

MinistryToday

RE:defining Church Leadership

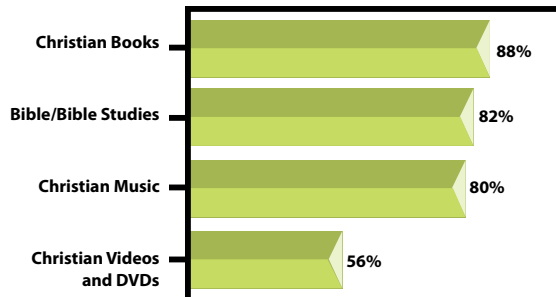


2009 Media Kit

Reach Senior Pastors and Church Leaders in Print and Online.

Average years as subscribers **3**
 Average pass-a-long readership per issue **4**
 Average age of reader **49**
 senior Minister (or equivalent) **36%**
 Total Adults: Men **70%**
 Marital Status: Married **82%**

Our Readers are Active Consumers



Ministry Today reaches the crowds. >> *Ministry Today* reaches the top **1,000** mega churches in the country with congregations well over 2,000—in addition to **30,000** Senior Pastors and Church Leaders who have an average congregation size of **664+** members.

Ministry Today readers are growing their churches. >> **54%** of our readers' churches are involved in building expansion, and **49%** are planning to build or expand their building in the next 12 months.

Ministry Today is a valuable resources to our readers. >> **60%** marked/clipped articles. **55%** saved the entire issue.

Ministry Today is read by Pastors and Church Leaders. >> Our readers don't just hold positions at their church—**more than half** are senior or associate ministers who make decisions.

Ministry Today is thought provoking. >> **52%** of our readers have discussions with someone about the current issue.

Ministry Today readers go to conferences. >> **74%** of our readers attend seminars and conferences.

Ministry Today readers are educated. >> **56%** of our readers have at least graduated with a bachelor's degree.



Maximize Your Exposure With Our New Digital Edition!

Print Circulation: 25,000 copies
+ Digital Circulation: 100,000 copies

Combined 125,000 Copies Distributed Bi-Monthly!

Our total readership is
175,000 READERS!

In addition to a print circulation of 25,000 copies, a digital version of *Ministry Today* is e-mailed to **100,000 additional readers each month**. This allows advertisers to include video and audio within their digital ad and hyperlink readers directly to the advertiser's website.

Click Here
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Magazine

Embed
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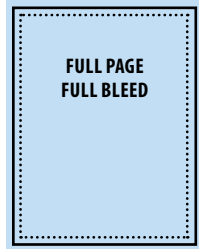
- Your banner ad directs people to your website!
- Reach subscribers in their e-mail inbox
- Monitor AdViews and AdClicks
- *Ministry Today's* NEW website connects church leaders from around the globe and allows them to interact through blogs and RSS feeds :
 - Breaking ministry reports and news
 - Exclusive podcasts and interviews
 - Weekly features on leadership, children ministries, worship, marketing, and more.
 - Blogs, discussions and forums
 - Searchable ministry tools
 - Searchable archives

Ads that bleed: Center **Live Image Area** horizontally and vertically between bleed dimensions. **Partial Page Ads that bleed:** Specs allow enough bleed on both sides for ad to be placed on either a right- or left-hand page. **Ads that do not bleed:** Use **Live Image Area** only.

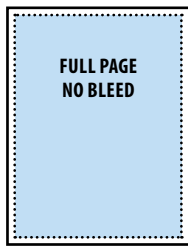
= **LIVE IMAGE AREA, 3/8" IN FROM TRIM**
 = **BLEED SIZE** = **TRIM SIZE**



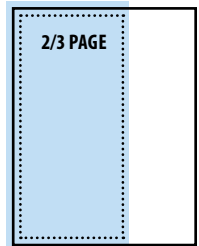
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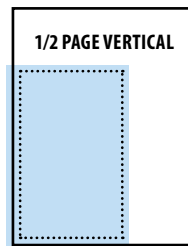
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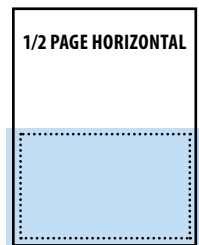
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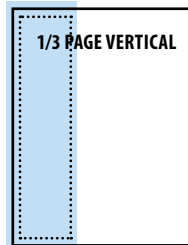
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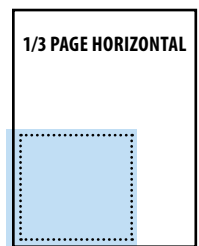
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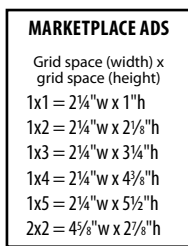
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 Live Image Area: 7" w x 5" h



Bleed Size: 2 7/8" w x 10 3/4" h
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Bleed Size: 5 1/4" w x 5 3/8" h
 Live Image Area: 4 3/4" w x 4 3/4" h



MinistryToday

Editorial Calendar & Advertising Specs

2009 EDITORIAL CALENDAR*

		Ad Reservation Due Date	Ad Material Due Date
Jan/ Feb	RE: defining Ministry through THE FAMILY <i>Should I really know the Joneses in my pews?</i>	Nov 5th	Nov 14th
Mar/ Apr	RE: defining Ministry through SERVANT LEADERSHIP <i>Am I a last-place leader?</i>	Jan 10th	Jan 21st
May/ Jun	RE: defining Ministry through UNDIGNIFIED WORSHIP <i>How do I lead like David did?</i>	Mar 7th	Mar 18th
July/ Aug	RE: defining Ministry through POWER EVANGELISM <i>Do signs and wonders cut it anymore?</i>	May 8th	May 19th
Sep/ Oct	RE: defining Ministry through TRUE DISCIPLESHIP <i>The Great Commission: Why are we failing in America?</i>	July 9th	July 21st
Nov/ Dec	RE: defining Ministry through MISSIONS & OUTREACH <i>How can I reach the world when I'm barely serving my community?</i>	Sept 9th	Sept 18th

*Schedule subject to change.

Web Banner Specs

300 x 250
Pop-Up Banner
 GIF or JPG format
 Max size: 60kb, 72dpi

468 x 60
Full Banner
 GIF or JPG format
 Max size: 60kb, 72dpi

234 x 60
Half Banner
 GIF or JPG format
 Max size: 60kb, 72dpi

728 x 90
Leaderboard Banner
 GIF or JPG format
 Max size: 60kb, 72dpi

***Please contact your Ministry Today representative for:**

- Exact quotes
- Multiple print discount rates
- Ad material due dates
- Regulations
- Other information not listed

** Rates are subject to change without notice.*

Reserve your ad space today!