

# 2020 MEDIA KIT



CHARISMA MEDIA  
CONSULTING





# **CONTENTS**

<i>CHARISMA MAGAZINE</i>	4
<i>CHARISMA LEADER</i>	6
<i>CHRISTIAN RETAILING</i>	8
<i>CHARISMA ONLINE</i>	10
<i>EMAIL MARKETING</i>	12
<i>CHARISMA PODCAST NETWORK</i>	13
<i>CHARISMA DIGITAL</i>	14
<i>CHARISMA AUDIO</i>	16
<i>CHARISMA POP-OVER</i>	17
<i>PRINT MAGAZINE SPECS</i>	18





# OUR STORY

Charisma Media Consulting, a division of Charisma Media, is led by Dr. Steve Greene.

Dr. Greene received his Ph.D. in marketing from Memphis State University. With a background in television station management, he has worked directly with over 80 stations throughout the United States. He has done marketing for McDonald's, Jiffy Lube and Stanley Steemer. He has owned restaurants, a national advertising agency and a syndicated marketing research firm. Dr. Greene has served as the dean of the College of Business and professor of marketing at Oral Roberts University. He now serves as publisher and executive vice president of Charisma Media.

Our team strives to connect businesses and individuals with a highly engaged Christian target audience.

# OUR APPROACH

We abide by a higher standard. We utilize business-oriented marketing practices with a kingdom approach. We seek to provide tangible resources and methods to help you succeed.

Unlike other firms, we are not sales team-focused but client-focused. Charisma Media Consulting's strategy is built around being servant marketers, which ensures your consultant places client needs at the forefront of every activity.





# CHARISMA®

LIFE IN THE SPIRIT

## AUDIENCE PROFILE

**Charisma magazine's** unrivaled reach to the charismatic and Pentecostal market forms your platform foundation to develop brand awareness, lead generations and bring growth to this responsive market. *Charisma* magazine is the brand to engage passionate, Spirit-filled Christians inspired to radically change the world for God. Our readers are inspired, insightful, credible, encouraging, relevant and catalysts for unity. Passionate about understanding God's Word, the *Charisma* audience loves to see God's supernatural power at work in their lives and around the world today.

March	April	May	June-July	August
Reservation Due: 12/24/19	Reservation Due: 01/23/2020	Reservation Due: 02/20/2020	Reservation Due: 03/25/2020	Reservation Due: 05/20/2020
Material Due: 01/10/2020	Material Due: 02/07/2020	Material Due: 03/06/2020	Material Due: 04/09/2020	Material Due: 06/05/2020
Sept	October	November	December	January-February
Reservation Due: 06/24/2020	Reservation Due: 07/23/2020	Reservation Due: 08/19/2020	Reservation Due: 09/24/2020	Reservation Due: 10/15/2020
Material Due: 07/10/2020	Material Due: 08/07/2020	Material Due: 09/03/2020	Material Due: 10/09/2020	Material Due: 10/30/2020

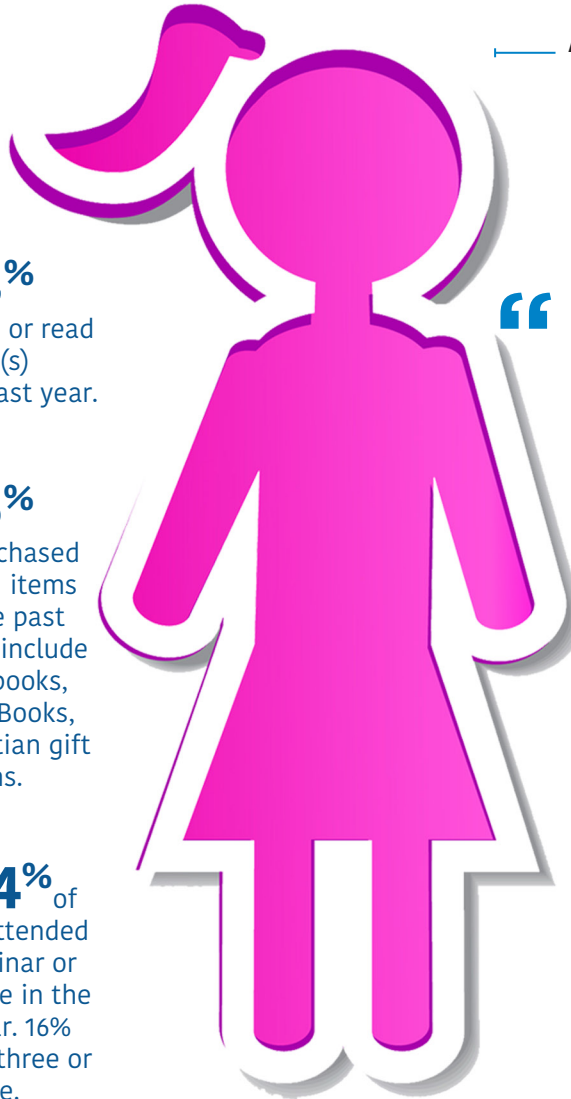
Dates subject to change and cancellation.



