

CHURCH GROWTH

magazine

2019-2020
MEDIA KIT

CONNECTING YOU
WITH CHURCH
GROWTH LEADERS



Expanding God's Kingdom on Earth as it is in Heaven -

This is the call of the church. To GO and MAKE disciples, to be an expression of His heart, His Compassion, His Love to a world that is hurting and in need of a savior. *CHURCH GROWTH magazine* exists to equip leaders in fulfilling this call.

Why a Digital Magazine?

We live in a digital age. Church leaders are busy, yet they want to stay connected. They are willing to invest in their personal growth - anything to help them succeed in their call to grow the church.

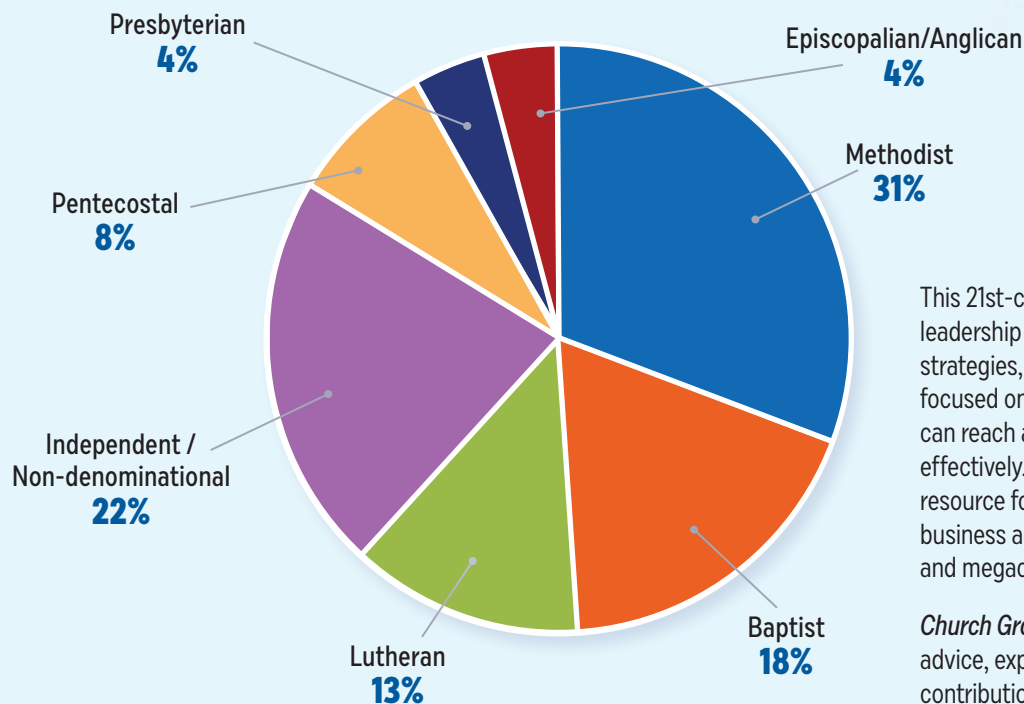
Church Growth magazine is uniquely developed to appeal to this robust audience of senior pastors and key church leaders.



CHURCH GROWTH magazine goes where you go — on your smart phone, on your tablet, laptop or desktop. It's available instantly in multiple formats to be digested in the ways and places you prefer.

This means our readers can access your advertising anywhere in the world.

Audience - *Church Growth* magazine is delivered to a highly targeted, highly qualified readership of 50,000 church leaders.



This 21st-century magazine is the church leadership team's most reliable source for articles, strategies, resources and practical direction all focused on how your church can grow, how you can reach and connect with more people, more effectively. It is considered the go-to business resource for senior pastors, executive pastors and business administrators at the largest churches and megachurches in America.

Church Growth Magazine features exclusive advice, expertise, analysis and insightful editorial contributions by some of today's most trusted church management thought leaders.

Our Readers

On average, our readers...

- Have a \$500,000+ average annual church budget
- Spend 30 minutes or more reading every issue
- Have post-graduate degrees
- Make online purchases (73%)
- View marketing/advertising of ministry/business resources as important tools (87%)
- State that either they or someone in their household purchased Christian items, including books and music (97%)
- View advice from experts as highly/very important for leadership tools (86%)

Composite of average reader:

Age: 56
Gender: Male
Vocation: Senior Pastor
Attendance: 320
Budget: \$524,745
Lives In: USA
Attendance: Stable
Finance Performance: At Budget
Major Purchase Authority: Yes
Church Age: Over 15 Years old
Church Affiliation: Protestant/Denominational

