

CHURCH EXECUTIVE

Helping Leaders Become Better Stewards

2 0 1 2 M E D I A K I T



ChurchExecutive.com

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

Each month, *Church Executive* magazine reaches over 40,000 of the most influential leaders at America's largest churches and megachurches. *Church Executive* covers the topics that are critical to today's Senior Pastors, Executive Pastors and Business Administrators of today's largest churches:

- 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



Church Executive readers are the people you want to reach because they have the purchasing power to buy your product or service.

***Church Executive* is read 5 TIMES MORE than any other church management magazine!**

52% DEPEND on ChurchExecutive.com

as a primary resource to manage their church and search for new products!

\$2 Billion Buying Influence

The Senior Pastors, Executive Pastors and Business Administrators who read *Church Executive* magazine represent a \$2 billion market each year.

Regarding annual operating budgets:

91% authorize, influence or recommend final purchasing decisions.

32% have no expenditure authorization limits.

Purchasing Authority

In addition to daily church necessities, here's a breakdown of church-related items our readers are looking to purchase in 2012:

- 63%** Computer hardware
- 61%** Computer software
- 57%** AV equipment
- 50%** Education products / materials
- 40%** Continuing education
- 31%** Furniture
- 32%** Printers / copiers
- 22%** Chairs / seating
- 26%** Safety and security systems
- 32%** Financial / accounting services / insurance
- 24%** Internet / web hosting services
- 29%** Travel and retreats

Many churches also own or operate:

- | | |
|-----------------------------------|-------------------------------------|
| 85% Youth ministry | 28% Cafés / coffee shops |
| 61% Playground equipment | 28% Summer camps |
| 39% Preschools | 25% Daycare centers |
| 36% Vans | 21% Bookstores |
| 33% Gymnasiums | 17% AV production facilities |
| 30% Commercial kitchens | 8% Schools (K-8) |
| 23% Buses | 8% Conference centers |
| 25% Sports leagues / teams | 6% Schools (K-12) |



2012 Editorial Calendar

All issues will be available in print and in a digital page-turn format.

January

Stewardship
Bibles and Bible software
SPECIAL SECTION:
Church transportation

February

Communion ware and supplies
Fundraising
SPECIAL SECTION:
Worship arts — music

March

Tools for children's ministry
Steeple, bell towers and carillons
SPECIAL SECTION:
Behind the design — architectural showcase

April

IT systems integration
Lighting
SPECIAL SECTION:
Faith-based travel

May

Seating and furniture
Cleaning maintenance
SPECIAL SECTION:
Going green — construction and renovation

June

Tools for youth ministry
Steel, modular and prefab construction options
SPECIAL SECTION:
Worship arts — Christian films

July

Audio/Visual systems integration
Ensuring security of the congregation
SPECIAL SECTION:
Playgrounds and sports facilities
BONUS DISTRIBUTION:
National Association of Church Business Administration (NACBA)
Houston, Texas, July 10-14

August

Casualty and liability insurance
Capital campaigns
SPECIAL SECTION:
Online education

September

Signage
Screening, hiring and retaining personnel
SPECIAL SECTION:
Nursery and daycare facilities

October

Flooring
Altar supplies
SPECIAL SECTION:
Worship arts — stagecraft and rigging

November

Online giving
Property insurance
SPECIAL SECTION:
A/V showcase

December

2012 in review — 2013 preview
CE recognizes "best of"
Benchmarking individual giving
Digital Buyer's Guide

Church Executive Publishing Schedule

January

Ad Closing: November 15, 2011
Materials Due: November 18, 2011

February

Ad Closing: December 13, 2011
Materials Due: December 16, 2011

March

Ad Closing: January 17, 2012
Materials Due: January 20, 2012

April

Ad Closing: February 14, 2012
Materials Due: February 17, 2012

May

Ad Closing: March 20, 2012
Materials Due: March 23, 2012

June

Ad Closing: April 17, 2012
Materials Due: April 20, 2012

July

Ad Closing: May 17, 2012
Materials Due: May 22, 2012

August

Ad Closing: June 14, 2012
Materials Due: June 19, 2012

September

Ad Closing: July 19, 2012
Materials Due: July 24, 2012

October

Ad Closing: August 16, 2012
Materials Due: August 21, 2012

November

Ad Closing: September 20, 2012
Materials Due: September 25, 2012

December

Ad Closing: October 18, 2012
Materials Due: October 23, 2012

Advertising Opportunities

Need 360° of targeted advertising coverage? Unleash the power of **print** plus **digital** on your prospects and save big by bundling your insertions. Include all or just some of the various multi-platform delivery solutions we offer and you could **save up to 35%!** Call your *Church Executive* representative today for options and rates.

Make your presence known in our **digital Buyer's Guide**.

