

 **NAVPRESS**
PERIODICALS GROUP
Discipleship Journal • Pray • Current Thoughts & Trends

February 18, 2001

John Doe
Christian Publications
123 Main Street
Anytown, USA 99999

Dear John,

Thanks for calling to discuss advertising in *Discipleship Journal*. Enclosed is a complete media kit with information on our editorial, readership, circulation, ad rates, and advertising policy.

At Discipleship Journal our editorial mission is clear: to help believers develop a deeper relationship with Jesus Christ, and to provide practical help in understanding the Scriptures and applying them to daily life and ministry.

With each issue of *Discipleship Journal* you'll reach over **140,000 subscribers** and nearly a quarter of a million end-readers. You'll build recognition and increase awareness with Christian lay-leaders that are serious about their spiritual growth and ministry to others.

Your message will reach a target audience with a median age of 44 and a gender mix of **65% female** and **35% male**. *Discipleship Journal* readers shopped at Christian bookstores on average once a month and **46%** lead or co-lead a small group.

As a bonus, with each ad placement you receive a **free** Reader Service Card listing. This service provides you with names, mailing labels, and monthly reports to track the effectiveness of your promotional efforts.

And to help guarantee a strong return on your investment, we offer a first-time advertisers discount of 25% off the 1X open rate. This is in addition to any other discounts such as pre-booked contract discounts, agency discounts, and prompt payment discounts.

Again, thanks for your interest in *Discipleship Journal*. Don't hesitate to call me at 1-800-504-2924 to discuss advertising and how we can help you build awareness for your organization.

In His service,

Bob Yates
Advertising Director

Enclosures