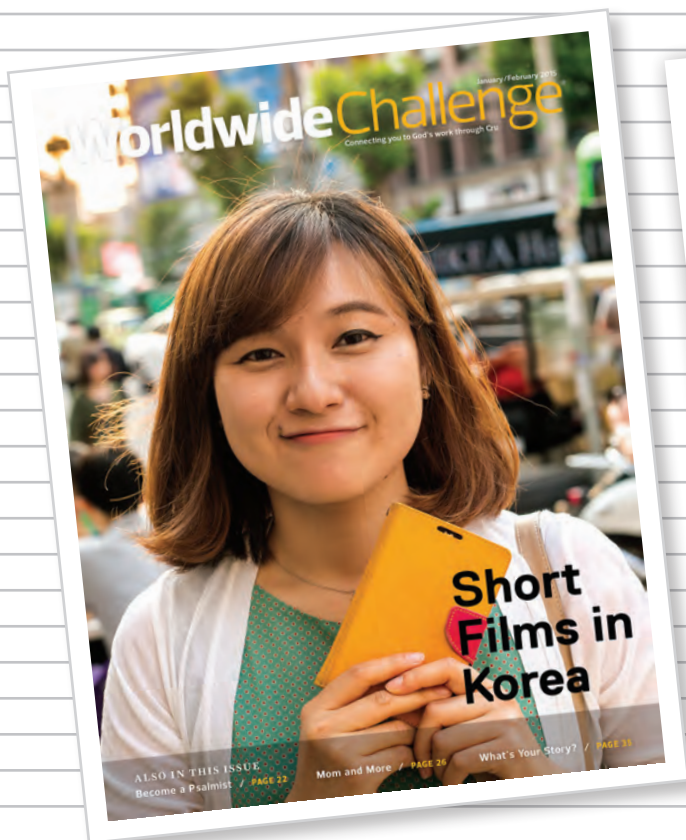


# Worldwide Challenge®

THE FLAGSHIP PUBLICATION OF CRU



*Reach Cru donors,  
staff members and  
ministry affiliates with  
your mission and message.*

# WHY advertise in Worldwide Challenge®?

*Worldwide Challenge*, the flagship publication of Cru, is one of the few evangelical Christian publications still thriving—in print and online. Through faith-strengthening stories and inspiring photography, this award-winning magazine informs and challenges readers about God's life-changing work throughout the world.

In addition to Cru staff members, 98% of *Worldwide Challenge's* readership is comprised of ministry partners who put their finances where their hearts are—sharing the gospel and helping others, as well as themselves, grow in Christ. Each bimonthly issue is read by approximately 100,000\* evangelical Christians. **All advertisers receive complimentary advertising on the home page of our website, [worldwidechallenge.org](http://worldwidechallenge.org), as well as through our online “Web Partners” page.**

\* An independent study conducted by Sabatier Consulting indicates *Worldwide Challenge's* subscription base of more than 60,000 readers extends to almost 100,000 through its pass-on readership.



**W**orldwide Challenge has developed the audience, the quality, and the credibility to take your organization's message and extend your reach to 100,000\* committed evangelicals who are motivated to grow in their devotion and service to the Lord.

Whether you are promoting Christian books and training materials, conferences, opportunities for higher education and seminary training, or conferences and retreats, *Worldwide Challenge* can offer you a mature spiritual audience.

**No other comparable Christian publication can offer your organization the target market it wants and needs for the same incredibly low CPM. Check out our rates on the back panel of this Media Kit.**

*We guarantee it!*



## Our Commitment to Quality

Our readers look forward to each issue knowing that they can trust the integrity of our editorial and advertising selections.

Advertising in *Worldwide Challenge* is quite exclusive—we allow for only a 25% ratio of advertising-to-editorial content per issue to maintain a quality reading experience. It also provides our advertisers with fewer competing ads so that each issue is not “ad heavy.”

Our commitment to journalistic excellence remains a top priority too. Each year the magazine wins numerous awards in both secular (Florida Magazine Association) and Christian media (Evangelical Press Association), attesting to its commitment to excellence in journalism and photography. We are pleased that the FMA awards provide the magazine with a positive Christian voice within the secular publishing industry. You can find a list of each year's awards and honors on our website.

