



# Church Executive™

INTEGRATED MEDIA PORTFOLIO  
**2016**



HELPING LEADERS BECOME BETTER STEWARDS

## Reach the **most influential leaders** in America's Largest churches and mega churches

As the industry's most reliable source for management-based articles, strategies and resources — all compiled with large-church leaders in mind — *Church Executive Magazine* has built a trusted relationship with readers, advertisers and content marketing partners alike.

In addition to practical solutions, *Church Executive* features exclusive research, analysis and insightful editorial contributions by some of today's most trusted church management thought leaders.

*Church Executive* reaches more than 37,500 of the most influential church leaders in the country. It is considered the go-to business resource for senior pastors, executive pastors and business administrators at the largest churches and megachurches in America.

A strategic mix of targeted topics, special series and customized departments drill down on the detailed, "how-to" information church leaders need most, including:

- Risk management
- Pastor-friendly A/W/L/A
- Youth & children's ministry
- Commercial kitchens
- Accessibility
- Transportation
- Generosity
- Multi-site development
- Construction / Renovation
- Food service
- Stewardship
- Capital campaigns
- Fund raising
- Continuing education
- Insurance
- Church management software (ChMS)
- Safety & security
- Human resources & benefits
- Legal
- Marketing & PR
- Volunteer management
- Foreign missions & travel
- Leadership
- Outreach
- Taxes
- Next-generation giving tools
- Cafes and coffee shops
- Interior elements
- Acoustical design
- Technology
- Non-profit governance
- Church travel
- Financial management
- Worship center design
- Accounting
- Business management
- Church management
- Financial management
- Stewardship
- Governance
- Lending & loans
- Multi-site management
- Worship & music

In addition to a bimonthly print and digital magazine, *Church Executive* publishes a twice-monthly newsletter, topical ebooks, regular digital supplements and "Church Executive TV," while maintaining a dynamic website: [churchexecutive.com](http://churchexecutive.com). Through all our media, we provide high-quality information designed to meet the business and management needs of our readers.

Our mission, in short, is to help church leaders become better stewards.

### **Church Executive readers:**

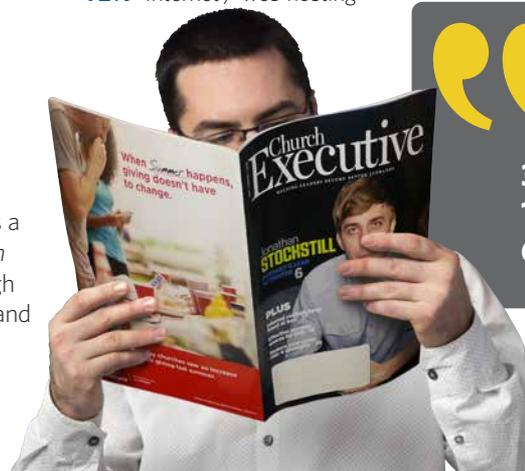
- 54%** Executive Pastor
- 27%** Senior Pastor
- 19%** Business Administrator

### **Percentages of Church Executive readers that own / operate:**

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| <b>38%</b> Youth Ministry Programs | <b>14%</b> Gymnasiums             |
| <b>28%</b> VBS                     | <b>14%</b> Schools                |
| <b>24%</b> Playgrounds             | <b>13%</b> Summer camps           |
| <b>19%</b> Commercial kitchens     | <b>11%</b> Transportation / Buses |
| <b>16%</b> Cafés / coffee shops    | <b>6%</b> Sports facilities       |

### **Percentages of Church Executive readers likely to purchase the following products in the next 18 months:**

- |  |  |
|--|--|
| <b>94%</b> Educational materials                             | <b>71%</b> Video equipment / consulting    |
| <b>90%</b> Curricula (VBS, Sunday School, Bible study, etc.) | <b>71%</b> Insurance                       |
| <b>87%</b> Bibles  | <b>69%</b> Furniture                       |
| <b>86%</b> Continuing education                              | <b>66%</b> Safety and security systems     |
| <b>82%</b> Construction / renovation                         | <b>65%</b> Printers / copiers              |
| <b>79%</b> Acoustic equipment / consulting                   | <b>63%</b> Lighting equipment / consulting |
| <b>72%</b> Internet / web hosting                            | <b>52%</b> Seating                         |

