

CTI's Mission Statement

To communicate primarily through outstanding periodicals the depth and transforming power of the Gospel as it penetrates all spheres of life.

Advertising Department Purpose Statement

To help current and prospective clients effectively market their products through advertising in CTI publications.

Dear Friends,

Please notice our name change and new logo: Christianity Today International! We at CTI are excited about our expanded ministry. CTI now serves the global church with publications designed to meet the needs of Christian leaders and laity alike—of adults, youth, and families.

Though our image is changing, one thing you can depend on is the commitment to excellence we have in the advertising department here at Christianity Today International. We are not simply striving for a standard that surpasses others. We are striving for a standard of performance that is unmatched and surpasses our customers' expectations.

Your challenge as a marketing specialist is not deciding where to spend your money; it's deciding where to invest it. You and I know that in these times, one must qualify every aspect of an upcoming advertising campaign.

For you, our advertisers, our team is committed to improving our client service and marketing resources. Your Account Executive is dedicated to providing you with the service that you expect and deserve. We are also dedicated to providing you with better market research, better tools to evaluate your advertising, and better resources to help you reach your marketing objectives.

Our ten publications, along with ChristianityToday.com, offer unique targeted audiences. Our readers are passionate about each publication's editorial content and have reported to us that they value products and services they see advertised.

Whether you are trying to reach a strong women's market, church leaders, teens or parents, computer enthusiasts or history buffs, CTI publications and online service are here for you.



Sincerely,
Linda Schambach
Vice President, Sales