## Our Guarantee

We guarantee that your message will reach a minimum of 60,000 evangelical Christians with a pass-on total viewership of approximately 100,000 readers.\* Our readers are dedicated believers who are committed to Cru's strategies and vision for world evangelism and discipleship. They invest heavily in the Great Commission through financial support, church leadership involvement, mission participation, and developing their own spiritual growth.

**60%** agree that advertising in *Worldwide Challenge* was helpful in finding good spiritual resources.

**53%** have made online purchases

**60%** shop at Christian bookstores 2-6 times each year.

**50%** have incomes over \$50,000 with another 24% over \$99,000.



# WHO is the Worldwide Challenge® Reader?

Our most recent reader survey, conducted by Sabatier Consulting, indicated that:

- 70% read *Worldwide Challenge* faithfully, with 54% indicating they read it cover-to-cover.
- 80% have an “excellent/very good” overall impression of the magazine.
- Many readers pass on their issues to at least one other person, giving *Worldwide Challenge* an extended readership of more than 100,000\*.

Other highlights include:

## PROFILE

- 70%/30% ratio women to men
- 75% have at least a college degree
- Median age is 55
- 80% are married, and 40% have children at home
- More than half have household incomes of over \$50,000, and 24% have more than \$99,000

*Worldwide Challenge* readers are:

## PROVEN BUYERS

- 60% purchase products at their local Christian bookstore
- 80% said they were hungry for more books, Bibles, DVDs and online resources
- 60% visit a Christian bookstore regularly
- 53% make online purchases

*Worldwide Challenge* readers are:

## SPIRITUALLY COMMITTED

- 80% attend a church or home Bible study
- 87% serve in a leadership or teaching role within their church
- 53% actively share the gospel, with many being nurtured by participating in Christian conferences and/or mission trips



# 60%

Sixty (60%) percent of our readers find advertising in *Worldwide Challenge* to be helpful in obtaining quality resources or information as they visit Christian bookstores and websites in search of cutting-edge material that will help them continue to grow spiritually.

*Worldwide Challenge* offers:

## YOUR MESSAGE TO A NEW AUDIENCE

Each year, *Worldwide Challenge's* audience refreshes with 24% new readership. *Worldwide Challenge* is unique in that it still has a thriving print model that reaches a wide demographic group—one not built on age, but on spiritual convictions. The majority of readers—82%—feel that *Worldwide Challenge* is a quality source of information about Cru activities, with 93% financially supporting its programs and staff members. Almost two-thirds of our readers have consistently told us that they prefer to receive the magazine in the printed format, with 62% indicating they would not be interested in a digital edition if it were available. That's not to say they don't visit Christian websites—more than 50% do—but *it's a strong indicator that our 60,000 readers can be reached most strategically through print advertising.* Note: They also indicated that they read other Christian publications minimally: roughly 1% read *Charisma*; 13% read *Christianity Today*; and 17% (each) read *Decision* and *Guideposts*.

*Worldwide Challenge* offers all of its print advertisers free promotion on its homepage, as well as through the current “Ad Partners” promotional page also on [worldwidechallenge.org](http://worldwidechallenge.org).

# Advertising Policy



*Worldwide Challenge* seeks to show how God is directing the hearts and hands of Cru staff members around the world and to challenge its readers to join the movement in making Christ known. Any advertisement placed in *Worldwide Challenge* must: (1) be consistent and compatible with the magazine's mission statement and with Cru's corporate Statement of Faith (i.e., the focus is on discipleship and evangelism); (2) comply with all applicable federal, state, and local laws and regulations; and (3) have no political agenda.

A review committee will be responsible for determining an advertisement's appropriateness. The key issue when analyzing the acceptability of each advertisement is "will the reader be served?" *Worldwide Challenge* and its authorized review committee reserves the right to reject any advertisement at any time and will not be held liable for any costs relative to an advertisement that has been rejected.

Where applicable, an organization's reputation and management practices are also subject to review. The review committee or *Worldwide Challenge* reserves the right to place the word, "Advertisement" with text that, in their opinion, resembles editorial matter.

