



BILL JOHNSON
What happens when miracles go public?

MATTHEW BARNETT
The ripple effects of intentional kindness

BILL WIESE
3 reasons to keep believing in hell

MinistryToday

Equipping Christian Leaders to Grow

ministrytodaymag.com

MAY // JUNE // 2011

GUEST EDITORS
Reinhard Bonnke
& Daniel Kolenda

How Reinhard Bonnke is passing the baton to the next generation of evangelists

The (60 Million) Soul Makers

+ PRACTICAL HELP FOR EVERYDAY MINISTRY

- » How to start a blog
- » Navigating multisite technology
- » Making first impressions
- » Preaching that connects
- » Prayer and fasting

IN PRINT | ONLINE | IN PERSON

Read more to see how we can partner with you.

MinistryToday

Media Kit 2012

Trustworthy, Discerning,
Informative, Connecting,
and a **VISION CATALYST**

To Spirit-filled leaders, *Ministry Today* is a trusted connective resource that provides practical ministry insight to empower them for the vision God has placed in them. **Your vision, our passion**—together we can reach Pastors and Leaders.

OUR VISION: to equip Spirit-filled leaders to grow through resources in print, online and in person

For more than 25 years **Ministry Today** has been the leading magazine for Spirit-filled leaders. We continue today with a new vision to connect with our “raving fans” in more ways than just print. We reach tens of thousands more through our popular Ministry Today Report e-newsletter and cutting edge digital products.

To connect “in person,” we’ve started the **Ministry21 Network** where members get not only a subscription, but books and materials to help them grow, an exciting members-only website with resources for mentoring and accountability, weekly conference calls, and small meetings around the country.

Our magazine is bigger and more exciting with better graphics, more compelling writing and a freshness brought by our **guest editors** this year such as Robert Morris, Reinhard Bonnke, Mike Bickle, Dr. Mark Rutland, Dr. Doug Weiss and Billy Hornsby who are leaders in this community, bringing insight and ideas from their area.

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An important way to provide resources is to connect leaders in print and online with our advertising partners who provide products and services to help them and their churches.

We offer the “**M21 Resource Guide**” and special positions such as “gate fold” ad placement to get attention for your ad.

And we sponsor events such as Dr. Mark Rutland’s National Institute on Christian Leadership—a year long program of leadership training costing several thousand dollars that is so high level it can count as credit toward a doctorate at three universities. There are also “networking meetings” throughout the year to share ideas, and connect. Readers who connect with us at this level are raving fans. Isn’t that an advantage to you, our advertising partner?

THE BOTTOM LINE To Spirit-filled leaders, **Ministry Today** is a trusted connective resource that provides practical ministry insight to empower them for the vision God has placed in them.

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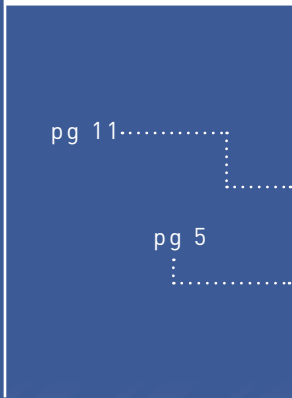
Read more to see how we can partner with you.

OUR AUDIENCE: all church leaders from senior pastors to children's ministers, from Baptist to Foursquare have the same universal cry: **HELP!**

That's where **Ministry Today** comes in. For more than 25 years, **Ministry Today** has been the premier magazine among Christian leaders. Launched in 1983, **Ministry Today** was created to assist, inform and encourage pastors within the charismatic-Pentecostal movement. Although that mission and core audience remains the same today, we've expanded our readership over the years to include pastors from various parts of the church at large.

