

LEAD.

What is LEAD

LEAD (formerly *Solutions Magazine*) is a Christian leadership magazine designed for rising influencers in the church, marketplace, nonprofit, and political arenas. These leaders will be inspired to apply the principles of great leadership and take risks to leave their mark on the world.

Why We Rebranded

After ten years of speaking specifically into the lives of pastors and ministry leaders, we felt called to expand our borders to include Christian leaders of nonprofit organizations, marketplace businesses, and those in politics. We saw their desire to grow and make a difference by leading with integrity and sound character, and we wanted to stir them to LEAD intentionally, with greater focus and greater expectation.

LEAD is an improvement upon *Solutions*, including more multimedia and connectivity. Now, diverse Christian leaders can choose to communicate to our readers through timely articles, videos, podcasts and advertisements. We also moved to thematic issues, allowing us to focus on one topic from a variety of perspectives. We believe you'll enjoy the new look and feel of LEAD and hope that you will share it with the leaders you know.

Contributors & Editorial Calendar

High profile Christian influencers and leaders on the rise make up the Featured Contributors of LEAD. Check Out our 2020 Editorial Calendar for themes, advertisement opportunities and release dates:

FEB/MAR Issue — Key African American Faith Leaders share their perspectives on a variety of domestic and global issues

**Listings for Christian Bands, Musicians, and Novelty Acts available \$*

APR/MAY Issue — Seasoned leaders offer tips on Volunteer Activation and Retention

**Listings for Colleges, Universities, Online Courses and Certificate Programs available \$*

JUN/JUL Issue — Our Favorite Top Nonprofits and how they're changing the world

**Listings for Christian Nonprofits, Special Causes, Missions Opportunities available \$*

AUG/SEP Issue — Building Strong Families through advice from marriage and family experts

**Listings for Christian Books, Products and Family Tours/Retreats available \$*

OCT/NOV Issue — Churches on the Rise that are impacting their communities

**Listings for Christian Speakers, Evangelists and Missionaries available \$*

DEC/JAN Issue — Leadership Experts You Should Be Following via books, blogs, podcasts and vlogs for regular indirect mentorship

**Listings for Leadership Coaches, Counselors, Retreats, Conferences available \$*

Audience Information

LEAD is received by the audience of the former *Solutions Magazine*: nearly 100,000 pastors and ministry leaders, and it is growing to include subscriptions from Christian businessmen and leaders in the political arena. Potential audience reach when including affiliate websites and social media exceeds 1 million with every issue.

Accessibility

LEAD is accessible on its website, readleadmag.com, and via Facebook, Twitter, Instagram, and our parent company Smith Media Group, smithmediagroup.com. It is promoted on a variety of partner and affiliate websites, terrestrial and IPTV television networks, radio stations and more.

To reserve editorial or advertisement space in LEAD, contact Kelinda Crawford at kelinda@smithmediagroup.com.

Advertise With Lead

LEAD offers flexible advertising options. You can now select from:



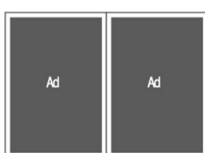
1/4
Page Ad
\$750



1/2
Page Ad
\$1,250



Full
Page Ad
\$2,500



2-page
Spread Ad
\$5,000



Editorial
(500 words)
\$3,000



Book Review
(500 words)
\$3,000



Thematic Listing
(8 Listings per page)
\$350



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