



marketing solutions for today's retailers

**2023
ADVERTISING
MEDIA 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.



STORES WE SERVE

The Munce Group serves 223 independent Christian stores.

- 122 of these stores actively order catalogs
- 12 new stores signed on in 2022

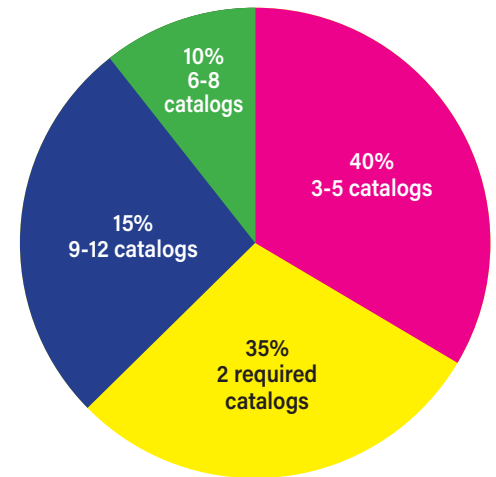
2022 Catalog Participation

35% of stores participated in 2 required catalogs

40% of stores participated in 3-5 catalogs

10% of stores participated in 6-8 catalogs

15% of stores participated in 9-12 catalogs



2022 Circulation

Small catalogs: 40K - 50K

Medium catalogs: 80K - 100K

Large catalogs: 125K - 175K

While it is our goal to drive consumers back into their local bookstore, sales across all retail boards increase when catalogs hit homes.

The buyer from Barnes and Noble said,

“Never stop advertising in the Christian catalogs. We can always tell when they circulate.”





2023 CATALOG CALENDAR

June - Summer Sale Catalog

Contract Due: 3/17/23 Start Date: 5/29/23
Materials Due: 3/24/23 End Date: 7/15/23
Product In-Store: 5/8/23

August - Back to Basics Catalog

Contract Due: 5/5/23 Start Date: 7/16/23
Materials Due: 5/12/23 End Date: 8/26/23
Product In-Store: 6/26/23

September - Fall Catalog

Contract Due: 6/16/23 Start Date: 8/28/23
Materials Due: 6/23/23 End Date: 9/30/23
Product In-Store: 8/7/23

October - Harvest Flyer

Contract Due: 6/16/23 Start Date: 8/28/23 or 10/2/23
Materials Due: 6/23/23 End Date: 10/28/23
Product In-Store: 9/11/23

November - Christmas Sale Catalog

Contract Due: 8/18/23 Start Date: 10/30/23
Materials Due: 8/25/23 End Date: 11/25/23 or 12/23/23
Product In-Store: 10/9/23

December - Countdown to Christmas Catalog

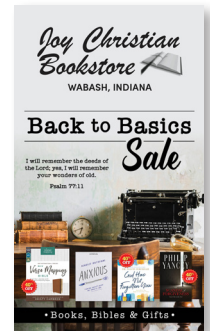
Contract Due: 9/15/23 Start Date: 11/27/23
Materials Due: 9/22/23 End Date: 12/30/23
Product In-Store: 11/6/23

2 Day Sale Flyer

Contract Due: 8/18/23 Start Date: 10/30/23
Materials Due: 8/25/23 End Date: 11/25/23
Product In-Store: 10/9/23

12 Day Insert

Contract Due: 8/18/23 Start Date: 10/30/23
Materials Due: 8/25/23 End Date: 12/16/23
Product In-Store: 10/9/23



General Conditions: Cancellations must be made in writing and may be accepted after the published ad closing date; however, fees may apply. Munce reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Munce holds advertisers liable for monies as are due. Munce shall not be liable for any costs or damages for failing to publish an ad. Positioning of ads is at the discretion of the Munce Group except when a specific position is expressly guaranteed in writing.

