

2023



RETAILER INFORMATION KIT



OUR MISSION

To provide our member retailers with the highest quality Christian advertising materials, promotions and services for a successful business and ministry.

OUR PURPOSE

To further the cause of God's Kingdom by putting quality Christian products into the hands of people everywhere as efficiently as possible.

OUR VALUE

To offer value pricing, effective marketing and excellent service:
Affordable. Effective. Innovative.

OUR FOCUS

To grow and serve independent Christian retailers who are serving the Lord. To help us achieve this mission, we meet with our member stores virtually monthly and twice a year in person.

Why should you be a part of a marketing group, this marketing group?

The Munce Group was established for the purpose of equipping independent Christian retailers with the highest quality Christian materials and services so that they can be fully equipped for a successful business and effective ministry.

- **Dedicated to YOU, the Independent Retailer**

We recognize that independent Christian retail is a business and a ministry. The Munce Group's desire is to keep you strong and healthy by creating affordable, traffic-driving promotions and offering services that save you money.

- **Many Years as the Largest Marketing Group in the Industry**

We have been assisting independents with marketing and business solutions for almost 30 years and have remained the largest marketing group in the Christian product industry.

- **Reach Your Customers More Effectively**

You need to communicate regularly with your customers. Remind them often that you are still the best source for quality Christian products and that your store serves as an invaluable resource to equip and encourage them for their walk of faith.

- **Marketing Works!**

Whether it is a catalog, flyer, postcard, email, in-store merchandising or a social media post, marketing gets your customers into your store. The Munce Group is the leading marketing group that incorporates compelling offers as well as content marketing to reach customers, identify their felt need, match that felt need with appropriate products and give them a reason to purchase products from you.

- **We Are Here to Serve You**

Large or small. Urban or suburban. High volume or new start-up. The Munce Group has solutions for you to remind your customers that your store is THE place to shop for Christian products. We can help!

What are the membership requirements?

1. Participate in at least two promotions.

We recommend our Spring Sale promotion and Christmas Sale promotion. We believe that distributing a catalog to your customers during the two key selling seasons of the year is the absolute minimum necessary to make them effective. Ideally, you should send four or more catalogs in order to train your customers to anticipate getting your catalogs. (Most Munce Group member stores mail to their customers a minimum of four times per year.)

2. Pay your bills on time.

3. Support the catalog to the best of your ability by having the advertised products in stock.

When your customers come in excited about a featured product in your catalog, you will want to have the product in stock so that they are delighted rather than disappointed!

No recurring membership fees apply!

No contracts!

**The Munce Group works with all stores,
no matter the size or sales volume!**

Three words capture the heart of the Munce Group: **Service. Community. Value.**



Enabling retailers to grow in their business and ministry

- Top-notch marketing and promotional services that allow a retailer to reach consumers WHERE THEY ARE: at home, in store, online, at church and in school
- A dedicated and experienced team of service, retail and marketing specialists
- Excellence in execution, communication and effectiveness; reflecting the heart, soul and business of the independent Christian retailer





Creating a supporting family of retailers and vendors

Group Influence

- Munce is your advocate in the industry with vendors, distributors, etc.
- The Munce Group represents the largest segment of independent business within the industry. The Munce Group is a priority for vendors.
- Extended terms and discounts through distributors and key vendor partners
- Margin protection from vendors for many sale items featured in catalogs

Christian Product Expo (CPE) – cpeshow.com

- Events bring independent retailers together to encourage, equip and engage
- Face-to-face time with vendors
- Hear the heart of artists and authors
- Valuable FREE training by industry professionals
- Show specials

Social Media

- MunceTalk - Member-exclusive Facebook group
 - Specials, contests and reminders for Munce members only
 - Interact with and encourage fellow retailers
- Shareable social media content available on Munce Facebook pages

Munce.com - Business-to-Business Website

- Ordering information for upcoming marketing opportunities
- Catalog previews available as soon as they are finalized
- Vendor specials
- Industry news
- Marketing training videos
- All available at your convenience



Providing effective and affordable marketing and business solutions

Seasonal Catalogs and Flyers

- Lowest price in the industry
- Customized imprint with your store information
- The latest releases and bestsellers
- Editorial content that explains the features and benefits of the advertised item
- Clear sale message
- Your choice of coupons
- Conservative product edition offered for some catalogs
- Flexible time frame and duration
- Much, much more!