For more information please call:
1-800-541-2670

Got Direct Mail? Rent our database!

If you want to reach our ready-to-buy church leaders through direct marketing, *Church Executive's* up-to-date circulation database is the answer. For use through any licensed, bonded third-party mailing house, the list is available in whole or even in part—and can be classified by state, size of church or denomination. Customize your mailing and send your message to the masses.



Church Executive recognizes the "Best and Brightest" in the industry

Our December issue provides a one of a kind opportunity to promote your brand and applaud the most successful within your target audience. This exclusive feature can only be found inside the pages of *Church Executive* magazine.

- We'll recognize the best and brightest in innovative church programs, as well as the pioneers in ministry, management and technology.
- We'll also unveil a report on the state of church finance and congregant giving

Marketplace ads put you in a class of your own.

Why do so many companies place Marketplace ads? Because they work!

A Marketplace ad in *Church Executive* magazine is a great way to get immediate results for anything you want to buy or sell.

Contact Maria Galoto at 1-800-541-2670 ext 201 or by E-mail at: mgalioto@churchexecutive.com.



Specialty Printing Enhancements

French Door Cover

Church Executive's front cover folds open from the center to invite potential customers in to view your products/services.

Gatefold Cover

Front cover unfolds to reveal your company's multiple page promotion.

Belly Band

Wrap your advertisement around the pages of *Church Executive*. Bands vary in width, card stock and color.

Half Cover Tip

Make a lasting first impression by advertising over half of *Church Executive's* front cover.

Polybag

Place your advertisement in *Church Executive's* plastic protective covering. Our polybags ensure your advertisement and our publication arrive in great condition.

Insert

Insert your message between the pages of *Church Executive* on a specialty card. Paper size and stock vary according to preference.

Blow-In

Put your advertisement on an unattached card between the pages of *Church Executive*.

Coupons

Enclose your promotional discounts within our publication or polybag.

Business Reply Card (BRC)

Reach our readers by providing your pre-addressed mail cards within our publication.

Reprints

Reprint a desired article for your own distribution (minimum 100 copies).

Direct Mail/List Rental

Mail your promotional piece to our reader database.

Bonus Distribution

Extra distribution at the largest industry trade shows. Polybag opportunities available.

For special rates please call: 1-800-541-2670

Church Executive Digital

In today's fast-paced world, it's important that your message is accessible to potential customers 24/7. Getting the word about your product and/or service out whenever and wherever possible is crucial to your marketing success. That's where *Church Executive* Digital comes in. Our digital edition allows for instant accessibility so you can deliver information about your products and services directly to our readers and to your potential customers in an exciting and interactive way. Our digital publication includes:

Ease of Navigation

Church Executive Digital features page-by-page "turning" capability that mimicks our print edition.

It provides:

- **Interactive Table of Contents:** link directly from the Table of Contents for one-click access to specific articles within the publication.
- **Key Word Search:** search the entire publication for articles that contain key words of interest - all with the click of a mouse!

Portability

Church Executive readers will be able to access the current digital edition as well as archived digital editions at their convenience using Internet-capable devices, such as:

- **Desktop and laptop computers**
- **iPad / tablet PCs**
- **Smartphones**

Interactive Advertising Opportunities

With one click, your interactive advertisements can link our readers to:

- **Your corporate Web site**
- **Brochures, spec sheets and data sheets**
- **Videos**
- **Product / conference registration forms and purchase agreements**
- **Podcasts from experts at your company**

For more information, please contact your *Church Executive* account executive today!



Online Advertising Opportunities at ChurchExecutive.com

Looking for the perfect way to maximize exposure on a daily basis? Both our Web site and our bi-weekly Church Executive eNewsletter offer exciting new ways to help you increase brand awareness and market share, making them the ideal companions to the printed version of Church Executive magazine.



Full Banner Top of Page
Size: 468 X 60 pixels

Video Banner
Size: 250 X 250 pixels

Medium Rectangle
Size 1: 300 X 250 pixels

3:1 Rectangle
Size: 300 X 100 pixels

Square Button
Size: 125 X 125 pixels

Full Banner Bottom of Page
Size: 468 X 60 pixels

Also available on interior pages:

- **Medium Rectangle**
Size: 300 X 250 pixels
- **Full Banner Bottom of Page**
Size: 468 X 60 pixels

Specifications:

- 72 dpi
- .jpg and .png files accepted
- Animated .gifs or .flv (*flash files*) **NOT** accepted.
- You can e-mail or FTP your ads directly to us.

Questions? Please contact:
Valerie at digitalads@churchexecutive.com for details.

The Church Executive eNewsletter!

Church Executive's eNewsletter is our bi-weekly newsletter for the church and megachurch industry. This informative, entertaining online update is sent to our entire E-mail database. When you advertise in *Church Executive's* eNewsletter, you reach the people who want to stay current on the latest news, trends and most importantly, the latest products and services!