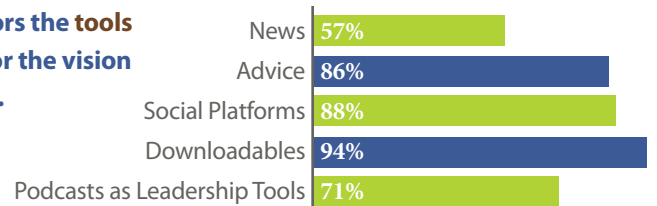
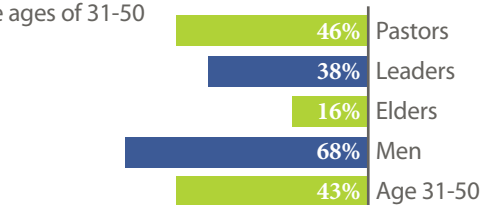
A how-to article on hearing the Holy Spirit more. An easy-to-follow profile on a thriving church's singles ministry. A highlighted ministry tool that can make life easier for an entire church staff. These are the nuts and bolts of improving a Spirit-led ministry.

With a renewed emphasis to **serve those serving others**, we're committed more than ever to providing pastors the **tools needed to empower them for the vision God has placed within them.**



Ministry Today Readers

- 46% are Executive, Senior Pastors and Associate Pastors
- 38% are Youth, Children's Worship, Men's and Women's Leaders
- 16% are Elders, Deacons, Administrators
- 37% have a congregation size of 101-500 members
- 20% have a congregation size of 501-3000 members
- 43% are between the ages of 31-50
- 68% are men



Ministry Today Reader Trends

- 57% requested ministry related news
- 71% view online communities and videos/podcasts as important/highly important for leadership tools
- 94% would like free downloadable resources
- 86% view advice from experts as highly/very important for leadership tools
- 69% view trend analysis as highly/very important leadership tools
- 87% view marketing/advertising of ministry resources highly/very important ministry tools
- 56% purchase Christian DVDs
- 88% use social media platforms
- 65% look to **Ministry Today** for church and leadership resources

IN PRINT | ONLINE | IN PERSON

Read more to see how we can partner with you.

OUR AUDIENCE: 22,000 readers in print and 28,000+ readers digitally.

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Do you want to reach Pastors and Ministry Leaders? We have the perfect media outlet to reach pastors and Leaders through **Ministry Today**.

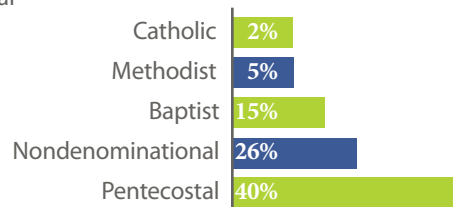
A bimonthly magazine in print and a daily one online, Ministry Today does more than just inform Christian leaders; it connects them to fellow pastors, to a movement, to ministries and companies that can come alongside them, and (most importantly) to God.



IN PRINT | ONLINE | IN PERSON

Ministry Today Readers' Denomination

- 40% Pentecostal/charismatic
- 26% Nondenominational
- 15% Baptist
- 7% Other
- 5% Methodist
- 3% Organic/simple church network
- 2% Catholic
- 1% Lutheran
- 1% Presbyterian



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Reach Pastors and Leaders who have a vision to reach the world by changing the lives of those they lead through **Ministry Today's multi-media platform.**

Read more to see how we can partner with you.

PRINT SCHEDULE:

Check out what's in store for *Ministry Today*—and how you can be a part of it!

Included in each issue of *Ministry Today*:

- Guest Editor
- Current News
- Tools for Church Leaders pg 7
- Digital Opportunities pg 9



SEPT/OCT
Leadership
Mark Rutland, PhD



NOV/DEC
Marriage
Doug Weiss, PhD

MINISTRY TODAY 2012 SCHEDULE

Mar/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec	Jan/Feb 2013
ORDERS DUE					
1-12	3-14	5-10	7-13	9-12	11-7
AD MATERIAL DUE					
1-25	3-25	5-23	7-26	9-23	11-18
NON CO-MAIL SUBSCRIBER COPIES MAIL					
2-22	4-22	6-22	8-23	10-22	12-21
CO-MAIL POOL START DATE*					
2-24	4-26	6-28	8-25	10-25	12-27



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Read more to see how we can partner with you.