# CHARISMA<sup>®</sup>

LIFE IN THE SPIRIT

## AUDIENCE PROFILE



**98%**  
purchased or read  
book(s)  
over the past year.

**96%**  
have purchased  
Christian items  
over the past  
year that include  
Bibles, books,  
music, eBooks,  
and Christian gift  
items.

Over **54%** of  
readers attended  
one seminar or  
conference in the  
past year. 16%  
attended three or  
more.

**64%**  
female

**36%**  
male

“  
**THE MAGAZINE  
TO ENGAGE  
PASSIONATE,  
SPIRIT-FILLED  
CHRISTIANS  
INSPIRED  
TO RADICALLY  
CHANGE THE  
WORLD FOR GOD**  
”

**44%**  
have children and/or  
grandchildren

**\$300,000**  
Charisma readers'  
average annual  
household income



**65%**  
of the audience  
plan to visit Israel  
in the future.

**71%**  
donate to their  
church

**97%**  
of Charisma  
readers donated  
to one religious  
organization in the  
past year.

**53%**  
donated to  
missions

**49%**  
donated to the  
poor





# CHARISMA Leader®

Formerly *MinistryToday*

## — AUDIENCE PROFILE —

For 37 years, *Charisma Leader* (formerly *MinistryToday*) has been the premier magazine to charismatic/Pentecostal leaders and nondenominational churches. The *Charisma Leader* brand provides tools for the pastor and marketplace leader that empower them to fulfill the vision God has placed within them.

The **Charisma Leader** brand engages the Spirit-filled leader. This leader is a vision catalyst, who connects with others to grow them in their personal and professional lives (as individuals and as ministry/marketplace leaders). This leader's vision is to reach the world by changing the lives of those they lead.

### Spring

Reservation Due: 01/09/2020  
Material Due: 01/24/2020

### Summer

Reservation Due: 03/04/2020  
Material Due: 03/20/2020

### Fall

Reservation Due: 07/01/2020  
Material Due: 07/17/2020

### Winter

Reservation Due: 10/01/2020  
Material Due: 10/16/2020

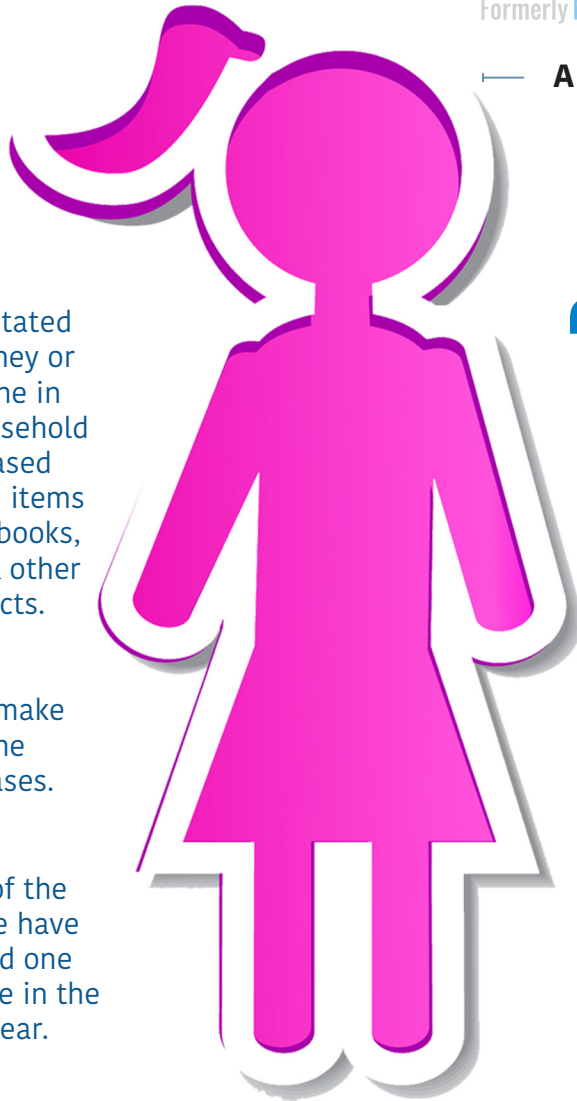
Dates subject to change and cancellation.



# CHARISMA Leader<sup>®</sup>

Formerly MinistryToday

## AUDIENCE PROFILE



**97%** stated either they or someone in their household purchased Christian items such as books, music, & other products.

