



CHRISTIANITY TODAY
INTERNATIONAL

Christianity Today
Books & Culture
Building Church Leaders
Campus Life
Christian History
Christian Parenting Today
Christian Reader
Leadership
Marriage Partnership
Men of Integrity
Preaching Today
Today's Christian Woman
Your Church

Dear Marketing Executive:

Thank you for your interest in CTI Publications. Enclosed is the media information you requested. There is a substantial amount of material included in this package that will hopefully address any questions you might have, but before you peruse it all, let me provide you with a few highlights:

CTI was founded in 1956 with the publication of our first title—CHRISTIANITY TODAY. We now offer ten distinctive magazines with well over 2.6 million readers nationwide covering the church market from nearly every perspective. For example, if you wish to reach clergy and other church leaders, we offer three titles which target that market reaching 150,000 churches with a combined annual budget of \$48.9 billion.

Please take a few moments to look carefully over the research provided. I will give you a call shortly after your receipt of the material to answer any questions you might have. Please be assured that your marketing success is our goal, and we will provide you with the very best service possible.

I look forward to talking with you and trust we can work together soon.

Sincerely,



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