

STRATEGIC MARKETING

September/October 2000

Through the CTI Family of Magazines



plans in focus

Your 2001 Marketing Plans

Wat CTI we know that as you develop your plans for 2001, you need to justify how you spend your marketing dollars. We want to provide the information you need—the correct statistics and current research to back up your decision to use magazine advertising.

According to Magazine Publishers of America (MPA), in 1999, advertising commitments from the world's leading companies hit record highs, totaling almost \$16 billion, a healthy 12.8 percent increase over 1998. In 1999 over 900 consumer magazines were launched. Magazines remain a healthy and growing medium.

Declaring 1999 the year of the "accountability challenge," MPA conducted four groundbreaking studies. These studies provided credible research demonstrating that magazines deliver on the key advertising metrics: awareness, product sales, and return on investment. They also found that magazine advertising has never been stronger and remains the most personal, relevant, authoritative, and trustworthy communication for the consumer.

CTI is just as committed to providing you with the information you need to back up your magazine advertising plans. We have detailed *Subscriber Characteristics* for each CTI magazine, customized ad evaluation reports, as well as other research and marketing booklets. Your

Multnomah Publishers Find the Right Demographics in CTI Magazines

Strategic Marketing spoke with Jeff Pederson, vice president of marketing for Multnomah Publishers in Sisters, Oregon. Jeff joined Multnomah in 1998 and brought with him valuable experience from both the bookstore and the publishing sides of the CBA marketplace. Prior to joining Multnomah, Jeff served in positions at Joshua's Christian Stores and Tyndale House Publishers. Before entering the corporate arena, Jeff co-owned bookstores in Colorado and New Mexico.

Jeff oversees the publicity, marketing services, and advertising departments and is also a member of the company's leadership team. Jeff feels that his past experience as a retailer has been a valuable asset in his current marketing position. "My goal is to assist our team in developing marketing strategies and plans that not only position products in the store, but drive customers in to buy them," Jeff says.

Multnomah Press was originally part of Multnomah Bible College and Seminary in Portland, Oregon. Questar Publishers, founded by Donald Jacobson in 1987, purchased Multnomah Press in 1992. In 1997 Questar changed its name to Multnomah Publishers. Multnomah's purpose statement is to "glorify God by producing products that help restore values and morality in our world." The company publishes books for adult categories such as Christian living, fiction,

books for women, men, and families, as well as books on prayer. Multnomah will also introduce its new gift book line in January 2001.

About a year ago, Multnomah introduced a new sales tool to the bookstores called AuthorTalk. This electronic interactive

device is in over 450 Christian bookstores and serves as an in-store salesperson. A customer simply selects an author on the touch pad



Jeff Pederson

and then watches the author talk about his or her latest book. This new tool has proved to be a valuable addition to Multnomah's marketing strategies.

CTI magazines have been a part of Multnomah's promotional mix for many years. The company develops a specific marketing strategy for each book it publishes. Multnomah often uses print magazine advertising to promote books to specific target demographics. For example, the company will soon release *Nightlight*, a couple's devotional book by James and Shirley Dobson. "We looked specifically at the demographics of *CHRISTIANITY TODAY*, *TODAY'S CHRISTIAN WOMAN*, and *MARRIAGE*


magazine advertising

industry news

Heavy Magazine Readers—Who Are They?

Most consumers use a variety of media to obtain the information they need and want, which is why strategic planning of the promotional mix is so critical. Magazines have remained beneficial for marketing plans because they are tailored to consumers' interests and provide more relevant information than any other medium measured.

Media QuadMaps (available through New Age Media Systems, Telmar, and Interactive Market Systems) are an excellent tool to examine how consumers mix their media. Media QuadMaps plot the media usage profile of demographic groups, specific product users, or other qualities on a two-dimensional graph, displaying how a particular target segment mixes their media. By plotting the media score index values, these graphs are helpful in identifying the media usage habits of consumers. Here are some interesting statistics:

- Consumers aged 35—54 are heavy magazine readers who purchase a wide variety of high-end products and services.

- Personal computer users are heavier magazine readers and lighter television viewers.
- Regardless of type of software used, software users are heavy magazine readers.
- Internet users are heavy magazine readers and lighter television viewers than the average U.S. adult.
- Professionals and managers in business are heavy magazine readers and light television viewers on average.
- Educated adults are more likely to be heavy magazine readers than the average adult.
- The more affluent the household, the more likely the household will be comprised of heavy magazine readers.
- Affluent "baby boomers" are heavier magazine readers and lighter television viewers.

Call your account executive today and learn more about CTI readers and how advertising in CTI's family of magazines can be an effective part of your marketing plans. ■

Congratulations to **Zondervan Publishing** on receiving ECPA's **Charles "Kip" Jordon Christian Book of the Year Award** for *Fresh Wind, Fresh Fire*, by Jim Cymbala with Dean Merrill.

Congratulations to **Tyndale House Publishers** for their numerous **Impact Awards** and for being honored as **Supplier of the Year**.

Congratulations, as well, to all the authors and publishers who were nominees, finalists, or winners of a **Gold Medallion Award** at the **CBA Convention** this year.

CTI is honored to have received an **Impact Award** at the annual **CBA Convention** in July for its contribution to the **Bibles for Prisoners** ministry. Linda Schambach received the award on behalf of CTI.

