

A FEW OF OUR COMMITTED CUSTOMERS

Integrity Music	Appalachian Distribution
Harrison House	Riverside Distribution
Zondervan Publishing House	Solid Light
Tyndale Publishing House	Waterbrook Press
Bryant Design	Kerusso Activewear
Bee Alive	Urban Ministries
Regal Books	Compassion International
Star Song Records	Chord and Distribution Group
Gospel Light	Western Front
Pamplin Music	Dickson's
Time Life	Roman Inc.
A & E	Parable Group
NavPress	Multnomah Books
Trinity College	Morton Building
Vineyard Music	Daytona Beach Area
Gulbranson	Convention Center and
Church Choir	Visitors Bureau
Regent University	Carpenters Bus Sales
Miami Tent	Kingdom Tapes and Electronics
Israeli Ministry of Tourism	CLW Electronics
Baker Books	DaySpring
The Guidant Insurance Group	Bethany House Publishers
Carol Bond Health Foods	Ingram Distributing
Thomas Nelson	World Vision International
AMG Publishers	VisionPlus Giving

CALL US TODAY

For more information about the service we provide, including free media kits, estimates and one-on-one presentations, please call our advertising and marketing experts at **407.333.0600** today.

STRANG
COMMUNICATIONS COMPANY

Your Christian Advertising & Marketing Experts

Corporate Office:
600 Rinehart Road, Lake Mary, FL 32746
phone 407.333.0600 • fax 407.333.9753
Visit our Web site @ www.strang.com

YOUR SUCCESS...

DEFINES OUR SUCCESS

For more than 20 years, Strang Communications Company has been spreading the power and joy of the Holy Spirit around the world. Through our specialized publications and products, we have grown a vibrant international ministry that informs and inspires people from all walks of life.

As a result of our company's steadfast devotion to value and quality, we have also continued to grow into exciting new areas of communications and service - areas that enable us to help support and further your business goals.

Today, our team of advertising and marketing experts is dedicated to fulfilling the needs of our clients. Working in concert with you, we can deliver your company's message to our large and diverse group of enthusiastic followers. We can also provide a comprehensive list of services - from advertising design and placement to high-quality, cost-effective production.

Let us show you how the seeds we've sown have yielded a comprehensive network of creative advertising and marketing services...and how those services can effectively contribute to your growth and success!

STRANG
COMMUNICATIONS COMPANY

Your Christian Advertising
& Marketing Experts

ONGOING OPPORTUNITIES

Over decades of publishing have enabled us to develop a variety of targeted opportunities and products to enhance the value of our services. These special tools are available throughout the year...and can be combined and customized to fit your specific marketing needs.

Special Issues & Directories

Use our editorial strength to reach your current and potential customers with targeted buying guides such as the *Ministries Today Church Buyers Guide* and our *Christian Retailing Phone Book*. Also, the content of our publications is sometimes aimed at specific industries, such as church building & construction, or computers and new technologies.

Targeted Advertising Sections

Reach your hottest prospects by participating in our special advertising sections. From college issues and conference bulletins to gift, book and ministry listings, people predisposed to these interests will spend extra time with these sections. And for you, it's a reliable and cost-effective way to reach new customers.

List Rental

Enhance your direct marketing programs with our proven, responsive lists. From the growing charismatic/renewal market to a variety of nondenominational consumer and supplier lists, we can help you reach the people you need to grow.

Card Deck

Card decks or coupon packs are designed to reach the thousands of new subscribers we have added during the last six months - hot prospects and unduplicated mailings in both the consumer and Christian trade arenas. You will find that this is one of the most cost-effective methods for communicating your specific message.

Additional Opportunities

Through our most-trusted printers and suppliers, we can also provide such customized capabilities as personalized in-publication advertisements; printing splits for tests and market research; "sticky" notes with an additional message or call-to-action attached to your ad; along with gatefolds, stickers, pop-ups and other creative marketing tools to help you deliver your message in the most compelling way.

