



Our goal has always been to reach as many people as possible and provide a marketing tool for wholesome businesses and products. ***Christian Focus Magazine*** appeals to both men and women. It is non-denominational, not political or controversial in any way. We are trying to nurture the Christians and reach out to the seekers. This who are in the know get it from ***Christian Focus***. There are lots of choices in the mainstream marketplace that offer “answers” that are shallow, temporal and just not real. ***Christian Focus*** has helped so many people and continues to be very uplifting to those who read it and pass it along. We would love to place a high profile ad in this exciting inspirational magazine for you.

We have a shared readership of over 50,000, and we are in a marketing campaign right now. We reach a huge buying target who seek adventure, love, entertainment, nature, travel, health and fitness, financial help and of course, faith based guidance. We are a Non-denominational, not political, not controversial or news oriented, but an inspirational and GOOD periodical! Beautiful artwork and photos, showcase wholesome businesses and products and services.

This magazine is considered the highest quality of its kind in the mainstream marketplace and is considered a collectible. It is distributed nationally to thousands of retail outlets, including grocery stores, Barnes & Noble, Books-a-Million, Berean, Hastings Books & Music, Walden Books, B. Dalton, Borders, Fred’s Stores and many more including advertisers’ businesses, churches, and professional offices throughout the nation.

Some of the articles are written by such high profile writers like the Rev. Billy Graham Association, Rick Warren, Max Lucado, Dr. Charles Stanley, and more. We will be glad to design your ad at no additional charge or you can send us your own artwork.

We would be glad to negotiate a comfortable rate for your campaign. We ask for a commitment to run in a minimum of 3 issues with a savings of 25% or more for every issue beyond your initial obligation. We currently print six separate issues per year and we have the luxury to time each issue for all of the major holidays.

Fact Sheet

FACT ONE: Christian magazine readers are **ACTIVE CONSUMERS**, who as a group have tremendous buying power, and who make excellent mail order customers for a wide range of products and services. A 1998 study conducted by Christianity Today found that in a 12-month period, an amazing **77%** of Christian publication readers **PURCHASED A PRODUCT OR SERVICE THROUGH MAIL ORDER!**

FACT TWO: Christian magazines reach over **100 million avid Christian readers** throughout the United States everyday. These are Christians of all denominations, linked together by their passion and interest in their respective communities and churches. So what does this mean to you as an advertiser? It means you're dealing with **LOYAL readers** who look to their Churches' publications for advice and guidance on family and life issues, which guarantees that these publications will enjoy a long shelf life.

For instance, recent surveys run by the Simmons Market Research Bureau, found that Christian readers value their publications so highly that they come back an average on **2.3 times to re-read their issues**, and spend an average of **46 minutes reading each issue**. Most important, this intense involvement with their Churches and the Churches' publications carries over to the advertisers who support these publications! In fact, a whopping **74%** of Christian magazine and newspaper readers **prefer** to do business with **Christian magazine and newspaper advertisers**.

FACT THREE: You'll maximize your advertising dollars by **FOCUSING** your advertising on a concentrated market. **Focused advertising is by far the most effective** way of advertising your product or service. Any marketing expert would tell you that every dollar you spend focusing on a targeted segment of the market, is worth at least 20 or 30 times what you would have spent on mass marketing. Clearly, with focused advertising you can squeeze every last cent out of your advertising dollar!

Are all products suitable for advertising in a Christian publication? No, of course not. Christian magazines and papers will not accept advertising for sex, gambling, alcoholic beverages, or tobacco products. Outside of this, however, the field is pretty wide open.

As consumers, Christians magazine readers are interested in books, music, computer software/hardware, electronics, personal growth, clothing, gifts, novelties, collectibles, stationery, financial services, insurance, pharmaceuticals, travel and vacation packages, phone services, seminars, parishes, retreats, professional services, household goods, school supplies, business opportunities, job opportunities, college planning, retirement planning, securities investments, educational products, personal and home security, health, nutrition, fitness, charitable contributions, fundraising ideas, and more.



“Encouragement for Today”

National Distribution
100,000 Readership

Goal

Huge Marketing Campaign
Underway.

Get Excellent Exposure NOW!

**Four National Distributors
Placing us in Retail Outlets
Across the Country!**

**-Barnes & Noble Book Stores
-Books-A-Million-Fred's-
-Hastings-Borders-B.Dalton-
Berean + Lots More and
Numerous Churches and
Professional Offices!**



-Median Age: 49 years old
-Target: Males/Females 25-75 yrs. old~
Christians and Seekers
-83% of Americans are Christians
-Educated - 76% College Grads
-Christians are BIG Consumers and 74%
of those surveyed said they want to spend
their dollars with Christian Businesses
Avg. Household Income: \$78,980
-% of Folks Surveyed Who Said They
Would Buy *Christian Focus Magazine*: 100!
-Christians Seek Adventure
www.christianfocusmag.com
sales@christianfocusmag.com

~Resource for Wholesome Businesses,
Products, and Services~
~Non-Denominational~
~Inspirational and Encouraging~
~Considered a Collectable~
~Huge Shared Readership~
~Beautiful Photography~
~Readers of Christian magazines re-read
their issues over 2 times~
~Christian magazines reach over 100 million avid
Christian readers throughout the United States
everyday.

(Research: Simmons Market Research, Barna Research and Creative Clout Agency)



LOCAL RATES:

Full page: \$980.00
2/3 page: \$680.00
1/2 page: \$575.00
1/3 page: \$475.00
1/6 page: \$350.00

Frequency discounts:
6 issues/1 yr = 10%

www.christianfocusmag.com
sales@christianfocusmag.com
334-403-4713
or
~ 252-240-1656 ~

"Encouragement for
Today"

Get in on Big
Savings and a
Huge Marketing
Campaign. Place
Your Ad Now!

***CALL NOW TO
RESERVE YOUR
SPACE!***

334-403-4713

or

252-240-1656

**Ad sizes: full page: 7-1/2" x 10" (w/bleed:
8-3/4"x 11-1/4")**

2/3 page vertical: 4-7/8" x 10"
1/2 horizontal page: 7-1/2"x 4-7/8"
1/2 vertical page: 4-7/8" x 7"
1/3 square page: 4-7/8" x 4-7/8"
1/3 vertical page: 2-3/8" x 10"
1/6 vertical page: 2-3/16" x 4-7/8"

Christian Focus Encouragement for Today

We're growing every day! Pick up a copy!



FOOD LION FRED'S STORES



LOWES' FOODS



PEOPLES NEWS

Hastings Books & Records