

ChurchEXECUTIVE

Helping Leaders Become Better Stewards

2013 Media Kit

Covering 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

ChurchExecutive.com

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

Church Executive reaches more than 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!

On the cover: Photo courtesy of Lakewood Church

\$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 2013:

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

Many churches also own or operate:

- 85%** Youth ministry
- 61%** Playground equipment
- 39%** Preschools
- 36%** Vans
- 33%** Gymnasiums
- 30%** Commercial kitchens
- 28%** Cafés / coffee shops
- 28%** Summer camps
- 25%** Sports leagues / teams
- 25%** Daycare centers
- 23%** Buses
- 21%** Bookstores
- 17%** AV production facilities
- 14%** Schools (K-12)
- 8%** Conference centers



2013 Editorial Calendar

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

January

- Financial stewardship
- Bibles, Bible software and apps

SPECIAL SECTION:

Managing a bus ministry; the latest in small and mid-sized buses

February

- Branding and marketing
- Office furniture and design

SPECIAL SECTION:

Speakers/Audio

March

- New construction
- Online giving

SPECIAL SECTION:

Camps and retreats

April

- Building a great staff
- Travel—Organizing a pilgrimage

SPECIAL SECTION:

Management software

May

- Options in lighting
- Tools and strategies for children's ministry

SPECIAL SECTION:

Options in Lighting

June/July

- **Construction Series:** Green construction
- **Pastor-Friendly A/V Series:** Video (enhancing the sermon)
- **Raising Funds Series:** Capital campaigns
- **Insurance:** Is Your Church Really Covered?
- Faith-based destinations

BONUS DISTRIBUTION:

National Association of Church Business Administration (NACBA) Charlotte, NC, July 11-15

August/September

- **Construction Series:** Pre-engineered buildings (Expansion)
- **Pastor-Friendly A/V Series:** Lighting for Praise & Worship
- **Continuing Education Series:** Business Training for Pastors
- **Risk Management Series:** Buildings and property
- **Accessible Churches Series:** Hearing loss
- Church Management Software (ChMS): Maximizing Lesser-Known Tools
- Product Spotlight: Church Buses
- Choices in seating

October/November

- **Construction Series:** New Kitchen Construction
- **Pastor-Friendly A/V:** Audio Systems
- **Continuing Education Series:** M.Div Degrees
- **Risk Management Series:** Staff/Volunteers
- **Accessible Churches Series:** Mobility Challenged
- Military chaplaincy
- Food service and hospitality

December

- 2013 in review — 2014 preview
- The Good Steward Awards issue

Church Executive Publishing Schedule

January

Ad Closing: November 15, 2012
Materials Due: November 20, 2012

February

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

March

Ad Closing: January 21, 2013
Materials Due: January 24, 2013

April

Ad Closing: February 28, 2013
Materials Due: March 4, 2013

May

Ad Closing: March 29, 2013
Materials Due: April 2, 2013

June/July

Ad Closing: May 31, 2013
Materials Due: June 4, 2013

August/September

Ad Closing: July 31, 2013
Materials Due: August 2, 2013

October/November

Ad Closing: October 1, 2013
Materials Due: October 3, 2013

December

Ad Closing: October 31, 2013
Materials Due: November 4, 2013

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 all the details.

Make your presence known in our Digital Buyer's Guide

➔ Please contact **Alexandra Garcia:**
agarcia@churchexecutive.com
1-800-541-2670 ext 219



Church Executive presents its second annual Good Steward Awards issue



Our December issue provides churches 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 several examples of churches that have shown themselves to be "Good Stewards" of their congregations' resources. Awards are presented in various categories including energy conservation, operational efficiency, and financial management.

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.

Specialty Printing Enhancements: Call for information

➤ Please contact **Alexandra Garcia:**
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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:

- **Multi-Media Experience:** Add your videos, audio clips, slide presentations and more to further enhance your product or service offering!
- **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**

Be the anchor for your company! Be a star on *Church Executive TV!*

It's new. It's exciting. *Church Executive TV* is the spot for your products and services to star. Get your video in front of the thousands of visitors to churchexecutive.com that are the budget-writers and decision-makers at the largest churches in the United States.