Electronic (Digital) Toolkit

- Full featured electronic catalog with interactive book & movie trailers
- Facebook images and posts with a recommended posting schedule
- E-Blast templates
- Printable shelftalkers for every book and Bible in the catalog
- Customizable, printable signage to use however you'd like!
- Customizable bag stuffers

Specialty Pieces

- 2 Day Sale flyer
- Twelve Days of Christmas insert

Seasonal Sign Kits

- Quality signs at an unbeatable price

National Branding & Strategic Partnerships

- Munce store locator on many author, artist, vendor, and social media sites
- Partnerships with the Christian Author Network and American Christian Fiction Writers foster relationships with hundreds of outstanding authors



SEASONAL CATALOGS

Low Price

- Only 9 cents per catalog or 6 cents per flyer
- 500 catalogs mailed for the all-inclusive price of \$310*
- 500 flyers mailed for the all-inclusive price of \$300*

*prices subject to change

Imprint space is customizable for each catalog at NO CHARGE!

- Use your imprint area to create your own message
- Include any contact information you prefer
- Notate your listings on Facebook, Twitter, Pinterest, etc.
- Highlight a unique product line
- Announce a special event

Coupons

- Choose each coupon from several options
- Customize completely
- Located on the inside covers

Clear Sale Message

- Sale pricing to attract the consumer
- Many sale prices are supported by the vendor to protect your profit margin
- Overall margin protection

Content Marketing

- Plan of salvation in every catalog
- Extra content to increase your catalog's longevity

Electronic (Digital) Toolkit

- Available for all full-size catalogs and some flyers/ inserts
- Easy to email and post on social media

Sample front cover



Sample back cover



Sample inside cover



Sample customized coupon



SPECIALTY PIECES

2-Day Sale Flyer

- Choose two days in November or December for a Super Sale!
- Doorbuster sale pricing to drive traffic
- Vendor-supported pricing to protect your margin

Sample front cover



Sample inside content



Sample back cover



12 Days of Christmas Sale Insert

- Four page insert with a blockbuster sale on each of the twelve days
- Available for insert in November or December
- Vendor-supported pricing to protect your margin



Sample insert



PROMOTIONAL SUPPORT

Bag Stuffers

- Professionally designed for each season
- Formatted for easy printing at your store
- Available 24/7 on munce.com



Sale Stickers

- Available at munce.com
- One inch, bright yellow stickers with removable adhesive
- Available in a variety of denominations



MunceTalk

- Member-exclusive Facebook group
- Specials, contests and reminders for Munce members only
- Interact with and encourage fellow retailers





CPE-CHRISTIAN PRODUCT EXPO

Encourage

- Be uplifted, inspired and challenged by God's Word through the speakers, artists and entertainers
- Be with like-minded people from all areas of the Christian retail industry

Equip

- Learn from valuable training and workshops
- Accomplish your buying in a short amount of time
- Save on vendors' show specials

Engage

- Be blessed by connecting with other independent Christian retailers
- Benefit from face-to-face meetings with vendors
- Get to know the heart of the artists and authors

CPE is free to all independent Christian retailers and offers a generous expense reimbursement program. Check out all the current details at www.cpeshow.com!

Upcoming shows:

CPE Summer 2023: August 6-8, 2023

Hyatt Regency Central Bank Center, Lexington, KY



christian product expo™

Where the Industry Does Business





IN-STORE SIGNAGE

Merchandising Kits: Two seasonal kits available

Spring/Summer

Use during: March, April, May, June, July & August

Seasons: Easter, Spring, Summer, Back to School, Mother's Day, Father's Day, Graduation

Other themes: Bible verse, Shop Local

Sale signs: Bibles, Books, Kids, Entertainment

Fall/Winter

Use during: September, October, November, December, January & February

Seasons: Fall, October SALE, Christmas, New Year, Love Theme/Valentine's

Other themes: Cancer Awareness, Pastor Appreciation, Shop Local

Sale signs: Bibles, Books, Kids, Entertainment

Basic Kit Includes:

4 each of all monthly seasonal signs (23" x 16")

3 each of other themed signs (23" x 16")

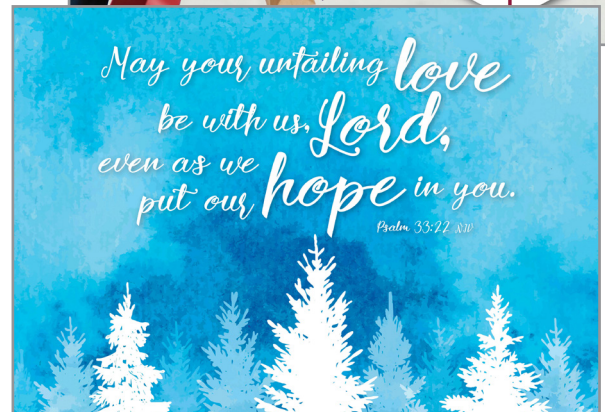
2 each of 3 SALE signs minimum (23" x 16")

Mini Kit Includes:

2 each of all monthly seasonal signs (23" x 16")

2 each of other themed signs (23" x 16")

2 each of 3 SALE signs minimum (23" x 16")



Note: Additional posters are available for purchase with the purchase of a kit.

CONTACTS

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For a referral from an active retail advisor, contact:

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