**73%** make online purchases.

**77%** of the audience have attended one conference in the past year.

**40%**  
female

**60%**  
male

“ **VISION  
CATALYSTS  
WHO CONNECT  
WITH OTHERS  
TO GROW  
THEM IN THEIR  
PERSONAL AND  
PROFESSIONAL  
LIVES** ”

**50%** of the audience are key decision makers for the church/ministry or business.

**54%** of the churches had two missions trips in the past year.



**86%** view advice from experts as highly/very important for leadership tools.

**67%** confirmed when they want more information from an advertiser, they visit the advertiser's website.

**87%** view marketing/advertising of ministry/business resources as important tools.





Simplify Bible Sales | Help Gift Customers  
Find Their Style | Feed the Fiction Appetite  
Ask the Exec: Nori Media Group

SPRING 2019

## BOOTS-ON-THE-GROUND ADVICE FOR SPIRIT-EMPOWERED PARENTING



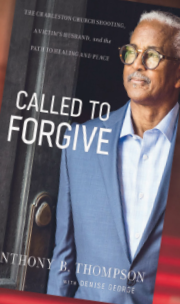
New from  
Bethel Church Leader  
Bill and Beni Johnson



CPE Trade Talk | Top Sellers | Christmas Prep  
Church Market | Ask the Exec: Iron Stream  
Media | Retail Q&A | Topline Talk

SUMMER 2019

## WITNESS THE POWER OF FORGIVENESS THROUGH THE CHARLESTON CHURCH SHOOTING



978-0-7642-3298-5; \$17.99;  
June 2019

**BETHANYHOUSE**  
A Division of Baker Publishing Group  
bethanyhouse.com

Available from your sales rep or by calling  
Bethany House at (800) 877-2664  
In Canada, contact Parametrix Marketing  
and Distribution at (800) 263-2664



### — AUDIENCE PROFILE —

**Christian Retailing** covers the latest industry news and information in each issue. It publishes respected opinions and perspectives on the critical concerns affecting the Christian retail industry. *Christian Retailing* currently distributes 4,600 print issues.

You want to reach the owners and managers of stores that sell Christian products, and advertising in *Christian Retailing* is your most cost effective way to do so. We make sure the buyers of the large general-market chain stores receive *Christian Retailing*. Buyers at Barnes & Noble, Books-A-Million, Walmart, Target, Waldenbooks, Costco, Sam's Club and many others receive complimentary copies. Key placement of your product in front of the buyers from these companies is important. *Christian Retailing* is your best way to reach the stores.

#### Spring

Reservation Due: 01/02/2020  
Material Due: 01/17/2020

#### Summer - ICRS

Reservation Due: 05/13/2020  
Material Due: 05/29/2020

#### Fall - Winter

Reservation Due: 09/17/2020  
Material Due: 10/02/2020

Dates subject to change and cancellation.