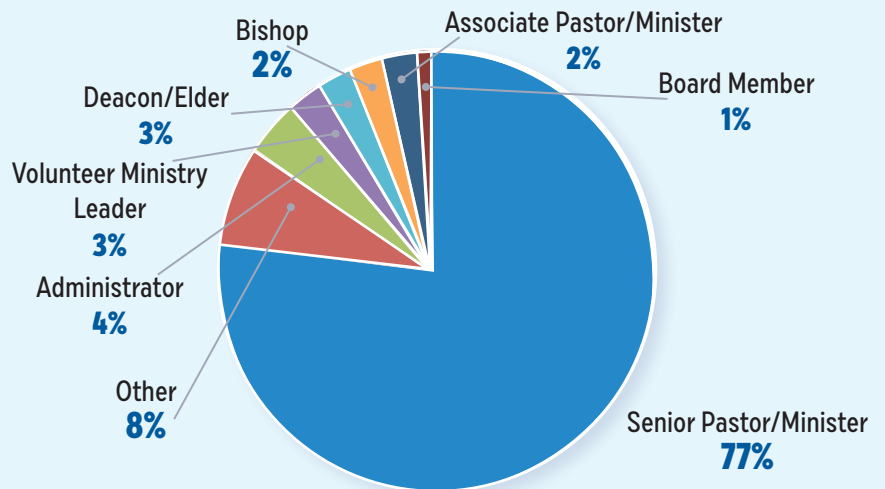
Top 4 Priorities:

1. community outreach strategies and programs
2. growth strategies
3. missions
4. changing culture

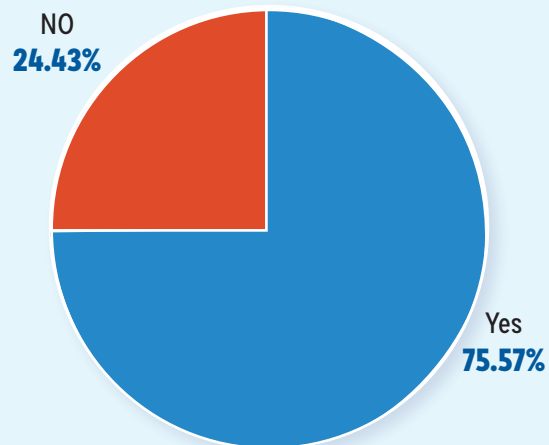
Your Message deserves to be heard...

Church Growth magazine readers make buying decision for:

- 97% Accounting / financial management
- 97% Business management
- 97% Leadership
- 96% Financial management / stewardship
- 95% HR & staff management
- 95% Technology
- 94% Volunteer management
- 93% Church management systems / software (CMS)
- 92% Children's ministry
- 92% Information on new products and services
- 92% Legal / liability issues
- 91% Risk management
- 90% Employee benefits
- 89% Cyber liability / cyber risks
- 89% Security / surveillance
- 88% Accessibility / inclusiveness
- 88% Generosity and fundraising
- 84% Tax issues
- 81% Payroll
- 79% Planned giving / estate planning
- 77% Construction / renovation
- 77% Financing
- 67% Faith-based travel (for missions & fellowship)
- 81% Leadership books / training
- 79% Background checks
- 74% Security & surveillance
- 72% Microphones
- 70% Insurance / risk management
- 66% Digital giving solutions
- 65% Projection equipment
- 63% Video streaming
- 57% Lighting equipment / consulting
- 57% Legal services
- 55% Video equipment / consulting
- 48% Children's space design services
- 30% Lending / loans
- 69% Music ministry programs
- 64% VBS programs
- 36% Transportation: buses & vans
- 28% Cafés / coffee shops
- 26% Schools



Authority To Make Major Purchasing Decisions



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Advertising Rates

	1x	3x	6x
Large Header:	\$3,300	\$2,900	\$2,700
Small Header:	\$2,900	\$2,400	\$2,100
Rotating Header:	\$2,300	\$1,900	\$1,600
Side Banner:	\$790	\$650	\$570
Middle Banner:	\$690	\$550	\$490

E-blasts are available to contract advertisers. Please contact Ellie Dunn for package pricing.

Key Contacts

Bryan Boyd Sr – President
Bryan@ChurchGrowthMagazine.com

Joann Webster – Publisher
JCW@ChurchGrowthMagazine.com

Elle Dunn – Advertising Manager
Ellie@ChurchGrowthMagazine.com

Chris Corder – Production Manager
Chris@ChurchGrowthMagazine.com

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www.churchgrowthmagazine.com

To reserve space or for additional information, contact:

Ellie Dunn: (856) 582-0690, ext 2#
ellie@ChurchGrowthMagazine.com