



2020 Media Kit

**LEAD.**

# THIS IS LEAD

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*LEAD* is a bi-monthly, digital-only leadership magazine. It is designed and produced by Smith Media Group, a full service agency for proactive ministries worldwide. A free resource, *LEAD* shares wisdom and creative ideas from some of the most respected members of the Christian faith with leaders in both the church and the marketplace. It is consistently hailed as an excellent publication and top tier Christian magazine.

## You Should Know:

### *LEAD readers include:*

- Christian leaders from all walks of life
- Nearly 100,000 pastors and associates
- 1.2 million unique email addresses
- Social media reach of 1.5 million

### *LEAD featured contributors include:*

- |                   |                  |
|-------------------|------------------|
| • Rick Warren     | • Roma Downey    |
| • James Robinson  | • Tim Tebow      |
| • T.D. Jakes      | • Daniel Kolenda |
| • Joyce Meyer     | • Tony Dungy     |
| • Robert Morris   | • Bear Grylls    |
| • Robert Jeffress | • Lee Strobel    |
| • Christine Caine | • Charles Blake  |



# CONNECT WITH LEAD

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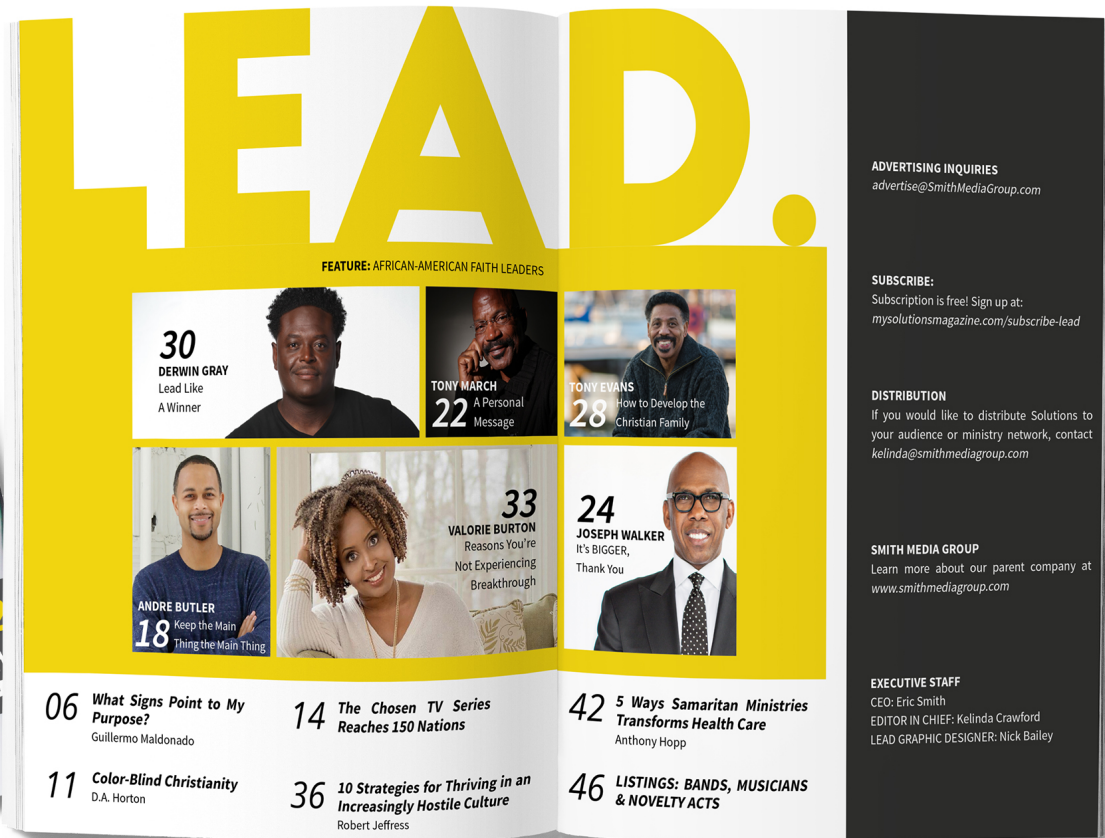
To cater to the on-the go nature of today's leadership, *LEAD* has been developed as a digital-only magazine, accessible via our website. We also share similar content via the *LEAD Blog*. Whether you're a visual processor or an auditory processor, *LEAD* is also available weekly to you in your preferred format.