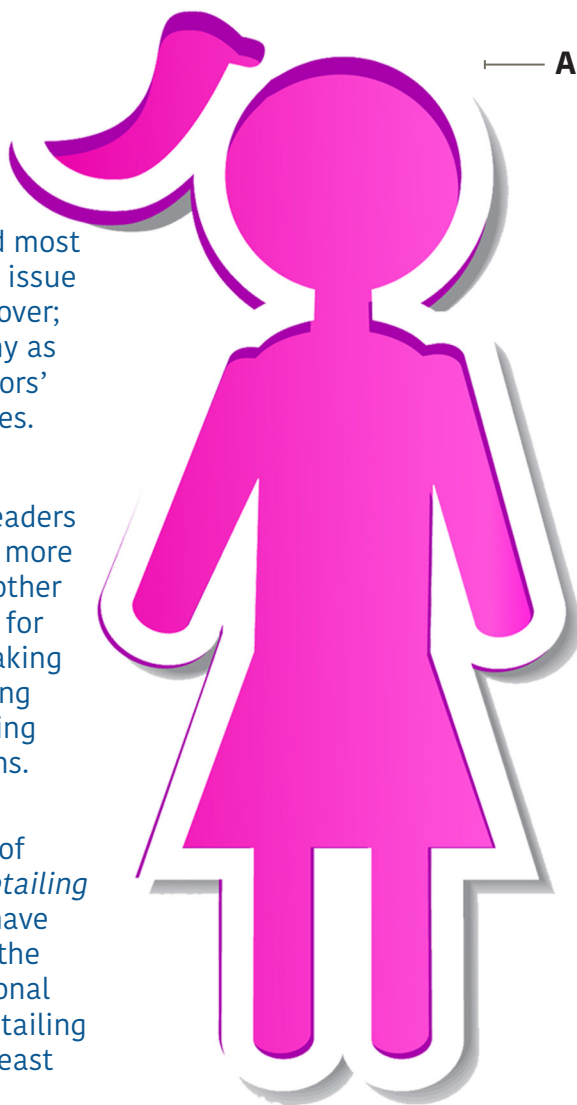


## AUDIENCE PROFILE

**61%** read most or every *CR* issue cover to cover; 3x as many as competitors' audiences.

**79%** of readers refer to *CR* more than any other resource for help in making marketing purchasing decisions.

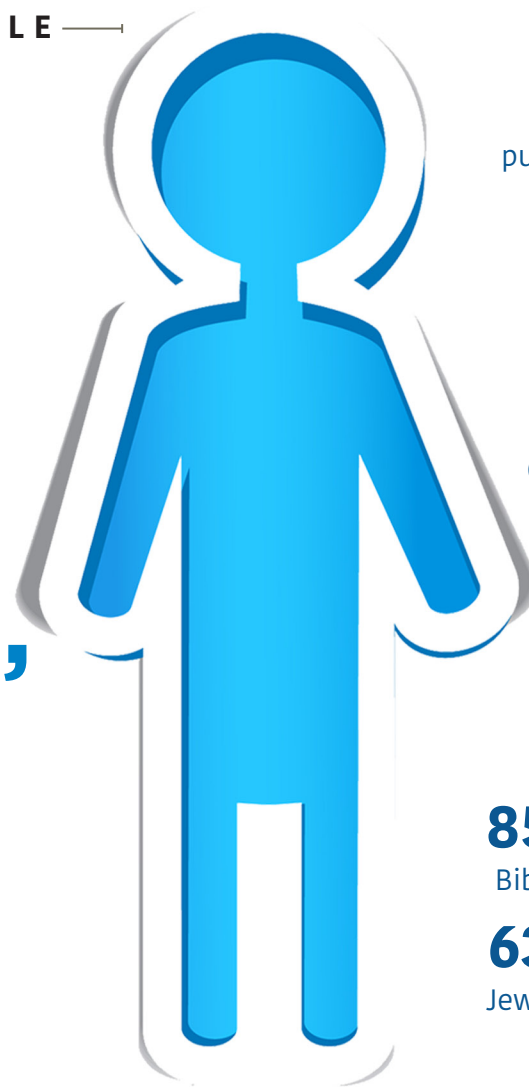
**43%** of *Christian Retailing* readers have been to the International Christian Retailing Show at least once.



**70%** of *CR* readers have buying authority

“**OWNERS AND MANAGERS OF STORES THAT SELL CHRISTIAN PRODUCTS**”

**48%** of Christian retail stores report annual sales of over \$100,000 per year. The average sales volume for an individual store is \$352,600.



*CR* readers purchase a variety of Christian products:

**86%**  
Books

**80%**  
Greeting cards

**77%**  
Children's products

**64%**  
Video

**85%**  
Bibles

**70%**  
Music

**63%**  
Jewelry

**80%**  
Gift items



## CHARISMAMAG.COM & CHARISMANEWS.COM

### — AUDIENCE PROFILE —

**Charisma online** allows brands to reach millions of Spirit-filled Christians from a highly trusted source.

CHARISMAMAG.COM is the leading charismatic media source that inspires Christians to radically change their world. Since 1975, Charisma magazine has been a trusted source of news, teaching and inspiration to help spread the gospel of Jesus Christ through the power of the Holy Spirit. Today, Charisma Media continues to expand as a multifaceted media source that reaches millions each month.

CHARISMANEWS.COM is the most trusted source for credible news and insight from a charismatic perspective. Since 1975, *Charisma* magazine has reported on what the Holy Spirit is doing around the world. That award-winning news coverage quickly became the calling card for the magazine, as believers from across denominations turned to *Charisma* for the latest stories related to "life in the Spirit."



# CHARISMAMAG.COM & CHARISMANEWS.COM

## CHARISMANEWS VISITORS

12% are  
**25-34** yrs  
16% are  
**35-44** yrs  
21% are  
**45-54** yrs  
27% are  
**55-65** yrs  
21% are  
**65+** yrs

## CHARISMAMAG VISITORS

27% are  
**25-34** yrs  
27% are  
**35-44** yrs  
27% are  
**45-54** yrs  
21% are  
**55-65** yrs  
16% are  
**65+** yrs

## AUDIENCE PROFILE

### CHARISMANEWS

**66%** of CN visitors are female **33%** of CN visitors are male

**2.5 Mill+**  
monthly users

“**CHARISMATIC  
CHRISTIANS  
ON THE MOST  
TRUSTED  
SOURCE FOR  
SPIRIT-FILLED  
CONTENT**”

### CHARISMAMAG

**66%** of CM visitors are female **34%** of CM visitors are male

**1.6 Mill+**  
monthly users

**45%** visit a  
Charisma website  
5 or more times  
per week

*CM visitors come  
to our site for  
various reasons:*

**31%** visit for  
World News **35%** visit for  
Supernatural

**43%** visit for Church &  
Ministry

**46%** visit for  
Bible **52%** visit for  
Spiritual Warfare

**57%** visit for  
Prophecy **72%** visit for  
Spiritual Growth

**CHARISMA NEWS DAILY**  
Breaking news. Spiritual perspective.

## CELEBRATE ISRAEL'S 70TH ANNIVERSARY!

The King is Coming telecast has partnered with Cornerstone Asset Metals to offer a 99.99% fine silver commemorative coin celebrating the 70th Anniversary of Israel.