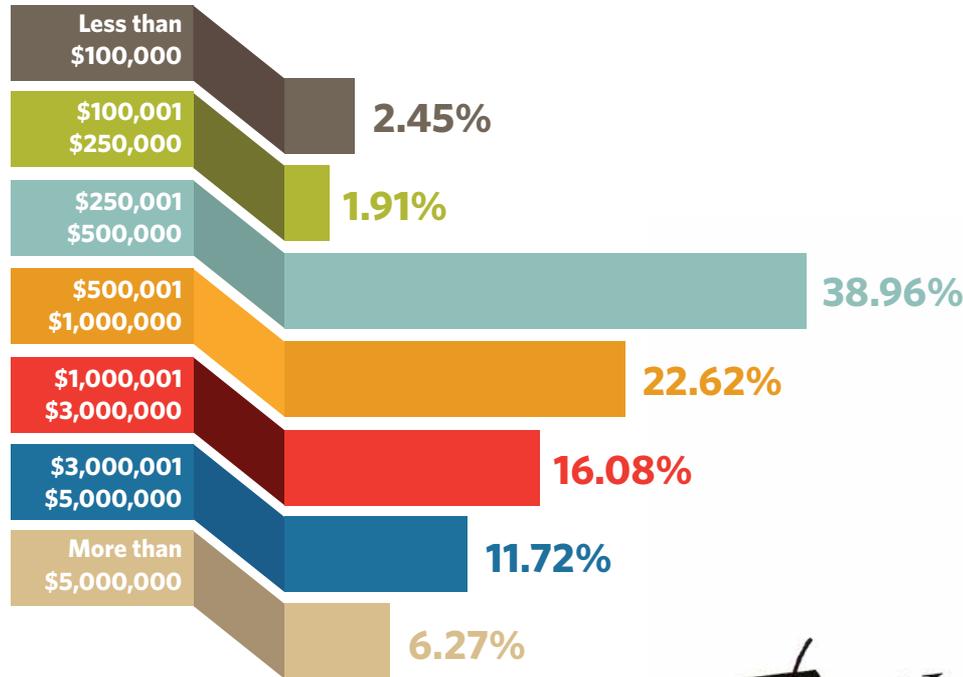


**Church Executive readers command annual operating budgets of:**

- 39%** \$500,00 to \$3 million
- 12%** \$3 million to \$5 million
- 6%** \$5 million-plus

## Church Executive readers make the spending decisions!

### Annual operating budgets



When you advertise in **Church Executive**, you're reaching the corporate decision-makers of America's largest churches and megachurches. They're the people who make the final decisions on church spending. *Church Executive* is one of the best opportunities you have to reach them.



## 2016 Church Executive Editorial Calendar

TOPIC	JAN / FEB	MARCH / APRIL	MAY / JUNE	JULY / AUG	SEPT / OCT	NOV / DEC
Accessibility	CE		CE		CE	
Accounting	CE		CE		CE	
Architecture & design	CE	CE	CE	CE	CE	CE
Background checks	CE	CE	CE	CE	CE	CE
Cafés and coffee shops	CE		CE		CE	
Capital campaigns	CE	CE	CE	CE	CE	CE
Children's ministry	CE	CE	CE	CE	CE	CE
Church management software (ChMS)	CE	CE	CE	CE	CE	CE
Commercial kitchens		CE		CE		CE
Communication tools	CE		CE	CE	CE	
Construction	CE		CE		CE	
Continuing education	CE	CE	CE	CE	CE	CE
Facility management	CE	CE	CE	CE	CE	CE
Financial management	CE	CE	CE	CE	CE	CE
Healthcare	CE	CE	CE	CE	CE	CE
Human resources	CE	CE	CE	CE	CE	CE
Insurance	CE	CE	CE	CE	CE	CE
Legal	CE	CE	CE	CE	CE	CE
Lending trends	CE	CE	CE	CE	CE	CE
Media duplication			CE		CE	
Multisite churches	CE	CE	CE	CE	CE	CE
Next-generation giving tools	CE	CE	CE	CE	CE	CE
Pastor-friendly A/V/L/A	CE	CE	CE	CE	CE	CE
Payroll	CE		CE			CE
Playspaces	CE	CE	CE	CE	CE	CE
Purchasing & supplies	CE		CE		CE	CE
Risk management	CE	CE	CE	CE	CE	CE
Seating	CE	CE	CE	CE	CE	
Security & surveillance	CE	CE	CE	CE	CE	CE
Stained glass	CE	CE	CE	CE	CE	CE
Streaming video		CE	CE		CE	
Transportation	CE	CE	CE	CE	CE	CE
Wayfinding	CE		CE		CE	
Youth ministry		CE	CE	CE	CE	CE

