

CHURCH GROWTH

magazine

2024 | 25 MEDIA KIT





Connecting you with influential leaders

- **120,000 Subscribers**
- **60% pastors**
- **40% church staff**

Church Growth Magazine exists to equip pastors and leaders to increase in “all things”—leadership, discipleship, outreach, community engagement, finances

“Increasing in all things to Jesus, the Head of the Church.” — EPHESIANS 4:15

Why a Digital Magazine?

We live in a digital age. Church Growth Magazine goes where church leaders are — whether on a smart phone, tablet, laptop, or desktop. It’s available instantly in multiple formats to be digested in the ways and places church leaders prefer.

Our readers can access your product offers on any device anywhere in the world.



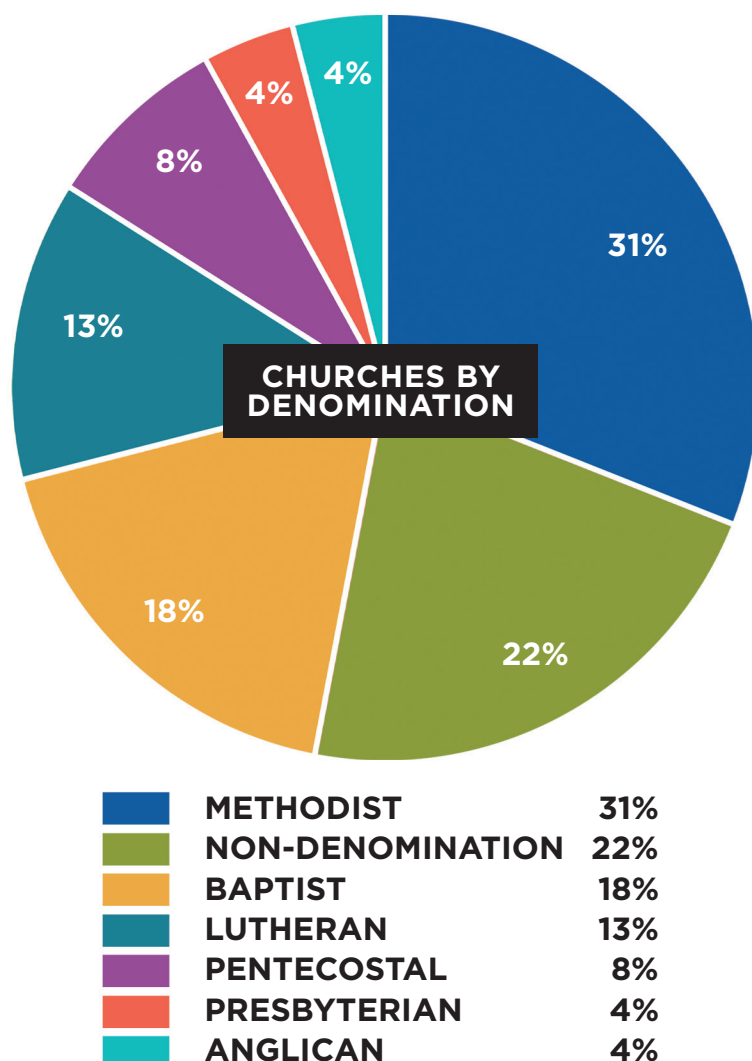


Who Are CGM Readers?

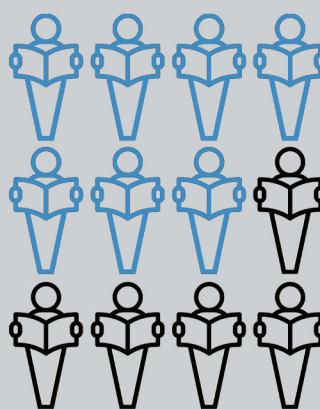
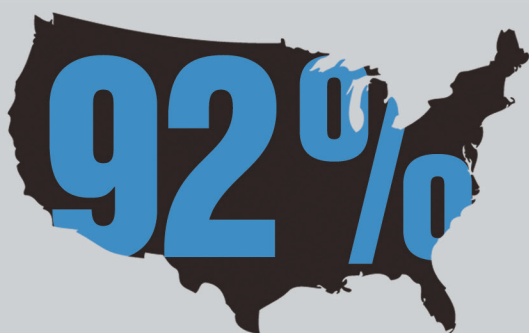
Church Growth Magazine (CGM) is delivered to 120,000 highly targeted, highly qualified church leaders. Fully 60% are pastors (the majority of which are senior pastors), and 40% are church staff members. Since its launch in 2019, readership has grown. Now is the time to become an advertiser in this growing digital magazine.