Credit and Payment Terms: Once you establish your account with the Munce Group (credit check is approved), you will receive an invoice and a copy of the catalog as a tear sheet in the mail shortly before the street date of the catalog. You will be given 30 days to pay.



2023 PRINT AD COST & SPECS

Print Ad Cost	16 Pg Catalog or Seasonal Inserts	32 Pg Catalog	48 Pg Catalog	52 Pg Catalog
Full Page	\$4150	\$4900	\$6600	\$8500
1/2 Page	\$2200	\$2750	\$3750	\$4800
1/3 Page	\$1900	\$2200	\$2800	\$3300
1/4 Page	\$1350	\$1900	\$2200	\$2750
1/6 Page	\$925	\$1100	\$1450	\$1750

Estimated Circulation	30-50K (16 Pg Catalog)	50-75K (32 Pg Catalog)	100-150K (Seasonal Inserts)	150-250K (48-52 Pg Catalog)
Catalogs	<ul style="list-style-type: none"> • Winter Sale • Summer Sale • Back to Basics • Harvest Sale 	<ul style="list-style-type: none"> • Easter Sale • Fall • Countdown to Christmas 	<ul style="list-style-type: none"> • 2 Day Sale • 12 Days of Christmas Sale 	<ul style="list-style-type: none"> • Spring Sale • Christmas

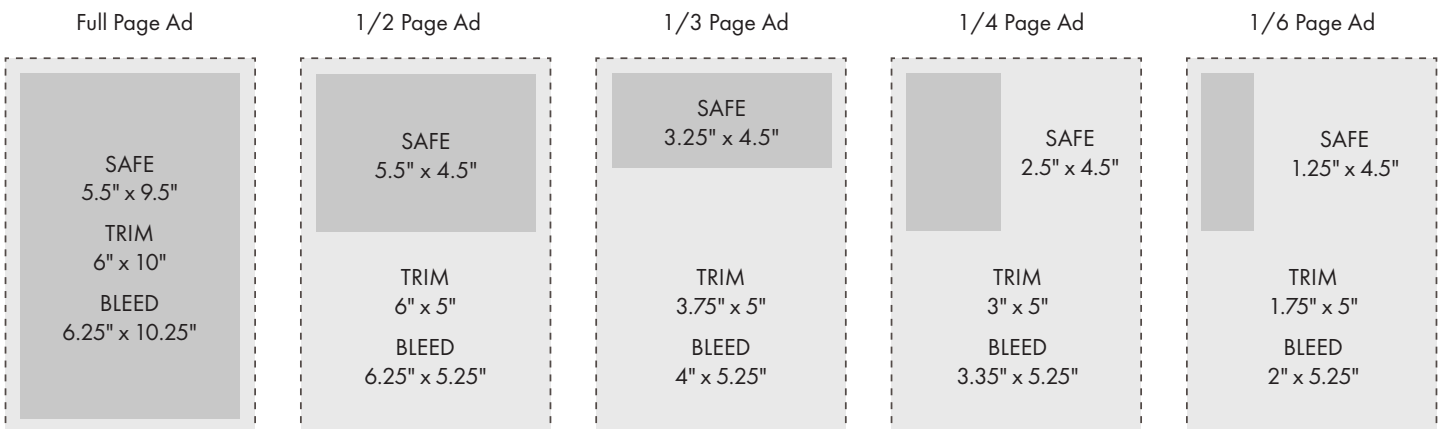
Catalogs

Trim Size: 6" x 10"

Printing Process: Web offset

Binding: Saddle-stitch

Image Requirements: High-res digital file (300 dpi), 3" x 5" in pdf, jpg or tif format



Dimensions are measured for live area. Any ad sent by vendor must include a .25" bleed around entire image.