The first annual **Christy Awards Ceremony** was held July 7 in New Orleans to recognize Christian novels of excellence. The Christy Award honors Catherine Marshall's best-selling book *Christy* and the impact she has had on Christian fiction in both the CBA and ABA markets. Congratulations to all the nominees and winners of this year's awards.

Industry News is a feature appearing in each issue of *Strategic Marketing*.

If you have any industry news for *Strategic Marketing*, please contact your account executive.


inside CTI

Advertising Rule #5

This year we have been concentrating on the Seven Rules of Advertising. This issue will focus on Rule #5: **There's More Than One Road to Success.**

As marketers, you know that your advertising dollars can be spent on a host of different media. Finding the appropriate balance is a challenge. Magazines continue to provide an effective, viable medium for advertisers to reach their target markets, even with the advent of the Internet.

A recent media study¹ finds that online users remain strong consumers of print. It also reports that the average time spent reading magazines varies little between adults with or without online access at home. People are using the Internet to supplement, not replace their traditional reading patterns.

Television and Internet companies have also turned to magazines to reach their target markets. In 1999, dot-com companies spent over \$700 million in magazines, a 348% increase over 1998.² Even magazine publishers have found the Internet to be a tool to serve their current subscribers, generate new subscriptions, and sell products.

The launch of ChristianityToday.com (formerly Christianity Online) in 1994 has been an excellent addition to the CTI family. This award-winning

Christian site continues to attract a large audience of Christians, with over 500,000 visitors each month. Current audience profile reveals:

- Married: 63%
- Median age: 43.2
- Female: 56%
- Median household income: \$43,636
- College degree: 49%
- Post-graduate degree: 19%
- Christian books purchased/year: \$80.5 million
- Christian music purchased/year: \$40 million

Advertising on ChristianityToday.com is an excellent way to supplement your current magazine advertising strategies. Advertisers will benefit from the established name the family of CTI magazines carries with it.

Remember, magazine readers are not giving up their favorite magazines for the Internet, but using it as another tool to obtain information. Magazine readers still value the work editors do to gather the most pertinent and relevant information available and present it in an easy-to-read format.

Call your account executive today to find out how advertising on ChristianityToday.com can successfully supplement your current magazine advertising schedule. ■

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account executive can provide the information you need for your 2001 marketing plans.

Are you being challenged to try something different or be more creative? Print ads can be very creative. The last issue of our newsletter featured an excellent article on what the combination of an effective print ad and a targeted magazine can do for you. If you did not see it or need another copy, please call us.

Ron Lawner, chief creative officer and managing partner, Arnold Communication says, "In magazines, you have to create an ad that will get the reader's attention and tell them what you want them to know about your product or service in a way that makes some kind of meaningful connection to their lives and causes them to feel good about and motivated toward what you are selling. That's it. That's all you have to do. You just have to do it before they turn the page. Do a great magazine ad, and you've really done something." Lawner was part of the team that developed the magazine advertising campaign for the successful launch of the new Volkswagen Beetle.

Although there is one more quarter left this calendar year, now is the time to forge ahead with your 2001 marketing plans. Some of our first 2001 closing dates are October 6 for January/February CHRISTIAN READER, October 10 for January/February BOOKS & CULTURE, October 23 for January/February TODAY'S CHRISTIAN WOMAN, and October 26 for January/February CHRISTIAN PARENTING TODAY. The first issues of CHRISTIANITY TODAY, CAMPUS LIFE, LEADERSHIP, and YOUR CHURCH all close in early November.

Call your CTI account executive today and let us assist you in developing an innovative marketing plan for 2001—it's not too early! ■



CHRISTIANITY TODAY
INTERNATIONAL

465 Gundersen Drive • Carol Stream, IL 60188

Non-Profit Org.
U.S. POSTAGE
PAID
West Chicago, IL
PERMIT NO. 90

*New opportunities on
ChristianityToday.com! Call
your account executive today.*

The CTI Advertising Sales Team



Management

L: Linda Schambach, Vice President,
Sales, ext. 245

R: Kevin Flanagan, Advertising Sales
Manager



Education

(schools, colleges, Bible colleges, seminaries,
grad schools, extension programs)

L: John Grey, ext. 308

R: Dan Poormon, ext. 329



Church Supplies and Computer Sales

(includes travel, fund-raising, retirement centers)

L: Kevin Flanagan, ext. 235

R: Walter Hegel, ext. 236



Publishing

(includes direct response, film/video,
music, book and music clubs,
missions, conferences and seminars)

L: Joel Stombres, ext. 234

R: Kathryn Stephens, ext. 305



L: Tim Platek, ext. 351

R: Jim Hilborn, ext. 319

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PARTNERSHIP, and found a higher percentage of these magazine readers purchased devotional books. Statistics like these allow us to target our promotional dollars more effectively," Jeff comments.

In addition to magazines providing a "rifle" approach to Multnomah's marketing strategies, Jeff says they provide another nice benefit for advertisers. "In our fast-paced society, people scan quickly over the newspaper and other media, but with magazines, because they have paid for them, they usually sit down and give them some quality time. This gives your ad time to impact readers," Jeff adds.

CTI is privileged to be a part of Multnomah's marketing strategies as they continue to publish and market books that will make a difference in today's world. ■

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