Get their attention!
CETV
 is above the fold on churchexecutive.com



Get your message out!
 video is a great sales tool and yours will shine!

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The Church Bulletin Board for the Digital Age!

churchexecutive.com presents the most advanced, most effective Classified Advertising for the church market today!

Now there is a platform that will allow you to be in front of key buyers and top decision-makers at the largest churches in the United States!

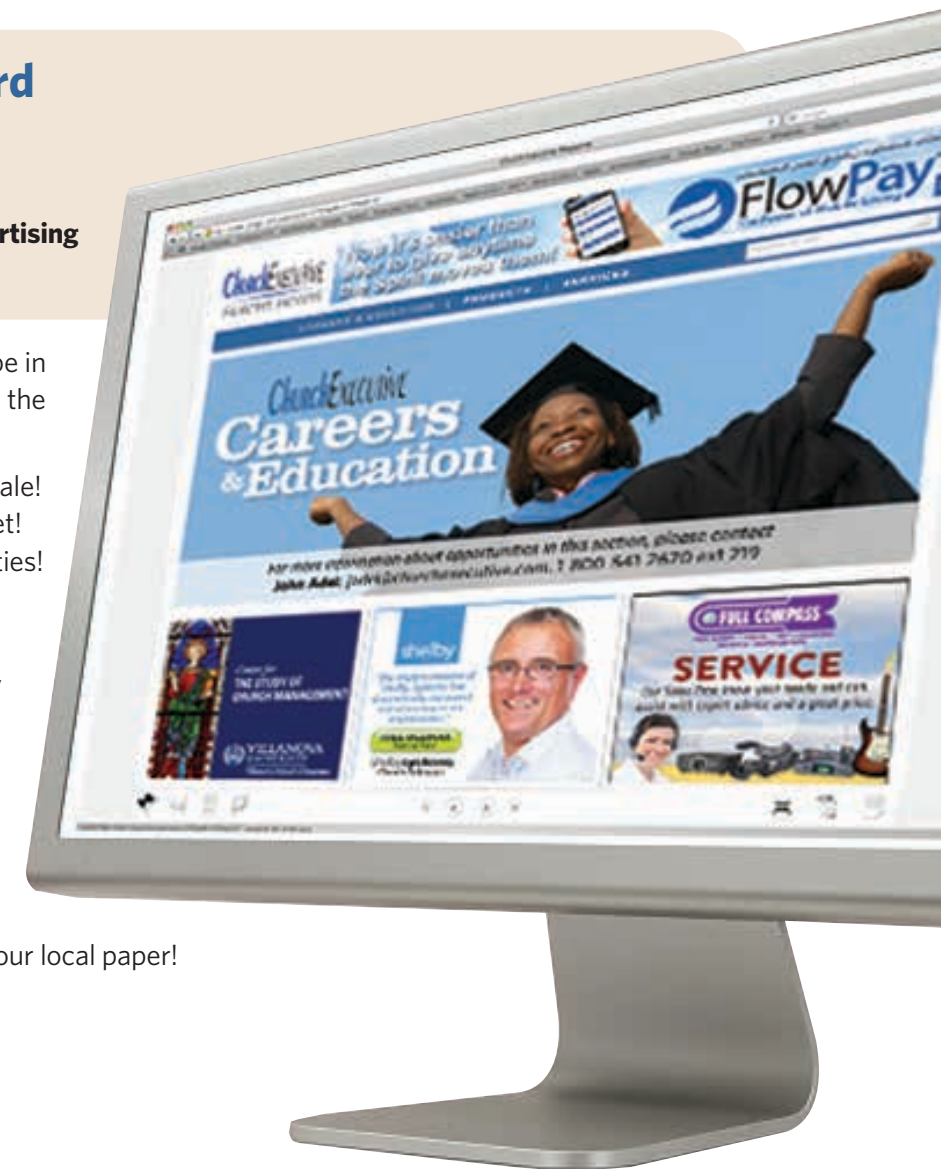
- Present your products - new and used - for sale!
- Showcase your services for the church market!
- Highlight your career & education opportunities!
- Spotlight your travel & tour destinations and attractions!
- Promote your conventions, meeting facilities, events and retreats

Access everyone - nationally, regionally, by state or locality!