### FRONT OF THE COIN:

The lion represents the Lion of Judah. Cornerstone represents the Chief Cornerstone, Jesus Christ. In Hagai 2:8, God said "the gold is Mine, the silver is Mine." The 12 stars around the coin represent the 12 disciples of Jesus.

*\*For details, visit...*

The coin represents the King of Kings, Jesus Christ. It does not reference a mining facility, it refers to Revel "I counsel you to buy from Me, the gold (silver) refined be rich." Jesus is our mine and source. The 12 stars around the coin represent the 12 disciples of Jesus.

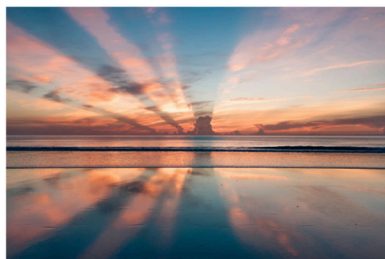
*\*For details, visit...*

For a limited time, with every purchase of \$50 or more, we will send one coin free.

To order, visit our website at [www.cornerstoneassetmetals.com](http://www.cornerstoneassetmetals.com) Or call: 800-850-8500

**PROPHETIC INSIGHT**  
FROM THE HEART OF ISRAEL

## STANDING with ISRAEL



### Your supernatural adventure with God

Just over one hundred fifty years ago, in Berlin, New York, a woman named Davis suddenly fell into an unconscious state, from which she was aroused by her husband. When she finally regained consciousness, a perception how angels had escorted her spirit to heaven was revealed to her.

Her vision made her the talk of her community and a leader in the church.

**AND**  
*spiritual*  
**REALMS**

**NewMan**  
FOR MEN OF SIGNIFICANCE



Do you feel like you are missing out on something in your walk with God? You're close, but something is not quite right. The key is to find rest in the peace of God's presence.

When you spend time in the presence of God, you discover how much God loves you and accepts you. God sees you as His child. Be sure to read more about this in the article titled, "You're Approved to Enter His Presence" (Vol. 2, In His Presence).

## SpiritLed Woman

EMPOWERED FOR PURPOSE

Dear Reader,

I have seen every technique under the sun trying to get rid of unwanted wrinkles ...

and I soon realized that every technique got rid of one thing ... your money!

I wasn't until last week I saw this video with a different approach that captured my attention ...

In this video a doctor from Beverly Hills explains this unique process with simple steps to follow ...

[Watch The Video >>](#)

and believe it or not, it actually worked.

It only takes around 20 seconds ... it's painless and can get rid of those deepest wrinkles ...



**CHARISMAHEALTH**  
Living healthy in the Spirit



**Liberty**  
HealthShare

[LibertyHealthShare.org](http://LibertyHealthShare.org) | 1-855-585-4237



**Restoring Faith In  
Healthcare**

# EMAIL MARKETING

Advertising is changing. **Email marketing** allows you to engage your audience with content-based ads which look and function like natural site content. As the fastest growing segment in online advertising, space is limited.

## EMAIL LISTS

Consumer Marketing - 196,438 subscribers  
Charisma News Daily - 147,185 subscribers  
Prophetic Insight - 60,482 subscribers  
Spirit Led Woman - 33,538 subscribers  
Standing with Israel - 19,305 subscribers  
New Man - 12,415 subscribers  
Health - 15,203 subscribers  
Leader Marketing - 35,733 subscribers  
The Buzz (Entertainment) - 7,061 subscribers  
Christian Retailing Trade - 11,137 subscribers

## SPECIFICATIONS

ALL DIMENSIONS ARE IN PIXELS

Flash files not acceptable

### ARTICLE:

- Title: max 20 words
- Body copy: 250-300 words
- Article image (JPG/GIF): 300 w x 180 h
- Ad size (JPG/GIF): 615 w x 300h

### AD IMAGE SPECS:

- GIF/JPG only
- A separate click-through URL must be submitted with each image file
- No limit to file size





CHARISMA  
PODCAST  
NETWORK

# 23+ Million Downloads & Counting!

(debuted June 2015)

## BECOME A CPN HOST

God has given you a message, and we want to give you a platform.

When you utilize podcasting to share your message through compelling storytelling, you connect with your audience on a deeper level. A more profound connection creates a following that converts to downloads, followers and eventually sales or donations. You have the message and we have the infrastructure to help take your message to the masses.

