



Reach the most influential leaders in America's largest churches.

Each month, more than 20,000 of the most influential leaders at America's largest churches and megachurches receive the latest edition of **Church Executive** magazine.

These are the people you want to reach: Senior Pastors, Executive Pastors and Business Administrators—because they have the purchasing power to buy your product or service.

Church Executive covers the topics that are critical to today's church leaders:

- | | |
|----------------------|------------------------|
| Finance | Risk Management |
| Construction | AV Technology |
| Business Management | Stewardship |
| Leadership Issues | Legal Issues |
| Continuing Education | Church Travel |
| Insurance | Tax and Benefit Issues |
| Church Profiles | Youth Ministry |

Our Readers

68% share each issue with another decision maker. That means your advertising message receives 13,600 additional impressions—at no additional charge!

Church Executive is read **5 times** more than any other church management magazine

52% depend on **ChurchExecutive.com** as a resource to manage their church and search for new products

\$5.2 Billion Buying Influence

The Senior Pastors, Executive Pastors and Business Administrators who read **Church Executive** magazine represent a \$5.2 billion market each year.

Regarding annual operating budgets:

42% are \$1-\$3 million

10% are \$3-\$5 million

10% are over \$5 million

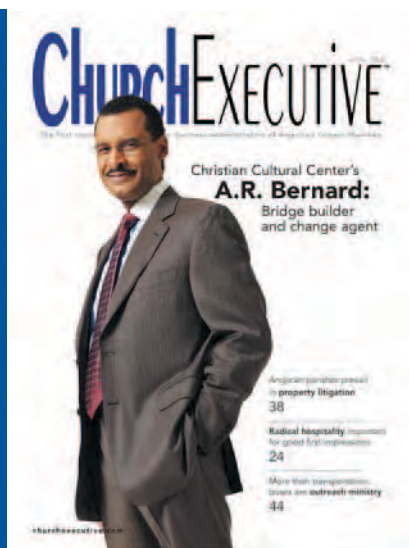
97% authorize, influence or recommend final purchasing decisions

39% have no expenditure authorization limits

Purchasing Authority

In addition to daily church necessities, here's a breakdown of other church-related items our readers maintain and support:

- 67%** Computer Hardware
- 59%** Computer Software
- 53%** Conferences and Workshops
- 50%** AV Equipment
- 39%** Education Products/Materials
- 37%** Continuing Education
- 34%** Furniture
- 33%** Leadership Development
- 32%** Printers/Copiers
- 27%** Chairs/Seating
- 26%** Safety and Security Systems
- 26%** Financial/Accounting Services/Insurance
- 26%** Internet/Web Hosting Services



IN ADDITION, MANY CHURCHES OWN OR OPERATE:

- 78%** Youth Ministry
- 51%** Playground Equipment
- 40%** Preschools
- 37%** Vans
- 36%** Gymnasias
- 29%** Commercial Kitchens
- 27%** Buses
- 25%** Sports Leagues/Teams
- 24%** Cafés/Coffee Shops
- 24%** Summer Camps
- 23%** Daycare Centers
- 17%** Book Stores
- 12%** AV Production Facilities
- 7%** Schools (K-8)
- 7%** Cemetery/Columbarium
- 7%** Conference Centers
- 5%** Schools (K-12)