Simple to do! Include your logo and your URL - and the customers are a click away!

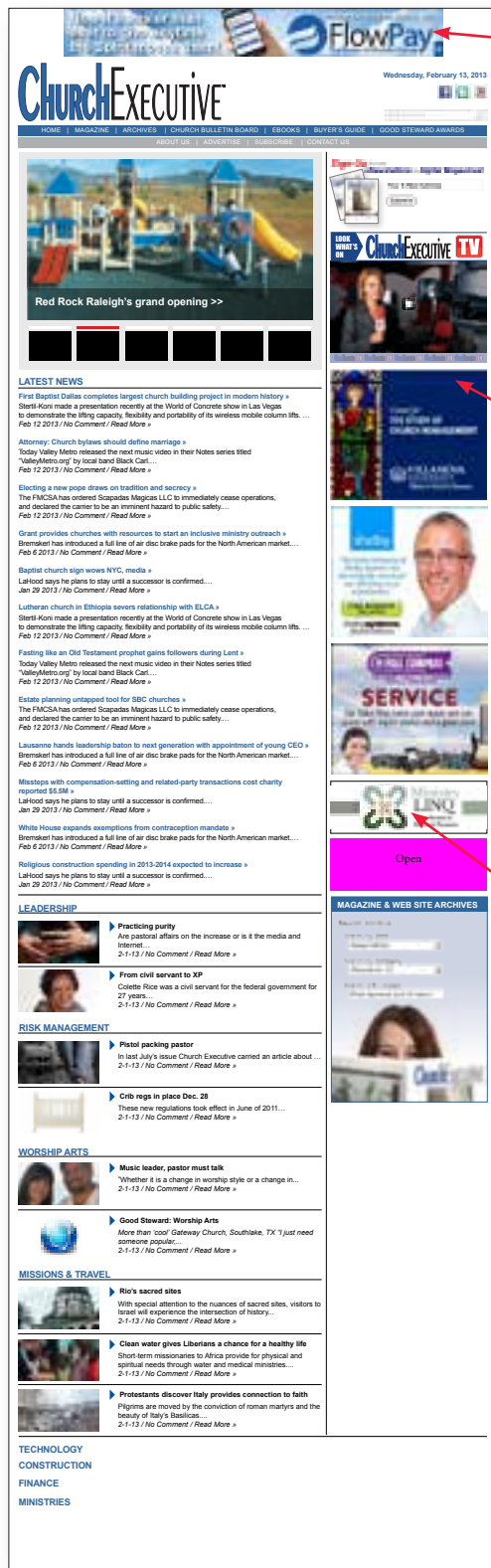
Value! Less expensive than a classified ad in your local paper!

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Online Advertising Opportunities at ChurchExecutive.com

Looking for the perfect way to maximize exposure on a daily basis? Both our website 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.



Leaderboard
Size: 728 X 90 pixels

Medium Rectangle
Size 1: 300 X 250 pixels

3:1 Rectangle
Size: 300 X 100 pixels

Also available on interior pages:

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

Specifications:

- 72 dpi
- .jpg or .png only
- RGB no CMYK
- No .gifs or flash files

Please e-mail all digital ads to:
digitalads@churchexecutive.com

The Church Executive eNewsletter!

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

Top Banner
Size: 600 X 80 pixels

Side Banner
Size: 180 X 180 pixels

Product Spotlight
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
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Advertising Specifications

PRINT

- **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.
- **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.

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

- **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.
- **Upload your files:**
Go to www.powertrademedia.com/uploadfiles

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.

DIGITAL SPECIFICATIONS

churchexecutive.com

Leaderboard Top Banner

728 X 90 pixels

Medium Rectangle

300 X 250 pixels

3:1 Rectangle

300 X 100 pixels

The Church Executive eNewsletter

Top Banner (600 X 80 pixels)

Side Banner (180 X 180 pixels)

Product Spotlight (300 X 100)
includes a photo, link and up to 50 words of copy

Wide Skyscraper (160 X 600 pixels)

Bottom Banner (600 X 80 pixels)

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- No .gifs or flash files please.

ChurchExecutive™

M A G A Z I N E

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