**Ask us about joining the Charisma Podcast Network!**

## ADVERTISE ON CPN

Pre-roll (host read) - \$45 CPM

Mid-roll (host read) - \$55 CPM

60 seconds Traditional (pre-recorded) - \$35 CPM

30 seconds Traditional (pre-recorded) - \$25 CPM

**Your Podcast  
Logo Here**



CHARISMA  
CONNECTION

CPN

STRANG REPORT  
BY STEPHEN STRANG

CPN



CHARISMA  
NEWS  
PODCAST

CPN

OD ENCOUNTERS TODAY



CPN



IN DEPTH WITH  
STEPHEN  
STRANG

CPN



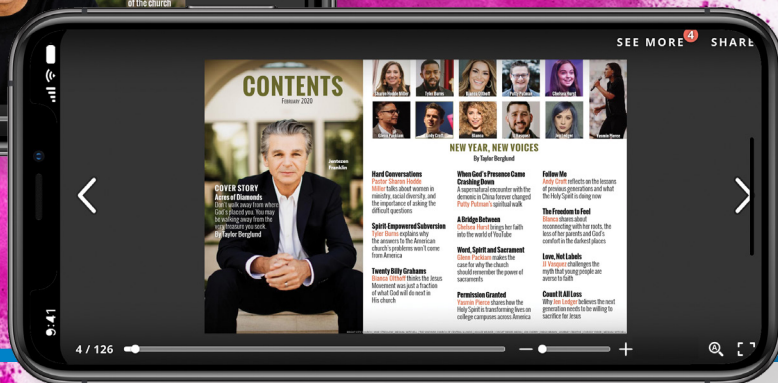
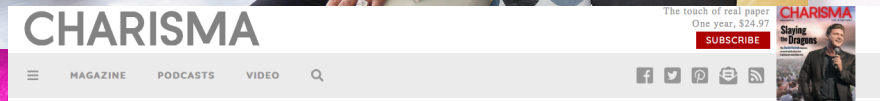
CPN



EXPLORING THE  
PROPHETIC  
BE CURIOUS WITH SHAWN BOLZ

CPN





# CHARISMA DIGITAL

Charisma Digital Mag reaches hundreds of thousands of visitors to [charismamag.com](http://charismamag.com). Each issue allows avid Charisma readers to receive spirit-filled content right from their phone!

**JAN**  
Material Due: 12/26/2019

**FEB**  
Material Due: 01/28/2020

**MAR**  
Material Due: 02/25/2020

**APR**  
Material Due: 03/26/2020

**MAY**  
Material Due: 04/27/2020

**JUN**  
Material Due: 05/26/2020

**JUL**  
Material Due: 06/25/2020

**AUG**  
Material Due: 07/28/2020

**SEP**  
Material Due: 08/26/2020

**OCT**  
Material Due: 09/25/2020

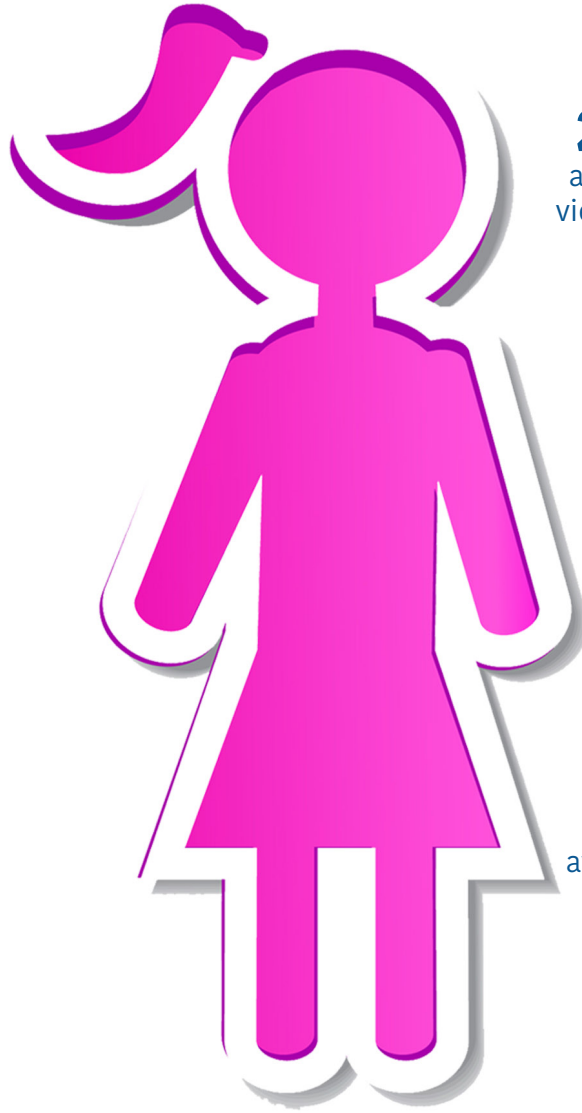
**NOV**  
Material Due: 10/27/2020

**DEC**  
Material Due: 12/28/2020

Dates subject to change and cancellation.



