

# children's ministry<sup>®</sup> MAGAZINE

2015 ADVERTISING RATES & DATA





## CHILDREN'S MINISTRY MAGAZINE

holds the distinction of being the premier interdenominational magazine for Christian adults who serve children in the church. For 28 years, Children's Ministry Magazine has served an average of 70,000 readers with each bimonthly issue.

### Children's pastors turn to Children's Ministry Magazine for insights on

- reaching today's kids
- authentic learning for life application
- recruiting and retaining volunteers
- age-appropriate behavior and learning
- understanding today's culture
- addressing discipline issues
- family dynamics
- profiles of cutting-edge ministries
- latest ministry resources and services

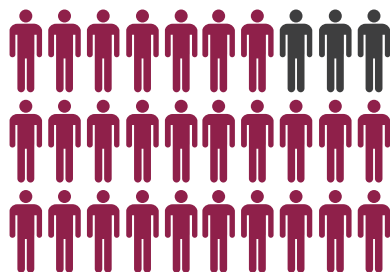




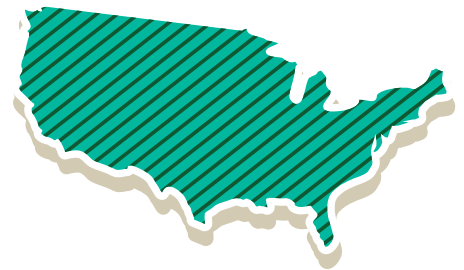


## THE CM READER

- 84% in a Children's Ministry pastoral or leadership position
- 15% are volunteers
- 71% are in paid positions with their church
- Average time in Children's Ministry is **16+ years**
- 90% of readers spend over 30 minutes reading the magazine
- 49% spend over 1 hour reading the magazine
- 92% subscribe to Children's Ministry Magazine to find practical ideas they can apply to ministry



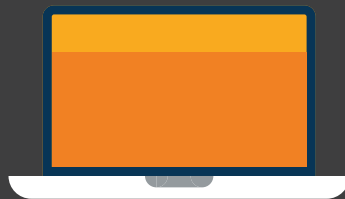
## LARGEST CIRCULATION OF A CHILDREN'S MINISTRY MAGAZINE IN THE U.S.



## AS A RESULT OF SEEING AN AD IN CHILDREN'S MINISTRY MAGAZINE



**51%**  
purchase a product  
or service



**69%**  
visit a website



**75%**  
who make a purchase from  
seeing an ad do so via the web

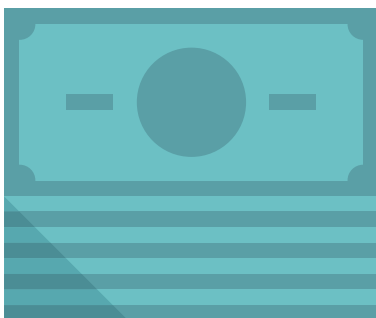
# readerstats

## INFLUENCE



- Average church budget for all education and resources nursery to 6th grade is **\$10,536**
- Average number of kids under elementary leadership is **66**
- Average church attendance is **453**
- Age levels that readers recommend for or approve
  - 84%** Nursery/Preschool
  - 91%** Elementary
  - 37%** Middle School
- **88%** have recommended to a parent a specific product or resource
- **60.5%** spent over **\$300** on ministry-related Internet purchases in the past year
- **83%** of our readers visit ChildrensMinistry.com regularly
- **88%** will attend a leadership event this year

## BUDGETS & SPENDING



**\$2,170**  
average VBS budget

**\$2,222**  
average Sunday school curriculum budget



**83%**

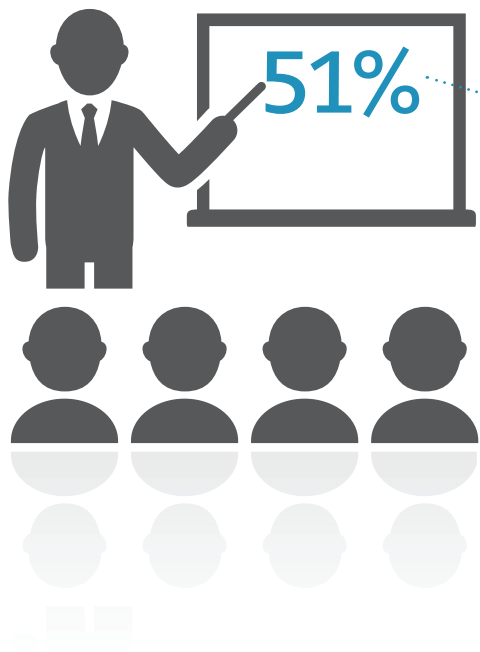
*approve/recommend purchases for  
Sunday school curriculum*

