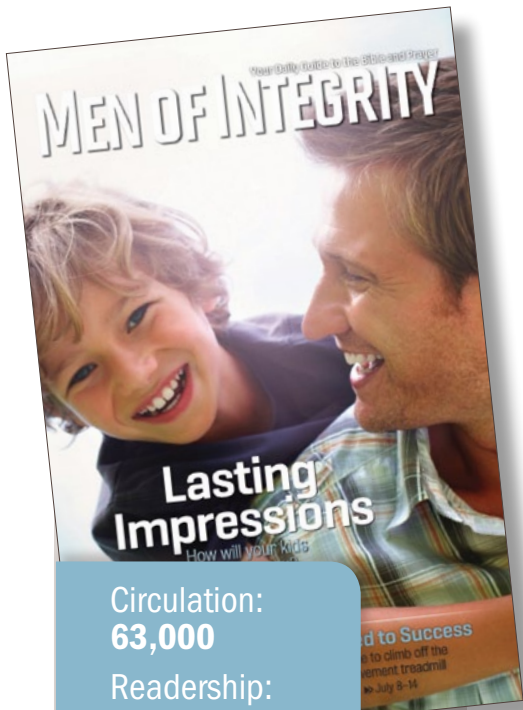
Websites

- Pastors & Church Leaders website bundle

Reach devoted believers looking to grow in their faith. From church staff to ministry leaders to lay leaders who want to grow themselves and then help others do the same, they all turn to our resources to help them tackle the difficult issues of life, faith, and ministry from a real-world and biblical perspective.



Men of Integrity



Circulation:
63,000
Readership:
80,000

This educated professional wants to address real-life issues and build a consistent devotional life. He reads Christian books, listens to Christian radio, and has attended multiple Promise Keepers events. He's also interested in sports, music, and fitness.



Subscriber Snapshot

- Age: 40 years and older
- Married with two children under the age of 18
- Education: College degree or higher

Habits & Spending Activities

- Spends 5 hours per week reading Christian books for study and devotion
- Has attended an average of 3 Promise Keepers events
- Is interested in sports, music, and fitness
- Meets with other men for spiritual purposes

ISSUE	CLOSING DATE
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Jan/Feb	October 4
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March/April	December 6
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May/June	February 7
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July/August	April 4
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Sept/Oct	June 6
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Nov/Dec	August 8
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Christian Bible Studies

NEWSLETTER & EBLASTS



This Bible study leader is looking for resources and tools on spiritual growth to use in his Sunday school class, small group Bible study, and personal devotions. He buys Christian books, music, and Bibles, plus shops online. He's college educated but still looking to further his learning through online courses and by attending conferences.

Average
Subscribers:
89,987
Frequency:
Weekly

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January	December 15
February	January 15
March	February 15
April	March 15
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July	June 15
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September	August 15
October	September 15
November	October 15
December	November 15

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Subscriber Snapshot

- Male: 52%; Female: 48%
- Average Age: 54.8 years
- 46% are between 30-54 years
- Married: 80%
- Average household income: \$72,626
- Gives an average of \$1,401 per year to non-church Christian organizations

Education

- Attended or graduated college: 93%
- Self or spouse plan to continue education: 42%
- Would consider taking online courses: 89%
- Counsels students on which college to attend: 58%

Habits & Purchasing Activities

- Purchases Christian books: 94%; spends an average of \$220 annually on 13 titles
- Owns a digital tablet or e-reader: 41%; reads e-books 2.1 hours per week
- Spends an average of \$93 on 20 music CDs/downloads annually
- Buys DVDs/videos: 67%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$644 online annually
- Regularly uses Bible study and devotional materials: 91%
- Attends conferences: 79%

Men of Integrity

NEWSLETTER & EBLASTS



This subscriber wants to build a consistent devotional life and is looking for materials that address real-life issues. He's a professional that's been to college, plans to continue his education, and would consider taking online courses. He buys Christian books and music, plus makes online purchases.



Average
Subscribers:
35,560
Frequency:
Weekly

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November	October 15
December	November 15

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Subscriber Snapshot

- Male: 90%; Female: 10%
- Average Age: 52.1 years
- 57% are between 30-54 years
- Married: 87%
- Average household income: \$83,109
- Gives an average of \$1,435 per year to non-church Christian organizations

Education

- Attended or graduated college: 94%
- Self or spouse plan to continue education: 40%
- Would consider taking online courses: 90%
- Counsels students on which college to attend: 55%

Habits & Purchasing Activities

- Purchases Christian books: 90%; spends an average of \$181 annually on 12 titles
- Owns a digital tablet or e-reader: 36%; reads e-books 1.9 hours per week
- Spends an average of \$96 on 21 music CDs/downloads annually
- Buys DVDs/videos: 66%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 94%; spends an average of \$643 online annually
- Regularly uses Bible study and devotional materials: 87%
- Attends conferences: 74%

Small Groups

NEWSLETTER & EBLASTS



Average
Subscribers:
43,679
Frequency:
Weekly

This church leader is in charge of small group ministries and is looking for training resources and curriculum. He's college educated and plans to continue learning through both online courses and conferences. He purchases Christian books and Bibles and shops online.



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December	November 15

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Subscriber Snapshot

- Male: 56%; Female: 44%
- Average Age: 53.5 years
- 49% are between 30-54 years
- Married: 83%
- Average household income: \$74,806
- Gives an average of \$1,497 per year to non-church Christian organizations

Education

- Attended or graduated college: 94%
- Self or spouse plan to continue education: 43%
- Would consider taking online courses: 91%
- Counsels students on which college to attend: 61%

Habits & Purchasing Activities

- Purchases Christian books: 95%; spends an average of \$239 annually on 14 titles
- Owns a digital tablet or e-reader: 43%; reads e-books 2 hours per week
- Spends an average of \$87 on 19 music CDs/downloads annually
- Buys DVDs/videos: 67%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$704 online annually
- Regularly uses Bible study and devotional materials: 90%
- Attends conferences: 85%

Contact Us

Contact us to get more information on rates and advertising opportunities



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TX, & International