# CHARISMA<sup>TM</sup>DIGITAL



**22,717**  
average page  
views per issue

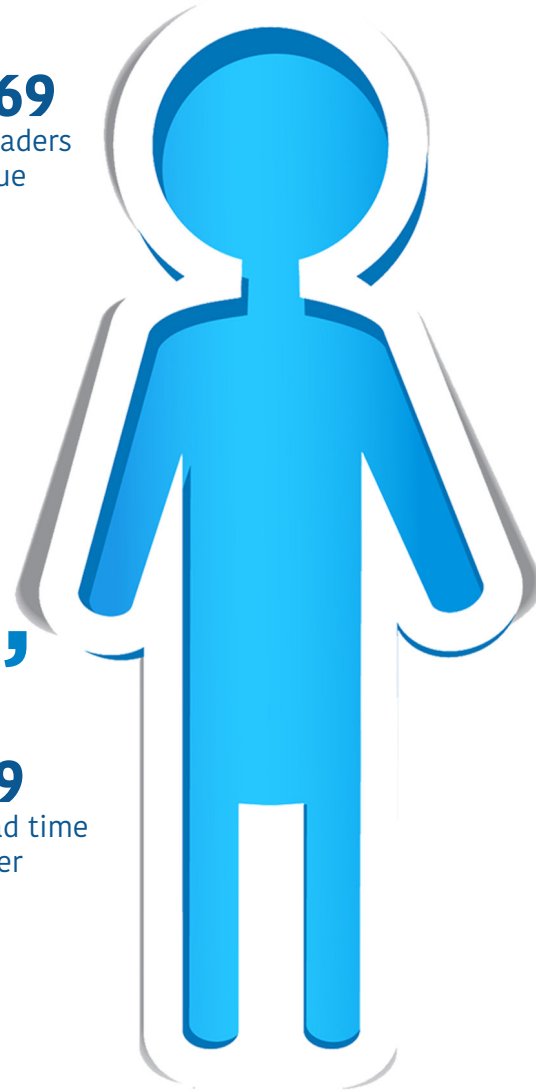
**18,569**  
average readers  
per issue

“  
**HIGHLY  
RESPONSIVE  
CHARISMATIC  
CHRISTIANS  
THAT LOVE  
DIGITAL  
CONTENT**  
”

**1,867**  
average views  
per ad

**3:29**  
average read time  
per user

**51**  
average clicks  
per ad







# CHARISMA MEDIA

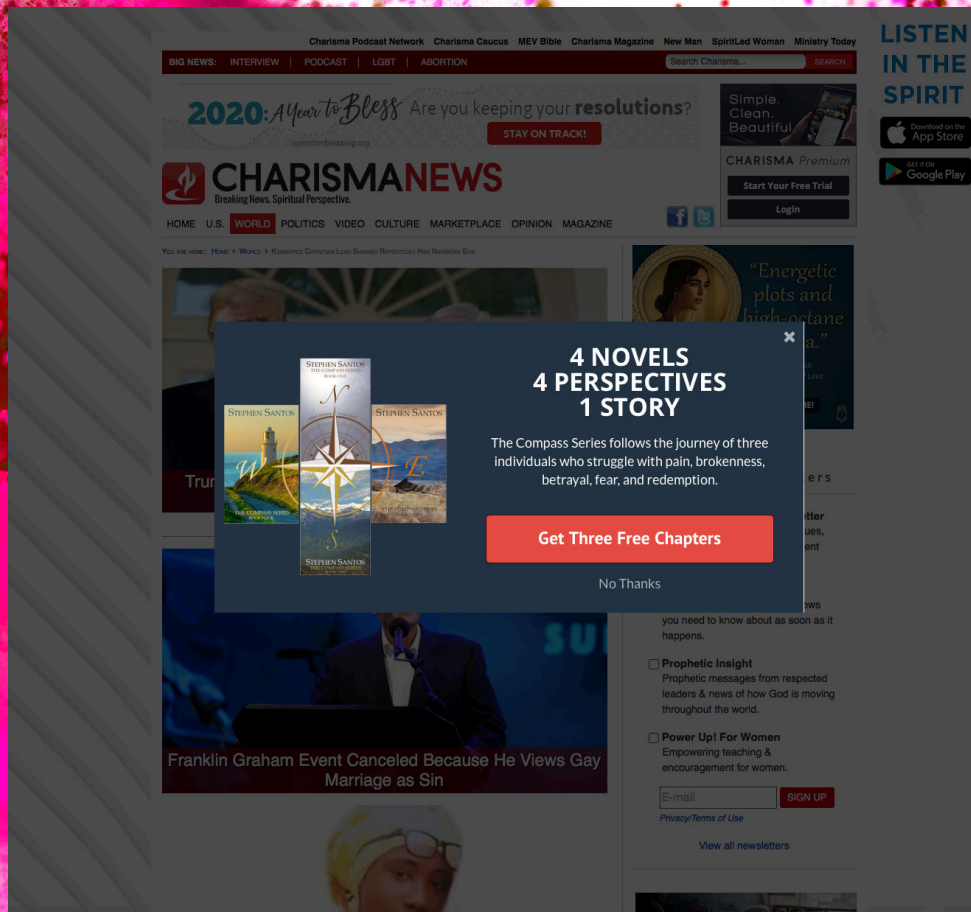
*listen in the spirit*

## BECOME A SPONSOR

**Charisma Audio** allows you to listen to your favorite authors like Stephen Strang, Joyce Meyer and Lee Grady. The audio app gives listeners access to Charisma Audio Magazines, Audio-Booklets, Audio-Breaking News, and exclusive Charisma content you can't find anywhere else.