- **70%** said Children's Ministry Magazine is a key way they learn about VBS
- **77%** approve/recommend purchases for VBS
- **79%** approve/recommend purchases for Bibles
- The average number of children's Bibles purchased per year is **3**

When readers typically  
evaluate new Sunday  
school curriculum

Q1	Q2	Q3	Q4
<b>43%</b>	<b>56%</b>	<b>54%</b>	<b>26%</b>

## EDUCATION



- **62%** would consider online classes for postgraduate graduate or postgraduate education
- **51%** would consider part-time or full-time in-person on-campus studies
- Courses they are most likely interested in:
  - Childrens Ministry 68%
  - Christian Education 58%
  - Leadership 43%
  - Biblical Studies 35%
  - Counseling 27%
  - Special Needs 19%

## HIGHEST DEGREES OBTAINED



**75%** *have at least obtained an undergraduate degree*

**23%** *have obtained a master's degree*

# editorialschedules

## ABOUT US

Statement of Ownership

Verified circulation and  
distribution breakdown as of  
January 2014:  
Issue average based on previous  
12 months (6 issues):

Total print distribution  
**32,891**

Total mailed circulation  
**28,284**

Total paid subscribers  
**23,002**

Total free distribution  
**4,283**

## EDITORIAL CALENDAR - 2014

- **January/February 2015** | VBS
- **March/April 2015** | Family Ministry, Non-Sunday Resources, Easter
- **May/June 2015** | Curriculum, Outreach  
(for summer)
- **July/August 2015** | Children's Bibles  
(Bibles, storybooks, apps)
- **September/October 2015** | Conferences/  
Training, Christmas Musicals/Programs
- **November/December 2015** | Music &  
Worship, Christmas Resources for Families  
and Classrooms



## PUBLISHING SCHEDULE

issue date	reservation closing	ad materials due	issue mailing
January/February	November 1	November 10	December 10
March/April	January 1	January 10	February 11
May/June	March 1	March 10	April 8
July/August	May 1	May 10	June 10
September/October	July 1	July 10	August 12
November/December	September 1	September 10	October 7

# advertising**rates**(print)

## THE #1 RESOURCE SERVING THE CHRISTIAN EDUCATION MARKET

Average Circulation: **28,284**

Does not include digital

Readership: **45,000+**

### TO ADVERTISE CONTACT

Ben Reynolds  
breynolds@group.com  
970-292-4675

### DISPLAY ADVERTISING

	<b>1X</b>	<b>3X</b>	<b>6X</b>
2-Page Spread	\$5,400	\$5,100	\$4,900
1/2-Page Spread	\$3,200	\$3,100	\$2,900
Full Page	\$2,900	\$2,800	\$2,700
2/3 Page	\$2,400	\$2,300	\$2,200
1/2 Page	\$2,100	\$2,000	\$1,900
1/3 Page	\$1,650	\$1,500	\$1,400

### COVERS

Cover 4 (Outside back)	\$4,100	\$3,900	\$3,700
Cover 2 (Inside front)	\$3,900	\$3,700	\$3,523
Cover 3 (Inside back)	\$3,600	\$3,425	\$3,250

### SPECIAL ADVERTISING SECTIONS

1/5 per page*	\$700	\$600	
1/6 per page**	\$600	\$500	
1/8 per page***	\$490	\$465	\$445

\* VBS Showcase, Curriculum & Teaching Showcase

\*\* Booking Showcase, Children's Bible Showcase, Children's Bible Storybook Showcase, Christmas Musical & Resource Showcase

\*\*\* Christian Education Showcase, Nursery & Preschool Showcase

**FREE COLOR** All display ad prices include four-color at no additional charge

**BLEED** No additional charge for bleed ads.

# advertising**rates**(online)

## ChildrensMinistry.com



**110,000** visitors per month  
**90,000** unique visitors per month  
**350,000** monthly page views  
**65,000+** newsletter subscribers