## 2016 eMedia Opportunities

### ChurchExecutive.com

**ChurchExecutive.com is all about immediate results.**

ChurchExecutive.com provides targeted, easy-to-find information and insights for busy large-church leaders. With robust eBooks, webinars, videos, archival material, blogs, Web-Exclusive articles and more, ChurchExecutive.com is a one-stop source of market intelligence for its readers and a lead generator for its advertisers.

### Church Executive Digital

Church Executive Digital is everything the print edition is — and more. Not only is it instantly available 24 / 7 / 365, it features expanded articles, videos, Web-Exclusive feature articles, and additional in-depth information that isn't always included in the print edition.

### Ease of Navigation

Church Executive Digital features the same page-by-page "turning" capability as our print edition. Search the entire magazine for articles that contain key words of interest. Click on ads and go directly to company websites — all with the click of a mouse!

### Portability

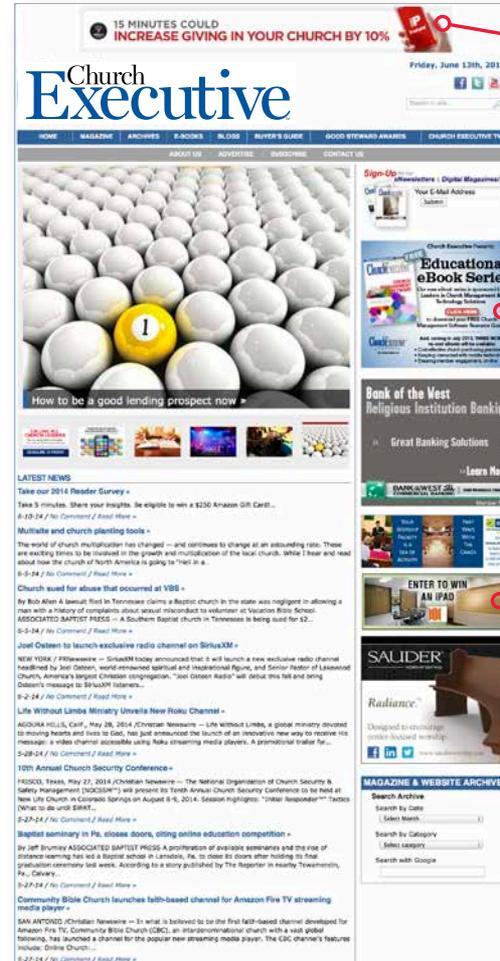
Available on Smartphones, tablets, laptops and desktops, Church Executive Digital provides instant access to all the news, articles and special features that have made us an industry leader.

### Church Executive Buyer's Guide

The Church Executive Buyers' Guide provides a comprehensive online directory of products and services specifically targeted to churches.

It features:

- Multiple categories
- Google map of your service location
- Year-round exposure to the leaders of America's largest churches



**LEADERBOARD**  
**Size:** 728 X 90 pixels  
**Price:** \$1500

**SIDE BANNER**  
**Size:** 300 X 250 pixels  
**Price:** \$750/month

**3:1 RECTANGLE**  
**Size:** 300 X 100 pixels  
**Price:** \$500/month

**ALSO AVAILABLE ON INTERIOR PAGES:**

• **Bottom Banner**  
**Size:** 468 X 60 pixels  
**Price:** \$500/month

• **Video Banner**  
**Size:** 250 X 250 pixels  
**Price:** \$300/month

## 2016 eMedia Opportunities

### Church Executive eNewsletter

Church Executive's eNewsletter — targeted toward the church and megachurch leadership community — is delivered to more than 4,000 pastors, senior pastors and administrators twice a month. With an average open rate of 30% to 35% (three times the industry average!), the Church Executive eNewsletter is one of our most highly regarded products.