Join popular evangelical leaders when you become a sponsor of native audio articles! That's right, you have the chance to be in our listeners' ear and move people to act!





## POP-OVERS ON CHARISMAMAG.COM & CHARISMANEWS.COM

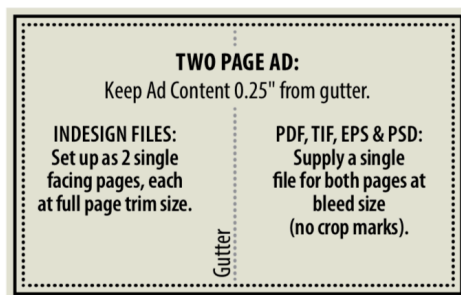
Charisma popovers appear on charismanews.com and charismamag.com. Popovers reach millions of visitors to Charisma websites each month. Over forty five percent of charismamag.com visitors go to the site five or more times per week!

Our high online engagment ensures your ads convert!

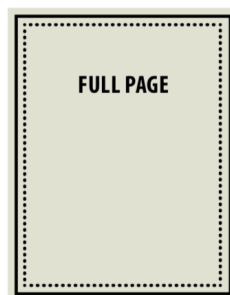


# AD SPECS

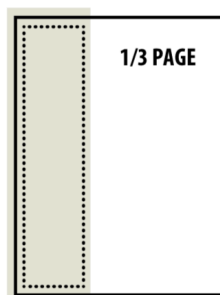
[Click here](#) for complete file specifications and submission requirements.



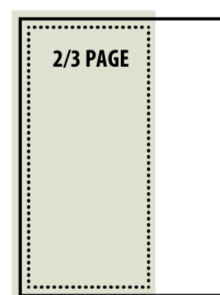
Trim Size: 15"w x 10.5"h • Bleed Size: 15.25"w x 10.75"h  
Ad Content Area: 14.5"w x 10"h



Trim Size: 7.5"w x 10.5"h  
Bleed Size: 7.75"w x 10.75"h  
Ad Content Area: 7"w x 10"h



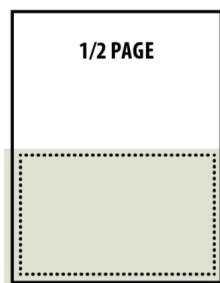
Bleed Size: 2.85"w x 10.75"h  
Ad Content Area: 2.1"w x 9.75"h



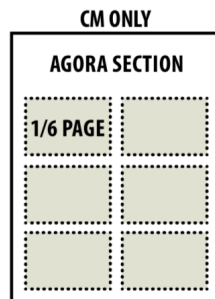
Bleed Size: 5.1"w x 10.75"h  
Ad Content Area: 4.35"w x 10"h



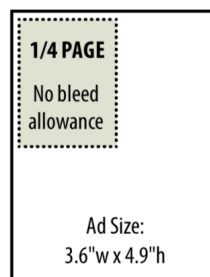
[Click to download all ad resources.](#)



Bleed Size: 7.75"w x 5.75"h  
Ad Content Area: 7"w x 5.25"h



- **DESCRIPTION:** Maximum 273 characters (approx 40 words)
- **CALL TO ACTION:** Maximum 30 characters; Should include: URL, phone number, &/or address,
- **LOGO &/OR PRODUCT IMAGE:** Minimum resolution 225 dpi; larger than 2 in wide; TIF or JPG



*For Christian Retailing*



Trim Size: 7.5"w x 10.5"h  
Bleed Size: 7.75"w x 10.75"h



## INTERNET SPECS

[Click here](#) or go to [tinyurl.com/CMediaInternetSpecs](http://tinyurl.com/CMediaInternetSpecs)

## DIGITAL EDITION SPECS

Company logos will be hyperlinked automatically. Provide URL if one is not in ad already. [Click here for more.](#)

## PAID SUBSCRIBER EBLAST AD

Dimensions: **650px wide.** No height restrictions.

## NEWSLETTER SPECS

[Click here](#) or go to <http://tinyurl.com/CMedia-DedicatedEblastsSpecs>





Nick Beecher  
Advertising Sales Manager  
[nick.beecher@charismamedia.com](mailto:nick.beecher@charismamedia.com)  
P 407.333.7155

Ann Marie Kelly  
Sr. Advertising Consultant  
[amkelly@charismamedia.com](mailto:amkelly@charismamedia.com)  
P 407.333.7158

Joshua Buchanan  
Digital Media Sales Consultant  
[joshua.buchanan@charismamedia.com](mailto:joshua.buchanan@charismamedia.com)  
P 407.333.7133

F 407.333.7100