# INSPIRED BY LEAD

## Magazine

LEAD's bi-monthly digital magazine provides a value-added experience through links to your favorite authors' websites and social media accounts, along with quick access to books, CDs, resources and services that catch your eye. You can share the entire magazine or a story that caught your eye easily on social media or by email. With no limits or containment, our goal through every article is to inspire you to connect and expand outward!



# LEAD IS THOUGHTFUL

## 2020 Calendar

Select the edition that's best for your feature story, new product release or upcoming event.

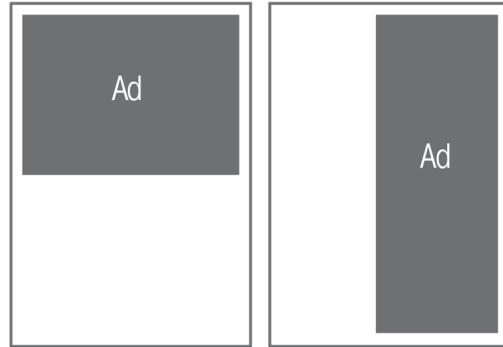
	Closing Date	Material Due	RELEASE
<b>February/March</b> <i>African American Faith Leaders</i>	12/27	1/03	2/1
<b>April/May</b> <i>Volunteers</i>	2/26	3/04	4/1
<b>June/July</b> <i>Nonprofits</i>	4/27	5/04	6/1
<b>August/September</b> <i>Building Strong Families</i>	6/27	7/04	8/1
<b>October/November</b> <i>Churches on the Rise</i>	8/28	9/04	10/1
<b>December/January</b> <i>Leadership Experts</i>	10/27	11/03	12/1

# Ad Pricing

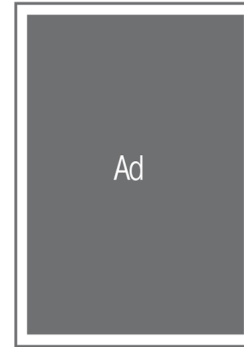
## LEAD DIGITAL MAGAZINE AD RATES



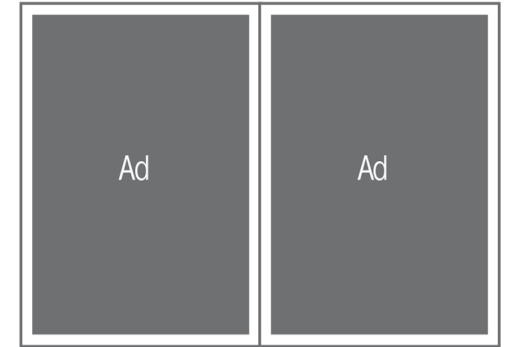
1/4 Page  
2550x825  
\$500



1/2 Page  
Half Page (Portrait): 1275x3300  
Half Page (Landscape): 2550x1650  
\$1000

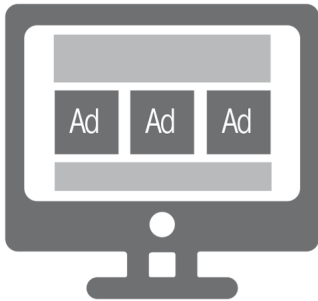


Full Page  
2550x3300  
\$2000



2 Page Spread  
5100x3300  
\$3000

## LEAD BLOG AND EBLAST AD RATES



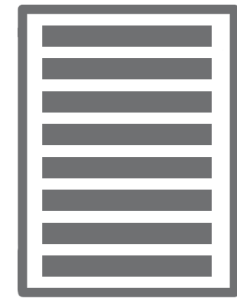
Website Banner Ad  
Horizontal Ad: 834x94  
Vertical Ad: 346x393  
\$300 per month



LEAD Magazine Eblast Ad  
\$150 per month



Editorial / Book Review  
500 words  
\$3000



Thematic Listing  
\$350

# BE A PART OF LEAD

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