ChildrensMinistry.com connects leaders to organizations, conferences, ideas, and resources from all across the children's ministry universe. The same people behind Children's Ministry Magazine have poured their passion into this site dedicated to providing everything needed to develop and grow kids' relationships with Jesus. **Don't miss this targeted opportunity!**

## TO ADVERTISE CONTACT

Ben Reynolds  
 breynolds@group.com  
 970-292-4675

## ONLINE AD RATES

### CHILDRENSMINISTRY.COM DISPLAY BANNERS

	size	price
Leader Board	728 x 90 pixels	\$1,400
Upper Right Rail Banner (2 spots)	323 x 117 pixels	\$1,200
Lower Right Rail Banner	300 x 250 pixels	\$1,200

Rates are based on Share of Voice. Each ad position contains up to 4 equal rotating ads. Since there are a limited number of advertisers in each banner, your ad won't get lost in the mix! On average, expect 85,000 impressions or more!

### NEWSLETTER SPONSOR & DEDICATED E-BLAST RATES

	size	price
Dedicated E-Blast (FULL LIST) Single Run	600 x 800 HTML	\$3,000
<b>RESTRICTIONS</b> Limited to (non) curriculum, VBS, events/conferences.		
Dedicated E-Blast (GOLD LIST) Single Run - no restrictions	600 x 800 HTML	\$2,000
Newsletter Sponsor	379 x 144 HTML	\$800
Sent out twice weekly. Sponsorship is good for one week of newsletters.		

Full List E-Blast is sent from ChildrensMinistry.com and designated as a Featured Advertiser. The list is made up of approximately 65,000+ Children's Ministry staff and volunteers. Each E-Blast is subject to approval by Group and certain restrictions apply (please call for details). Gold List E-Blast is sent from ChildrensMinistry.com and designated as a Featured Advertiser. The list is made up of approximately 36,000+ Children's Ministry staff and volunteers (please call for details).

## FREQUENCY DISCOUNTS

of up to 20% for commitments of 3x.  
 Ask for details.



# campaign**packages**



## **BUNDLE 1** | RATE: \$2,700

- Full Page Ad (*now includes digital*)
- Directory Ad

**SAVE \$490**

**REACH**  
**28,284**  
*Print Subscribers*  
**45,000 Readers**



## **BUNDLE 2** | RATE: \$3,500

- Full Page Ad (*now includes digital*)
- Directory Ad
- Banner Ad on  
ChildrensMinistry.com

**SAVE \$1,500**

**REACH**  
**28,284**  
*Print Subscribers*  
**45,000 Readers**

**REACH**  
**110,000**  
*ChildrensMinistry.com*  
*Visitors*



## **BUNDLE 3** | RATE: \$5,000

- Full Page Ad (*now includes digital*)
- Directory Ad
- Banner Ad on  
ChildrensMinistry.com
- Dedicated E-Blast to  
CM Newsletter List  
(Non-Restricted List)

**SAVE \$2,000**

**REACH**  
**33,000**  
*Print Subscribers*  
**75,000 Readers**



**REACH**  
**36,000**  
*Newsletter*  
*Subscribers*

**REACH**  
**110,000**  
*ChildrensMinistry.com*  
*Visitors*



## Press standards— Web offset

8" x 10.75" trim size;  
process ink colors adhere  
to SWOP standards

## Check before uploading your ad

CMYK  
300 dpi  
PDFX1a, .eps, .tif  
Include bleeds

## Please Direct All Advertising Art Questions to

### Suzi Jensen

Group Publishing, Inc.  
1515 Cascade Avenue  
Loveland, CO 80538  
800.635.0404 ext.4423  
sjensen@group.com



## ACCEPTED ELECTRONIC MATERIAL Media

Via upload link (*preferred*) • Via email • CD-ROM

## Link Info

- Rename your file using the following format: companyname\_date (091712)
- Upload zipped/stuffed PDFX1A file
- For display ads, upload link is preferable to email due to volume. A link will be provided for each issue prior to artwork delivery dates for your use. Web browsers Firefox and Internet Explorer work well; Safari is problematic

## Format

PDFX1A  
Save as PDFX1A from InDesign or use Adobe Distiller

## Desktop Applications

Adobe InDesign, Adobe Photoshop, Adobe Illustrator

## Data Formats

- PDFX1A is preferred (.eps and .tif also accepted)
- All 4-color ads must be provided as CMYK/process. We reserve the right to reject RGB files if they require too much alteration to be compatible with our printer
- All 4-color ads must be provided at 300 dpi or greater
- JPEG or GIF files are not allowed; corrected files will be requested

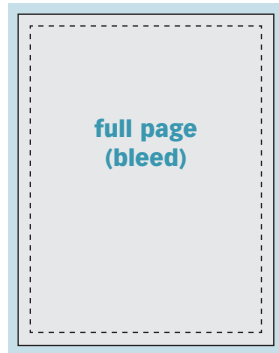
## Proofs

If you elect not to provide a contract proof, the publisher is not responsible for any color inaccuracies or text and image discrepancies on your ad.