This flagship eNewsletter delivers the latest news, blogs, Web-Exclusive articles, insights, case studies, best practices, eBooks and more, all of which are vital to effective church management.

#### TOP BANNER

Size: 600 X 80 pixels

Price: \$750/month

#### SPONSORED BY

Size: 60 X 80 pixels

Price: \$250/month

#### MIDDLE BANNER

Size: 600 X 80 pixels

Price: \$500/month

#### PRODUCT SPOTLIGHT

Size: 170 X 42

includes a photo, link and up to 50 words of copy.

Price: \$500/month

#### BOTTOM BANNER

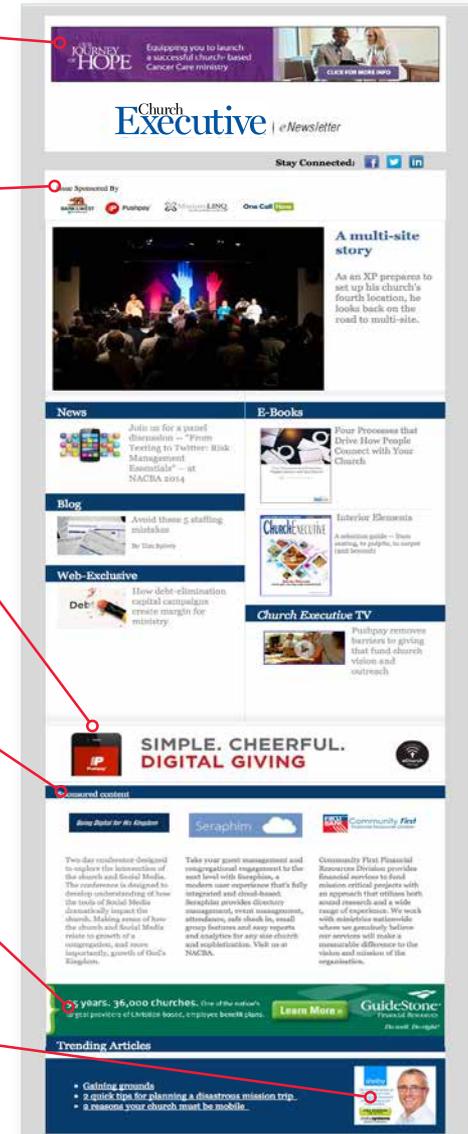
Size: 600 X 80 pixels

Price: \$750/month

#### BOTTOM BUTTON BANNER

Size: 125 X 125 pixels

Price: \$250/month



# 2016 Content Marketing Opportunities

Church Executive series mean extra advertising opportunities for you. Every issue of Church Executive features series installments on a handful of top-of-mind topics for our senior / executive pastor and business administrator audience:

## Risk Management

Among our readers...

- 95% said legal issues are a top priority.
- 80% said risk management issues are top-of-mind.
- In the next 18 months, 66% are likely to invest in safety / security systems.

## Children & Youth

- 38% of our readers offer youth ministry programs; 28% offer VBS programs; and 13% offer summer camps.
- Moreover, 90% are likely to buy VBS curricula in the next 18 months; 93% are likely to buy children's educational products; 66% are likely to invest in safety & security systems.
- The focus on accommodating emerging generations of churchgoers is clear!

## Church Management Systems & Software (ChMS)

- 79% consider ChMS an important topic for their daily church operations.
- About 63% are likely to invest in ChMS in the next 18 months.

## Pastor-Friendly A/V/L/A

In the next year, our readers will heavily invest in audio / video / lighting / acoustics products and services:

- Audio (85%)
- Acoustics (79%)
- Video (72%)
- Lighting equipment (63%)

Source: The 2015 Church Executive Reader Survey

## Giving

- 84% regard giving and generosity as important topics for their daily church operations
- 72% are likely to invest in a generosity / capital campaign services in the next 18 months.

These and other targeted topics offer outstanding opportunities to reach your desired demographic quickly and effectively.



## 2016 Content Marketing Opportunities

### Church Executive eBooks

Church Executive eBooks offer series content marketing partners a comprehensive digital platform for sharing in-depth information about specific technologies, products and applications. In a 4-, 8- or 12-page digital format, our exclusive eBooks provide one-of-a-kind opportunities to address industry topics from the unique perspective of professionals who work in the business every day!