* Editorial content and Dates are subject to change without notice.

PRINT SIZES: Reserve your ad space TODAY and share your vision with us!

Contact your Media Consultant:

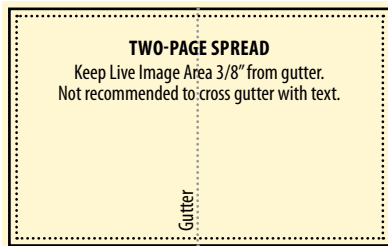
- Exact quotes
- Multiple print discount rates
- Ad material due dates
- Other information not listed

* Rates are subject to change without notice.

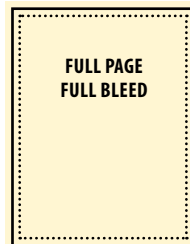
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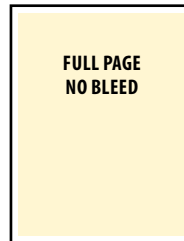
PRINT SPECIFICATIONS



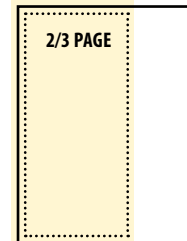
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Live Image Area: 15 1/4" w x 9 3/4" h



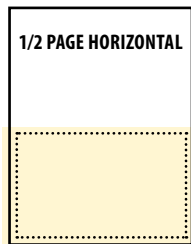
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Live Image Area: 7 1/4" w x 9 3/4" h



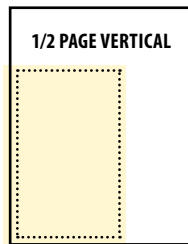
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No Bleed Allowance
Live Image Area: 7 1/4" w x 9 3/4" h



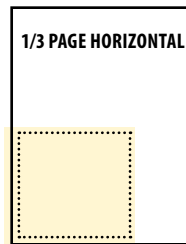
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Live Image Area: 4 3/8" w x 9 3/4" h



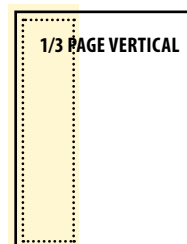
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Live Image Area: 7" w x 5" h



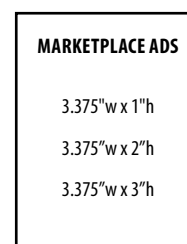
Bleed Size: 5 1/4" w x 8 1/8" h
Live Image Area: 4 3/8" w x 7 1/2" h



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



Bleed Size: 2 7/8" w x 10 3/4" h
Live Image Area: 2 1/4" w x 9 3/8" h



3.375" w x 1" h
3.375" w x 2" h
3.375" w x 3" h



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IN PRINT | ONLINE | IN PERSON

Read more to see how we can partner with you.

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.



RESOURCES: A perfect place to sell your church products and services and share your vision—in print and online.

Ministry Today will never be the same. Now is your time to connect your products and services to Pastors and Leaders with our M21 Pastors Resource Guide. That's where the Ministry 21 Pastors Resource Guide comes in. With a renewed emphasis to serve those serving others, we're committed more than ever to providing advertisers a multi-platform package that will reach your audience through print/digital/web and smart phones.

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There are rarely enough hands to help, dollars in the budget or hours in the day to help Pastors and Leaders see their vision through. You now have the arena to showcase your resources that can help pastors and Leaders to overcome obstacles and improve their ministry effectiveness.

Call today to find out more about Ministry 21 Pastors Resource Guide.



ONLINE RESOURCE GUIDE



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Read more to see how we can partner with you.

ONLINE&DIGITAL:

now even more opportunities to advertise with *Ministry Today* and respected affiliates!