## Insert Specifications

- Return card size: 3 1/2"x5" minimum | 4 1/4"x6" maximum
- Bind-ins: minimum 1/2" gutter from the left edge to the fold 1/8" foot trim
- Full-page inserts require 1/8" trim on all sides
- All inserts must meet periodical class postal guidelines. A sample of ALL inserts must accompany the insertion order and must be approved by the publisher before printing or the publisher will take no responsibility for binding or postal problems.

## FULL-PAGE OPTIONS



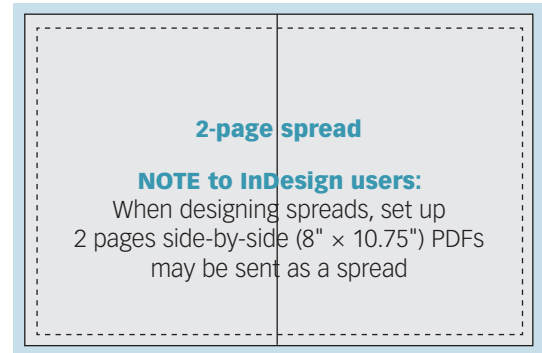
**full page  
(bleed)**

**TRIM SIZE: 8" × 10.75"**  
LIVE AREA: 7.5 x 10.25  
BLEED: 8.25 x 11



**full page  
(non-bleed)**

**TRIM SIZE: 8" × 10.75"**  
LIVE AREA: 7.5 x 10.25  
NO BLEED ALLOWANCE

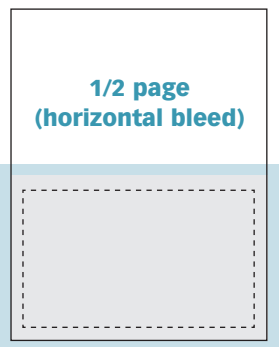


**2-page spread**

**NOTE to InDesign users:**  
When designing spreads, set up  
2 pages side-by-side (8" × 10.75") PDFs  
may be sent as a spread

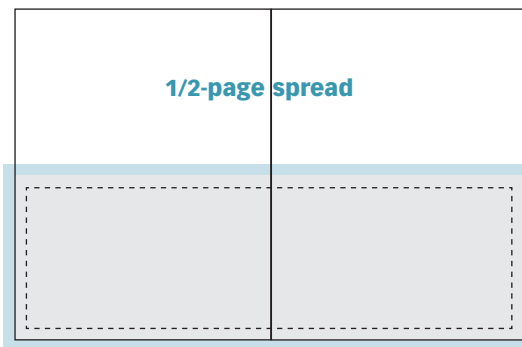
**TRIM SIZE: 16" × 10.75"**  
LIVE AREA: 15.5 x 10.25  
BLEED: 16.25 x 11