IN-STORE SIGNAGE

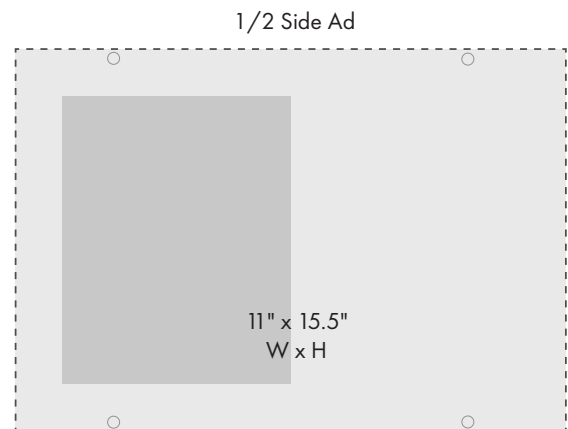
73 stores participated in 2021

116 stores participated in 2022 (First kit)

All product signs will have holes in the top and the bottom so retailers can create large window signs or use them as in-store signs. These signs are much more versatile, allowing us to offer you and our stores many more options.

- Books - Fiction and Nonfiction
- Entertainment - Movies and Music
- Bibles
- Children
- Promotions and more

Trim Size: 23" x 16"



Dimensions are measured for live area. Any ad sent by vendor must include a .25" bleed around entire image.

Fall 2023/Winter 2024 Merch Kit

Contract Due: 6/16/23

Start Date: 8/28/23

Materials Due: 6/23/23

End Date: 2/29/24

1/2 Side: \$550

One Side: \$825

Both Sides: \$1650



ADDITIONAL OPPORTUNITIES

Retailer E-Toolkit (also distributed via More to Life)

E-Blast Ad - \$200/each

- Maximum file size: (HTML plus images): 200kb
- Maximum width: 630 pixels
- Maximum height: Flexible
- All images must be jpg format*

Facebook Ad - \$100/each

- Image size: 470 x 246 pixels
- Text: No more than 500 characters
- Headline: 1-2 lines
- Link description: 2-3 lines*

**More to Life
Circulation**

Facebook: 107k
Instagram: 8k
Twitter: 25k
Eblast: 10k

1 Newsletter Banner Ad - \$150/banner

- Image size: 528 x 140 pixels*
- Available on CRA or More to Life e-newsletter

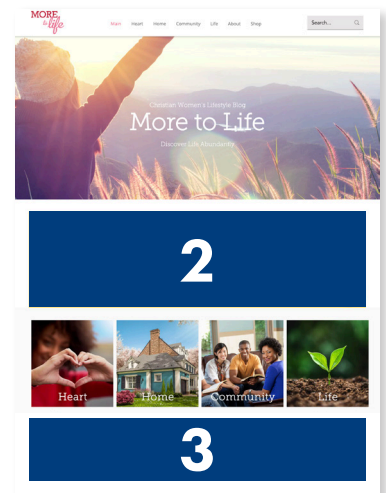


2 More to Life Rotating Banner Ad - \$200/month

- Image size: 1960 x 562 pixels*

3 More to Life Rotating Banner Ad - \$150/month

- Image size: 1960 x 324 pixels*



More to Life Podcast Package - \$500



- **Podcast:** Interviews with authors, addressing what happened, where they are now and how they can help others
- **Package includes:** 4 Facebook posts
2 E-blasts
1 Banner ad

* If you do not include a link, we will link products to www.mtlchristianbook.com



ADDITIONAL OPPORTUNITIES

NATIONWIDE ADVERTISING

Direct to Christian Schools



Ready? Let's Read!

Two flyers (100 products per flyer)

- Pre-K to 2nd grade
- 3rd grade & up

2023-2024 School Year

- Fall Flyer
- 9/15/23 - 11/26/23
- Spring Flyer
- 2/23/24 - 4/28/24

- 100+ schools
- Munce purchasing all products

Advertising Rate

- \$200 per product per flyer





CONTACTS

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marketing solutions for today's retailers



christian product expo™

Where the Industry Does Business



CHRISTIAN RETAIL ASSOCIATION