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Read more to see how we can partner with you.

ONLINE&DIGITAL:

broaden your reach to our multi-platform opportunities and our accessible audience.

Contact your Ministry Today Representative for:

- Exact quotes
- Multiple online and digital opportunities
- Ad material due dates
- Regulations
- Other information not listed

* Rates are subject to change without notice.

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DIGITAL SPECIFICATIONS

INTERNET DIGITAL SPECIFICATIONS:

Ad Size: Leaderboard

Dimensions (in pixels): 728 w x 90 h

Ad Size: Wide Skyscraper

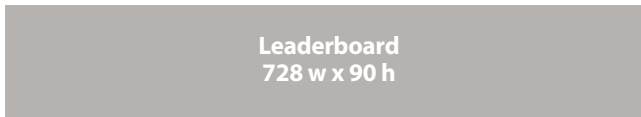
Dimensions (in pixels): 160 w x 600 h

Ad Size: Medium Rectangle

Dimensions (in pixels): 300 w x 250 h

Ad Size: Mini Skyscraper

Dimensions (in pixels): 160 w x 300 h



Leaderboard
728 w x 90 h



Wide Skyscraper
160 w x 600 h



Mini Skyscraper
160 w x 300 h



Medium Rectangle
300 w x 250 h

ACCEPTABLE AD FORMATS:

- GIF/JPEG
- Flash
- Rich Media
- Motif
- 30 seconds, 3 Loops
- URL in correct format
- Do not embed
- Maximum File size: 39K

MULTIPLE OPPORTUNITIES FOR ONLINE & DIGITAL ADVERTISING INCLUDING:

- ministrytodaymag.com
- Ministry Today digital magazine
- Ministry21 Network
- Digital Newsletters
- eBlasts

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DIGITAL MEDIA:

reach your audience with these new digital email formats!

DIGITAL SPECIFICATIONS

Leaderboard
728 w x 90 h

NEWSLETTER DIGITAL SPECIFICATIONS:

Ad Size: Leaderboard
Dimensions (in pixels): 728 w x 90 h

Newsletters Available for this size:
NewMan eMagazine
Standing with Israel

Wide
Skyscraper
160 w x 600 h

Ad Size: Wide Skyscraper
Dimensions (in pixels): 160 w x 600 h

Newsletters Available for this size:
The Ministry Report
The Buzz
Charisma News Online
Fire In My Bones
Power Up!
Prophetic Insight from *Charisma*

ACCEPTABLE AD FORMATS:

- GIF/JPEG – 30 seconds, 3 Loops
- Flash – URL in correct format
- Rich Media – Do not embed
- Motif – Maximum File size: 39K

NEWSLETTERS



MINISTRY EBLASTS



Contact your *Ministry Today Representative* for:

- Exact quotes
- Multiple online and digital opportunities
- Ad material due dates
- Other information not listed

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Read more to see how we can partner with you.

CUSTOM OPPORTUNITIES:

contact your representative
to review integrated packages
perfect for your budget!

Integrated media packages are our line of expertise. Your Media Consultant will work with you to design a customized media package that will provide the optimum reach to our audience. Our opportunities include specialty print advertising options such as gatefolds, DVD insertions, print insertions, custom publishing pieces both in print and digitally. Your product vision, our creative marketing will provide the catalyst for your marketing plans.

Be a part of *Ministry Today* do more than inform Christian leaders; partner with us to connect them to each other, a movement, to ministries and your resources that can come alongside them, and (most importantly) to God.

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CHARISMA MEDIA

FORMERLY STRANG COMMUNICATIONS

You've known us for more than 25 years as Strang Communications. Now we have a new name but the same passion to inspire you to change your world.

Learn how you can extend your reach through Charisma Media—with new platforms (print, digital and apps) and an even more responsive audience of pastors/leaders, Christian consumers and trade channels (in English and Spanish).

NEW NAME . SAME PASSION .