## 1/2-PAGE OPTIONS



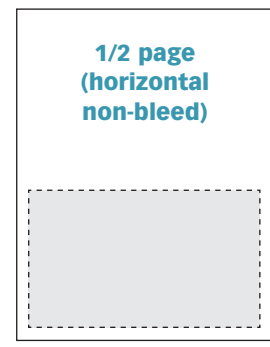
**1/2 page  
(horizontal bleed)**

**TRIM SIZE: 8" × 5.3125"**  
LIVE AREA: 7.5 x 4.8125  
BLEED: 8.25 x 5.5625



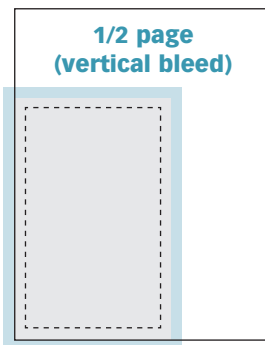
**1/2-page spread**

**TRIM SIZE: 16" × 5.3125"**  
LIVE AREA: 15.5 x 4.8125  
BLEED: 16.25 x 5.5625



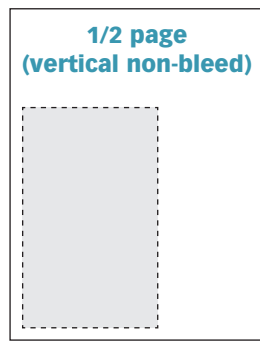
**1/2 page  
(horizontal non-bleed)**

**TRIM SIZE: 8" × 5.3125"**  
LIVE AREA: 7.5 x 4.8125  
NO BLEED ALLOWANCE



**1/2 page  
(vertical bleed)**

**TRIM SIZE: 5.0625" × 7.9375"**  
LIVE AREA: 4.5625 x 7.4375  
BLEED: 5.3125 x 8.1875

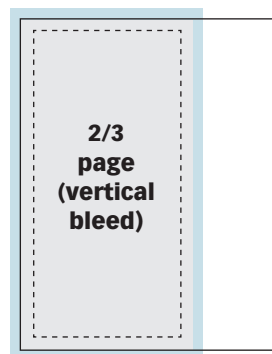


**1/2 page  
(vertical non-bleed)**

**TRIM SIZE: 5.0625" × 7.9375"**  
LIVE AREA: 4.5625 x 7.4375  
NO BLEED ALLOWANCE

**See complete  
checklist for  
document specs  
and preparation on  
next page.**

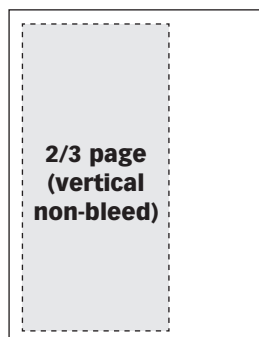
## 2/3-PAGE OPTIONS



**TRIM SIZE: 5.0625" × 10.75"**

LIVE AREA: 4.5625 x 10.25

BLEED: 5.3125 x 11



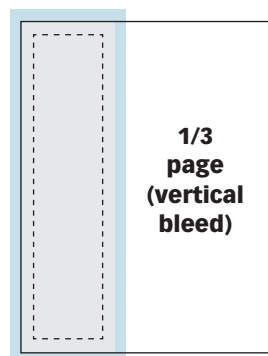
**TRIM SIZE: 5.0625" × 10.75"**

LIVE AREA: 4.5625 x 10.25

NO BLEED ALLOWANCE

## 1/3-PAGE OPTIONS

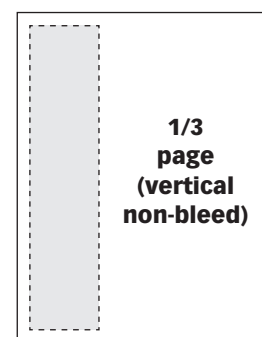
1/3-page horizontal ads run in the directory section of the magazine, unless a premium upgrade charge is applied.



**TRIM SIZE: 2.6875" × 10.75"**

LIVE AREA: 2.1875 x 10.25

BLEED: 2.9375 x 11



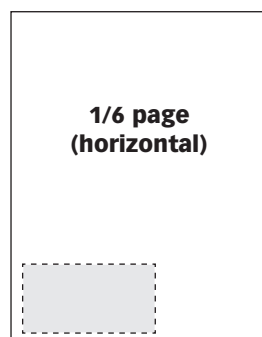
**TRIM SIZE: 2.6875" × 10.75"**

LIVE AREA: 2.1875 x 10.25

NO BLEED ALLOWANCE

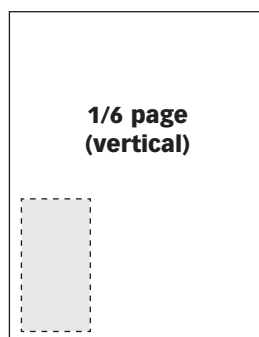
## 1/6-PAGE OPTIONS

1/6-page ads run in the directory section of the magazine.