Our Readers....

- Have a \$524,745 average annual church budget
- 75% have major purchase authority
- Spend 30 minutes or more reading every issue
- Have post-graduate degrees
- 83% make online purchases
- 87% view marketing/advertising of ministry/business resources as important tools
- 97% state they, or someone in their household, purchased Christian items, including books and music.
- 86% view advice from experts as highly/very important for leadership tools
- 92% live in the US



READERSHIP



60% PASTORS

AVERAGE AGE: **56**
 AVERAGE ATTENDANCE: **320**
 AVERAGE BUDGET: **\$524,000**

COMPOSITE OF AVERAGE READER:

Age: 56
 Gender: Male
 Vocation: Senior pastor

Attendance: 320
 Budget: \$524,745
 Lives in: USA

Finance Performance:
 Below average (post-Covid)
 Church Age: Over 15 years old



What Do CGM Readers Need?

CGM Readers' Top 4 Concerns and Priorities:

1. Community outreach strategies and programs
2. Growth strategies
3. Missions
4. Changing culture



75%

OF READERS HAVE MAJOR PURCHASING AUTHORITY

Make buying decisions for:

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



Monthly CGM Issues Help Pastors...

Monthly issues include...

- Church Growth Tactics
- Leveraging Technology
- Children's Ministry
- Communicating to Your Neighborhood
- Connecting With People
- Doing Local Missions Differently
- Discipleship
- "New Ways" of Doing Church
- Book Recommendations
- Facilities
- Operations
- Financial Management
- Church Staff
- Volunteers
- Generating Generosity
- Men's and Women's Ministries

Annual Issues

While every digital issue is packed with help for growing strong churches and making healthy disciples, each issue has a special theme:

January	Funding the Vision
February	Family Outreach
March	Education
April	Big Ideas
May	Digital Marketing
June	Money
July	Missions
August	Community Engagement
September	Innovations
October	The Neighborhood Connect
November	Outreach
December	Discipleship

If you are looking to target church leaders as a part of your marketing plan, Church Growth Magazine is the place to start. Skip the average church attendee and get right to the decision makers. See your impressions stick with Church Growth Magazine readers.

728x90

YOUR AD HERE

300x250

YOUR
AD
HERE

300x600

YOUR
AD
HERE

Show churches your product or service TODAY!

Place your products or services next to CGM features that include advice, expertise, analysis, and insightful editorial contributions by some of today's most trusted pastors, church growth mentors, church management experts and church thought leaders.

All Rates are CPM		Home Page	Articles Pages
Top Leaderboard	728 x 90	\$16	\$13
ROS Leaderboard	728 x 90	\$14	\$11
Large Display Ad	300 x 600	\$12	\$9
Display Ad	300 x 250	\$10	\$7



Send your product or service to 120,000 qualified leads by email

- Send a freestanding ad to all or part of the list.
- Sponsor an email that features a cutting-edge article to the whole list
- Share space by placing a banner at the bottom of an email

The digital emails from CGM is a church leadership team's source for articles, strategies, resources, and practical direction on how to make a church grow in the post-Covid world.

Top rated articles appear in emails that are edited and designed to draw readers from the top to the bottom. Articles include how to reach and connect with more people and how to raise needed funding.

EMAILS - CPM

	Size	Location	1000 email addresses*
Freestanding ad	HTML	Full email	\$33
Single sponsor	1080 x 1080	Top and bottom	\$27
1 of 2 display ads	300 x 600	Bottom	\$20
1 of 4 display ads	300 x 600	Bottom	\$15

* Send to all 120,00, includes FREE top banner on home page for a full week after email is sent



KEY CONTACTS: CHURCH GROWTH MAGAZINE

Church Growth Magazine is published monthly by Corcom Publishing LLC
www.ChurchGrowthMagazine.com

Joann Webster, Publisher
JCW@ChurchGrowthMagazine.com

To submit articles or reserve advertising space, contact CGM at:
info@ChurchGrowthMagazine.com

407-242-7979