The following specific guidelines will be used in making this evaluation:

1. Advertisements for products and services that help promote the personal spiritual growth of our readers, or directly support discipleship training and/or evangelistic ministry outreaches, are acceptable.
2. Advertisements that directly contradict the doctrinal statement or ministry philosophy of our publisher, Campus Crusade for Christ International, will not be accepted.
3. Advertisements for products such as Christian T-shirts, Scripture checks, Christian cruises or entertainment venues, or other similar general merchandise-style items will not be accepted.
4. Advertisements that make direct fundraising appeals will be limited. Coupons are not accepted.
5. Advertisements promoting questionable money-making ventures are not accepted.
6. Advertisements that lack a high quality of craftsmanship in layout, design or text will be rejected.
7. Advertisements with a design and layout similar to the editorial pages of *Worldwide Challenge* must include the word "Advertisement" at the top of the ad.



*Worldwide Challenge* will endeavor to guard against any loss to the Advertiser through failure or errors to properly reproduce your advertisement. In the absence of gross negligence, *Worldwide Challenge* will be indemnified by the Advertiser and will be held harmless against any loss sustained as a result of any claim, suit or proceeding made or brought against *Worldwide Challenge* or the Advertiser based on messages or materials that we have published with your approval. In addition, nothing in our Publisher-Advertiser relationship will require *Worldwide Challenge* to undertake any campaign, or otherwise publish or transmit messages in any form whatsoever which, in our sole judgement, would be misleading, libelous, unlawful or otherwise prejudicial to *Worldwide Challenge* or the Advertiser.



### Page Rates 2016

Current rates below include 15% Agency Discount

Inside Pages	Frequency		
	6x	3x	1x
Full Page	\$2,174	\$2,297	\$2,411
1/2 Page	\$1,767	\$1,861	\$1,940
1/3 Page	\$1,363	\$1,451	\$1,575

Inside Covers	Frequency		
	6x	3x	1x
Inside Front	\$2,403	\$2,599	\$2,783
Inside Back	\$2,237	\$2,499	\$2,651



#### Full Page

Size: 8.0 x 10.5  
Bleed: 8.25 x 10.75  
Non-bleed: 7.5 x 10.0



#### 1/2 Page

Vertical  
Size: 5.1 x 6.7  
Bleed: 5.35 x 6.95  
Non-bleed: 4.6 x 6.0



#### 1/2 Page

Horizontal  
Size: 8.0 x 5.25  
Bleed: 8.25 x 5.5  
Non-bleed: 7.5 x 5.0



#### 1/3 Page

Vertical  
Size: 2.75 x 10.5  
Bleed: 3. x 10.75  
Non-bleed: 2.5 x 10.0

Rates include use of four-color and full-page bleeds.  
All rates are net as agency discounts have already been deducted.

**NOTE:** Requested low folio or special position ads will incur an additional 10%-of-net space cost.

### 2016 Advertising Production Dates

	J/F	M/A	M/J	J/A	S/O	N/D
Preferred Position Reservation Date	9/14	11/6	1/7	3/3	5/6	7/7
General Location Reservation Date	9/22	11/17	1/19	3/15	5/17	7/19
Review Ad* (Low-Res Copy/Layout)	10/23	12/10	2/18	4/14	6/16	8/18
Final Ad (Press Ready Hi-Res)	11/10	1/12	3/8	5/3	7/5	9/6

**\*E-mail compressed low-res pdf of the ad to  
Sherry.Cumpstone@cru.org for review.**

Worldwide Challenge reserves the right to review and refuse any potential advertisement, or the copy or layout of reserved, scheduled ads. Client advertiser cancellations must be made within 60 days of the press date or client will incur a 50% penalty.

### Advertising Questions?

For Corporate and Cru Ministry Accounts:  
Contact Lindy Mason, Advertising Manager

[P] 1-800-688-4992 [#2] or 407-293-6636 | Worldwide Challenge  
[F] 407-826-2374 | 100 Lake Hart Dr., Dept. 1600  
[E] Lindy@FaithBasedMediaGroup.net | Orlando, FL 32832-0100



**Let Worldwide Challenge showcase your message and mission to committed believers who are seeking quality Christian programs and resources.**