Top Banner

Size: 600 X 80 pixels

Side Banner

Size: 180 X 180 pixels

Product Spotlight Christian Travel Spotlight Book Corner

Size: 300 X 100
includes a photo, link and
up to 50 words of copy.

Wide Skyscraper

Size: 160 X 600 pixels

Bottom Banner

Size: 600 X 80 pixels



Specifications:

- 72 dpi
- .jpg and .png files accepted
- Animated .gifs or .flv (*flash files*) **NOT** accepted.
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PRINT Advertising Specifications

ELECTRONIC FILES

- **Formats** high resolution PDF files preferred; we also accept: EPS, PSD, PNG and high-resolution JPG files. **Note:** Only high-resolution, press-ready PDFs created in a full version of Adobe Acrobat 6.0 & higher can be accepted, CMYK format and color images: Bicubic Down Sampling to 600 pixels per inch. (See *Resolution below.*)
- **Type/Fonts** must be converted to outlines when exporting from Illustrator as an EPS OR the fonts should be provided with your submission. (We cannot accept PC fonts.) If fonts cannot be outlined, original fonts should be provided. **Note:** If fonts are not compatible we reserve the right to replace fonts as needed.
- **Resolution** of all files should be a minimum of 266 dpi (including imported files). 300 dpi at 100% is the preferable resolution.
- **Color ads** (and imported files) must be in CMYK, not RGB. **Note:** RGB colors not converted to CMYK will appear muted compared to original color, therefore we cannot guarantee color correctness. All PMS colors should be converted to CMYK unless a specific PMS color is specified and has been purchased. (Pantone colors are available at an additional cost. Please contact your sales representative for a quote.)
- **A proof** of your ad must be included or faxed with your submission. (COLOR hard-copy proofs should accompany color ads.) We are not able to maintain quality assurance, correctness or color without a proof.

SUBMISSION of your ads can be supplied in the following ways:

- **Send your files on CD** accompanied by a proof. Please provide a color proof if your ad has color.
- **E-mail your files** (only if under 25 MB — **Note:** Files can be stuffed or zipped for E-mail transfer which usually decreases files by half the size) to: valerie@churchexecutive.com. **Important:** Please fax a hard copy to 1-602-265-4300.
- **Upload your files:**
Go to www.powertrademedia.com/uploadfiles

SHIPPING INSTRUCTIONS

All advertising materials should be sent to:

Valerie Valtierra, *Production Director*
4742 North 24th Street
Suite #340
Phoenix, AZ 85016
1-602-265-7600 ext 203

We will not guarantee correctness without a hard proof. We will uphold the industry standard of a maximum of 10% variance of color provided a color correct proof is provided.

AD SIZES (In inches)

2-page spread	(bleed)	16.5 x 11.125
	(trim)	16.25 x 10.875
	(live area)	0.375 from trim
Full page	(bleed)	8.375 x 11.125
	(trim)	8.125 x 10.875
	(live area)	0.375 from trim
1/2-page spread	(bleed)	16.5 x 5.5
	(trim)	16.25 x 5.375
	(non-bleed)	15.25 x 4.75
	(live area)	0.375 from trim
2/3 page	(vertical)	4.75 x 9.75
1/2 page	(island)	4.75 x 7.25
1/2 page	(horizontal)	7.25 x 4.75
1/3 page	(vertical)	2.25 x 9.75
1/3 page	(square)	4.75 x 4.75
1/4 page	(vertical)	3.5 x 4.75

AD PRODUCTION

Power Trade Media™ will produce/design ads for advertisers at a rate of \$125 / hour if requested. Components to produce ad should be submitted at the same time as space commitment. Should production charges be waived, artwork will remain the property of Church Executive magazine.

COPY ACCEPTANCE

Church Executive reserves the right to refuse advertising that it considers detrimental to the church industry or contrary to the policies of its parent company, Power Trade Media™.

CONTRACT AND COPY REGULATIONS

The advertiser agrees to indemnify the publisher against any claims or expenses resulting from the unauthorized use of name, photograph, sketch or words protected by the copyright or registered trademarks, label and others in connection with his or her advertising.

CANCELLATIONS

All cancellations must be made in writing and must be received 60 days prior to cover date. Cancellations may be subject to a short rate. We cannot guarantee correctness without a hard proof. We will uphold the industry standard of a maximum of 10% variance of color, provided a color correct proof is provided.

ChurchEXECUTIVE™
MAGAZINE

4742 North 24th Street | Suite #340 | Phoenix, AZ 85016 | 1-602-265-7600
TOLL-FREE: 1-800-541-2670 | FAX: 1-602-265-4300 | ChurchExecutive.com