

EACH MONTH, WE **HELP CHURCHES** AROUND THE WORLD.
YOUR SUPPORT AS A SPONSOR WILL MAKE IT POSSIBLE,
AND IN RETURN, WE LET YOU **REACH OUR READERS.**

WHO WE REACH

(based on 2010 reader survey)

36 AVERAGE AGE

62% READ CHURCH RELEVANCE ONCE A WEEK OR MORE

76% INFLUENCE OR DETERMINE MINISTRY PURCHASES

63% ARE LIKELY TO FURTHER THEIR EDUCATION

30% ARE FROM CHURCHES WITH OVER 1,000 IN ATTENDANCE

THE AVERAGE READER

ATTENDS **2** MINISTRY CONFERENCES EACH YEAR

READS **24** BOOKS EACH YEAR

READS **2** MINISTRY-RELATED MAGAZINES

READS **31** BLOGS

SUBSCRIBES TO **10** PODCASTS

AREA OF MINISTRY

- 20% Communications
- 19% Technical
- 17% Youth
- 16% Pastoral
- 15% Administration
- 13% Worship
- 8% Small Groups
- 7% Operations
- 6% Children
- 6% Missions
- 12% Other

DENOMINATION

- 46% Non-Denominational
- 20% Baptist
- 6% Assemblies of God
- 4% Methodist
- 3% Pentecostal
- 2% Christian Church (DOC)
- 2% Episcopal
- 1% Church of Christ
- 1% Lutheran
- 1% Presbyterian
- 12% Other

CHURCH SIZE

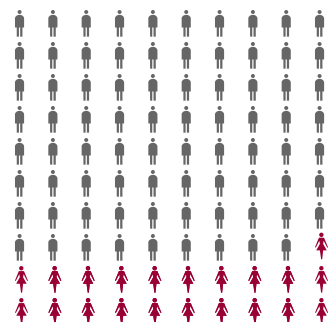
- 21% 0 to 100
- 19% 100 to 250
- 14% 250 to 500
- 13% 500 to 1,000
- 13% 1,000 to 2,000
- 11% 2,000 to 5,000
- 6% 5,000 plus

POSITION TYPE

- 57% Paid Staff
- 39% Volunteer

GENDER

Men 79% Women 21%



WHO WE REACH

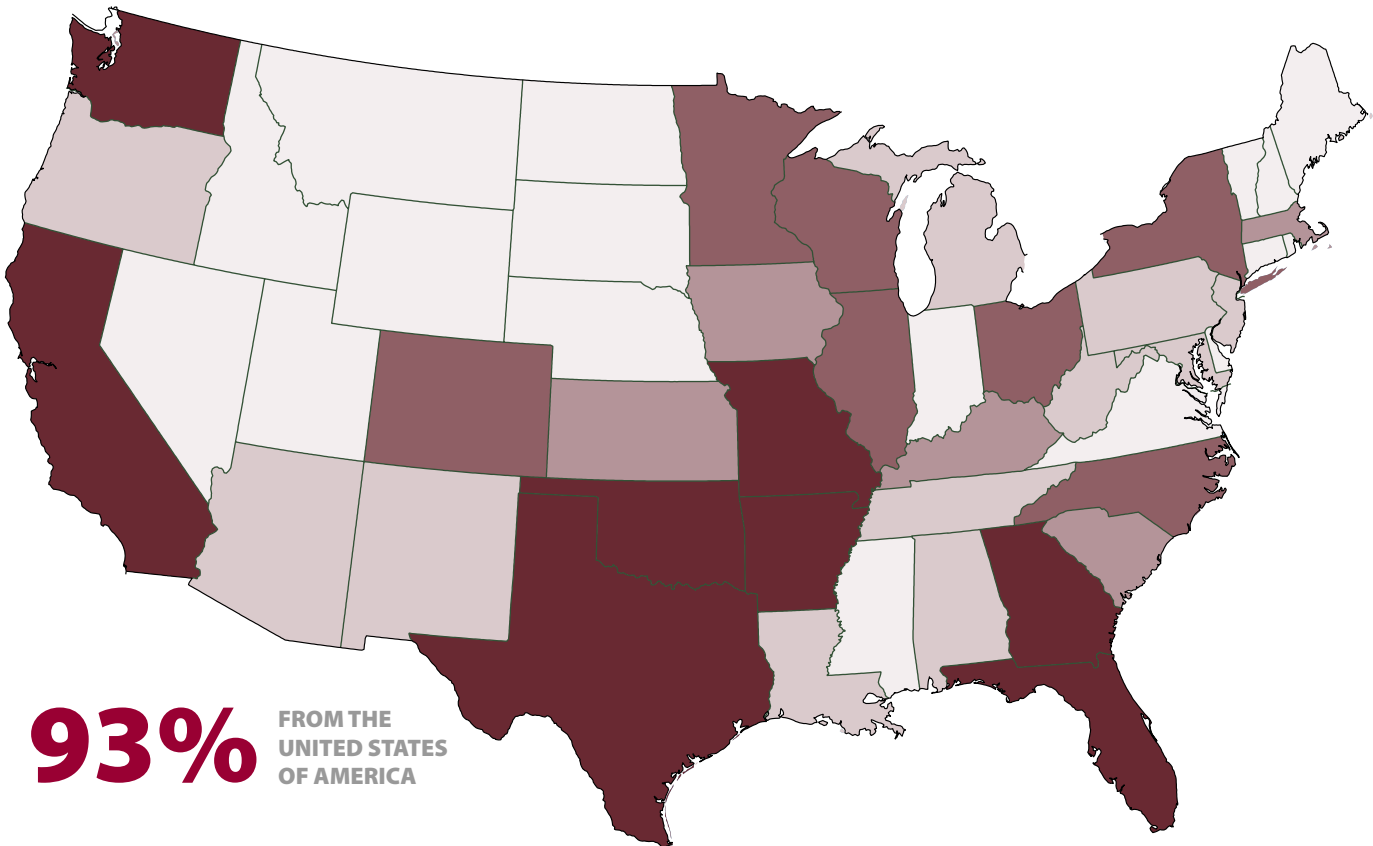
(based on July 2010 reader survey)

LOCATION

94% North America
 3% Europe
 2% Asia
 1% Australia/ New Zealand
 <1% Africa
 <1% South America

TOP U.S. STATES

8% Texas	4% Missouri	3% North Carolina	2% Massachusetts
6% California	4% Oklahoma	3% Ohio	2% South Carolina
6% Washington	3% Colorado	3% Wisconsin	
5% Arkansas	3% Illinois	2% Iowa	
5% Florida	3% Minnesota	2% Kansas	
4% Georgia	3% New York	2% Kentucky	



93% FROM THE UNITED STATES OF AMERICA

READING FREQUENCY

11% read Church Relevance once a day or more.

62% read Church Relevance once a week or more.

WORD OF MOUTH

64% BLOG

EDUCATION

80% have a 2 year, 4 year, or postgraduate degree.

39% have a ministry or theology degree.

AGE DISTRIBUTION