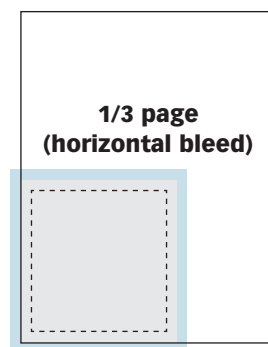
**TRIM SIZE: 4.5" × 2.3125"**

NO BLEED ALLOWANCE



**TRIM SIZE: 2.1875" × 4.8750"**

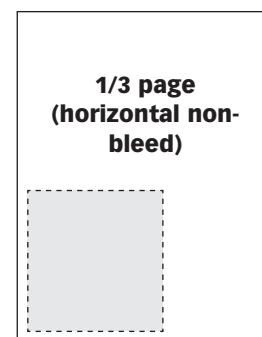
NO BLEED ALLOWANCE



**TRIM SIZE: 4.5" × 4.8750"**

LIVE AREA: 4 x 4.375

BLEED: 4.75 x 5.125



**TRIM SIZE: 4.5" × 4.8750"**

LIVE AREA: 4 x 4.375

NO BLEED ALLOWANCE

### Checklist

- Final PDFX1A file should contain all image links and embedded fonts
- ALL bleed and trim areas listed on the ad dimensions sheet should be met in the electronic version
- Press standards—Web offset; 8" x 10.75" trim size; process ink colors adhere to SWOP standards
- CMYK; 300 dpi; PDFX1A, eps, tiff; check to include bleeds

### Checklist

- Build all documents to trim size
- Trim size: 8" x 10.75"
- Bleed: 8.25" x 11" (.125" out from trim)
- Live Area: 7.5" x 10.25" (.25" in from trim)



# terms+conditions

## Conditions

The publisher reserves the right to refuse any advertisement at any time. Publisher is not responsible for errors in key codes or back-to-back coupons. In the event of a publisher's error, the publisher's liability shall not exceed the cost of insertion.

Publisher is not liable for mailing delays. Publisher does not proof art materials provided by advertisers. Errors in provided text, digital, or film ads are the sole responsibility of the advertiser. Publisher is not responsible for errors in ads that do not meet exact art specifications. Publisher is not responsible for ads supplied without a proof. Publisher reserves the right to change prices at any time prior to an issue closing. Scheduled advertisers would be notified prior to closing.

## Lists

Active and expired subscriber mailing lists are available on a limited basis pending publisher's approval. For more information, contact the Bush Company at 609.242.6414 and ask for Arlene.

## Terms

**CLOSING DATE:** The last date to reserve or cancel advertising space. Advertising that is not confirmed in writing by closing will not be scheduled. Neither the advertiser nor its agency may cancel or make changes in insertion orders after the closing date. Cancellation requests must be in writing, and are not considered accepted until confirmed in writing by your account executive.

### COMMISSIONS AND TERMS:

Commission to recognized agencies: 15% on space and color. No agency discounts are allowed on directory advertising. Advertisers must pay directly to Group Publishing, Inc. the gross cost of all advertisements placed by their appointed agency when ad is not paid for by agency. Space billed to an agency and unpaid 60 days after billing date may be re-billed directly to the advertiser.

**NEW ACCOUNTS:** Prepayment is required for first-time advertisers for initial insertion by issue closing date, and with all subsequent orders until credit is approved. After the first order, credit may be requested by submitting a credit application (available upon request).

**CREDIT/BILLING:** Invoice terms: net due in 30 days. Invoices outstanding after 30 days will be charged 1.5% of gross billing amount per month or 18% per year.

**DISCOUNTS:** Frequency discounts apply to ads run within any 12-month period. Frequency must be ordered with the first insertion. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they have not used the number of placements upon which their billings have been based.

**SPECIAL REQUESTS:** Special and preferred position requests will be treated as requests only and not guaranteed unless advertiser pays published premium.

**LATE FEES:** Art materials received after published deadlines could be subject to late fees of \$50 plus 1% daily fee thereafter unless specific arrangements have been made

between the advertising manager and the advertiser.

**ART MATERIALS:** It is the sole responsibility of the advertiser or its agency to submit proper art materials by the deadlines as outlined in this rate card. In the event that materials are not received by the deadline, the publisher reserves the right to omit the advertisement or run the advertiser's previous ad at the publisher's discretion. As a condition of advertising, the advertiser or agency agrees to pay full amount if either of these mentioned remedies is used. If the art due date falls on a weekend, please submit art materials on the preceding business day.

**INDEMNIFICATION:** All ads are accepted and published by the publisher assuming that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the agency and advertiser, jointly and severally, will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents of ads including without limitations, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

Ads simulating the publication's format are not permitted. The publisher reserves the right to place the word "advertisement" above any ad which publisher believes resembles editorial matter.