This unique digital platform allows you to embed videos, slide sets, testimonial audio tracks and more, providing a multi-media informational experience for our readers.

#### Analytics:

- Your new eBook will be hosted on ChurchExecutive.com for four months, after which it will be archived permanently on ChurchExecutive.com
- A dedicated eBlast will be sent to the double-opt-in Church Executive eDatabase, promoting the eBook when it is launched
- The eBook will be promoted in the twice-monthly Church Executive eNewsletter, along with a link to [www.churchexecutive.com/ebooks](http://www.churchexecutive.com/ebooks)
- The eBook will be robustly promoted to 6,500+ Church Executive social media followers on LinkedIn, Facebook and Twitter
- A high-resolution PDF of the eBook is provided to each content marketing partner to use as handouts / reprints, as a sales tool or as a promotional tool at trade shows, in convenient tablet- or laptop-based sales presentations, product demos, direct mailers, etc.

#### Benefits for Content Marketing Partners:

- Separates your company from your competitors
- Provides additional exposure to your products through an educational platform
- Promotes and highlights your company's expertise and specialty areas
- Allows you to create your own dialogue with your potential customers
- Positions you as a thought leader in the industry
- Cost-effective



## 2016 Content Marketing Opportunities

### Social Media

Take advantage of *Church Executive's* robust social media presence!

With 6,500+ social media connections (and growing every day!), *Church Executive* digital products are promoted via our social media pages. *Church Executive* also offers opportunities to promote your products and initiatives through a viral platform.



### It's NEW. It's EXCITING. And it stars YOU.

*Be featured on ChurchExecutiveTV!*

If your company has webinars, tutorials, interviews or any video content that you want to gain exposure for, *ChurchExecutiveTV* provides the opportunity to air your material to a wider audience.

Your memorable footage will be streamed on ChurchExecutive.com — and it can be transferred to your own website for your customers to view!

### Remote Roundtable Discussions

*Church Executive* Remote Roundtable Discussions focus on hot-button issues and best practices for senior and executive pastors and church business administrators. Participants include key industry thought leaders who share their expertise, as well as their predictions about future trends.

The resulting information is featured in subsequent issues of *Church Executive*.

Content Marketing Partnerships are available for the Remote Roundtable Discussions, the published articles — or both! This is an outstanding way to position your brand with the issues that church administrators care most about.

### Church Executive Webinars

*Church Executive* Magazine offers content marketing partners the opportunity to host feature-length webinars on topics that are critical to our readers. Content marketing partners present to and engage with a live digital audience that includes senior leaders and decision-makers in America's large churches.

Each webinar will be available for viewing on ChurchExecutive.com for two months. Content marketing partners will be provided the name and contact information of all registered attendees.

### The Good Steward Awards — 2016

*Church Executive's* annual Good Steward Awards celebrate companies and organizations that have demonstrated best practices in six categories:

- Facilities
- Finance
- Fundraising
- Leadership
- Safety & Security
- Technology



## 2016 Display Advertising Specifications

### PRINT

- 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 preferred 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: jvictor@churchexecutive.com.

### 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
1/2 page	(vertical)	3.5 x 10
1/2 page	(horizontal)	7.25 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)

**Sponsored Top Banner** (60 x 35 pixels)  
*includes small logo and direct link to your website*

**Middle Banner** (600 X 80 pixels)

**Product Spotlight** (170 X 42 pixels)  
*includes a photo, link and up to 50 words of copy*

**Bottom Banner** (600 X 80 pixels)

**Bottom Rectangle Button Banner** (125 X 125 pixels)

**Send Digital ads to:** [digitalads@churchexecutive.com](mailto:digitalads@churchexecutive.com)

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

**The 10 topics reader rely on us most for:**

- 95%** Legal issues
- 92%** Marketing
- 93%** Tax Issues
- 84%** Generosity / stewardship / fundraising
- 80%** Risk management
- 80%** Food service / kitchens
- 79%** Transportation
- 79%** Church management systems / software
- 78%** Lending / loans
- 73%** HR & benefits

## Contacts

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