POWERFUL PUBLICATIONS

At Strong Communications Company, our three primary publishing divisions - magazines, books and Christian educational materials - continue to grow. Not only have we maintained our commitment to produce excellent editorial, we have been diligent in coupling it with the advertising of excellent products and services.

Charisma

A nondenominational publication serving the charismatic/renewal market, this excitingly different Christian magazine has a monthly circulation of over 200,000 copies, with a pass-along rate of 2.8 per issue. Our typical subscribers have been with us for more than three years, have an average family income of \$40,000, and keep their copies for six months or more. Seventy percent are female, 66 percent are married, and 55 percent have purchased products as a direct result of seeing an ad in the magazine.



New Man

This energetic new magazine is aimed at an exclusive audience of more than 125,000 Christian men between the ages of 25 and 54. The vast majority are married and raising children, have a powerful sense of commitment to their families, and strive to build an environment of love and security. Most are also well-educated and have a strong work ethic, which has led to significantly higher than average household incomes.



Inspirational Giftware

As an advertiser, *Inspirational Giftware* is a vital link to expand your existing market or cross over into a new one. No other publication is dedicated to exclusively covering the inspirational and religious gift market. *Inspirational Giftware* provides you with unprecedented exposure to both Christian and general market stores.



Ministries Today

The most active and involved Christian leaders are drawn to this cutting edge publication. Mostly men between the ages of 35 and 54, they are interested in staying up-to-date and knowledgeable about products and equipment they need in their churches - which have an average total annual budget of more than \$400,000 - and most have a majority influence and/or final authority for purchasing decisions.



CHRISTIAN RETAILING

As the leading trade publication for the Christian products industry, this magazine's mission is to keep retailers informed of the latest publications, music, videos, multimedia, apparel and gifts in the marketplace, and help them to make educated decisions regarding the needs of their customers. Mailed to more than 8,500 owners, managers and buyers within progressive, growing businesses, this magazine is the best way to showcase your products and services to the entire industry.



Spiritled Woman

This in-depth magazine is targeting women from all walks of life, encouraging them to reach for new heights. Many opportunities are opening up today for women in ministry, and they are stepping up to meet these opportunities. Reach over 100,000 of the most active Christian consumers in the world.



Vida Cristiana

This is the premier Spanish-language publication serving the large and influential Christian market throughout Latin America. In their quest to follow a Spirit-led lifestyle our 25,000 subscribers - and the many people with whom they share our publication - rely on *Vida Cristiana* to provide uplifting articles and information, as well as to point them toward quality products and services.



UNCOMMON CAPABILITIES

With the diverse range of experience and capabilities we've acquired through the years, many of our clients choose to utilize our specialized services in furthering their Christian advertising and marketing objectives. Through our extensive network of in-house capabilities and trusted suppliers, we can provide you with extremely cost-efficient services in a wide range of areas.

Print Brokering

As the leading publisher of Christian magazines, we have established relationships with many of the top printers in the country. As a result, there's a good chance we can save you money on printing bind-in cards, brochures, sales flyers, magazines, promotional mailings, and all your other sales and business collaterals.

Advertising Design

Not only do we work with experienced outside copy editors, creative directors and photographers, we also have our own, full-service, in-house ad agency. Drawing from these extensive resources, we can take you from concept, copy and design to digital and film production of your ad or other marketing materials. And we can offer you the lowest prices on film output anywhere.

Broadcast & Electronic

Through *Charisma Now!* TV, we have begun to develop tremendous resources and capabilities for producing high-quality television, video and radio projects. From advertisements for Christian stations to video profiles of your products, we are on the cutting edge of today's electronic media.

Interactive Advertising

We can help your business do more business on today's fastest growing medium, the Internet. Banner, video and audio advertising, on Christian Web sites - including our own award-winning Strong Communications site - is only the beginning. This interactive advertising may be the boost your business needs.

Web Site Design & Maintenance

Turn a new or existing Web site into the full-blown business tool it was meant to be. Our experienced designers know how to build an effective Web site for your business - one that can fulfill the potential you always hoped the Internet would provide.