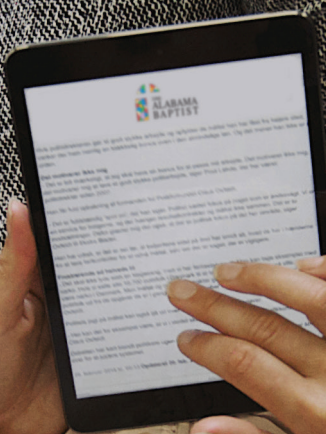




# TAB

THE ALABAMA BAPTIST



# MEDIA KIT

tab media group  
EFFECTIVE  
OCTOBER 2015

# 2016

INFORM

INSPIRE CONNECT



..... “ “ .....

**THE ALABAMA BAPTIST NEWSPAPER HAS BEEN A GOOD SOURCE OF CUSTOMERS FOR RELIABLE SIGN SERVICES. THERE ISN'T A WEEK THAT GOES BY THAT WE DON'T GET A FEW CALLS AND THEY'RE FROM ALL OVER THE STATE. IT HAS BEEN A GOOD WORKING RELATIONSHIP AND IT HAS DEFINITELY BEEN A BLESSING TO MY BUSINESS.**

Dan Williams, President - Reliable Sign Services - [reliablesigns.com](http://reliablesigns.com)

..... “ “ .....

**WE'VE ADVERTISED CONSISTENTLY IN THE ALABAMA BAPTIST FOR MORE THAN 7 YEARS BECAUSE IT GETS US RESULTS. PEOPLE TELL US THEY'VE SEEN OUR ADS IN BOTH THE PUBLICATION AND ON THE WEBSITE. WE APPRECIATE THE GREAT PARTNERSHIP WE'VE HAD WITH THE ALABAMA BAPTIST OVER THE YEARS.**

Bucky Law, Owner - Transportation South - [TheBusCenter.com](http://TheBusCenter.com)

..... “ “ .....

# OVERVIEW OF THE ALABAMA BAPTIST

## ABOUT US

- 173-year-old award-winning newspaper focusing on good news about people in the state of Alabama, while covering a variety of issues:
  - Senior Lifestyles
  - Teen Culture
  - Education
  - Religion in America
  - Health Care
  - Families and Communities
  - Alabama Church Life
  - Finances
- Trusted source for information for the largest Christian denomination in Alabama with membership of more than 1 million.
- Paid subscriptions delivered each week by the USPS.
- Winner of awards from Alabama Press Association, Religion Communicators Council, Associated Church Press, Evangelical Press Association and Baptist Communicators Association.



# VALUE OF THE ALABAMA BAPTIST

## WHO DO WE REACH?

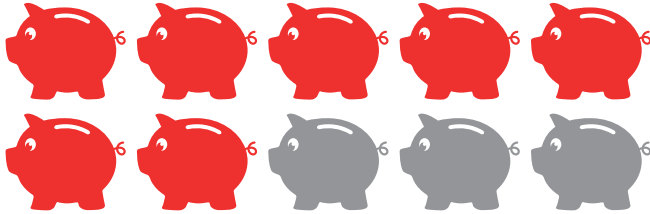
- Key consumer groups, business owners and church leadership (there are more than 3,000 Baptist churches in Alabama)
- Over 182,000 readers
- Over 70,000 paid subscribers

## WHO ARE OUR READERS?

- 53% are female
- 47% are male
- 43% are ages 35–64
- 54% are 65+
- 94% are homeowners



BOOMER FACTS



In the next 3 years, boomers are set to control **70%** of the disposable income in the U.S.

-Neilson Report

Boomer grandparents spent **\$2.43 billion** on primary and secondary **tuition & supplies,** a three-fold increase since 2000

-MetLife Report



According to the MetLife Report, households headed by a person 55 and older spent **\$7.6 billion** on infant food, equipment, clothing, toys & games. **That's up 71% since 1999.**



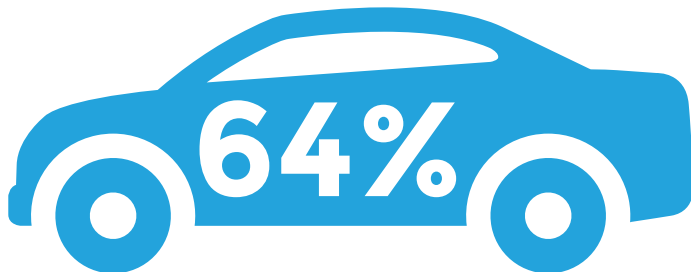
**OPPORTUNITY!**

Only **7%** of advertising is geared towards **Boomers**



-MetLife Report on American Grandparents

50+ purchased



of new vehicles in 2012

-J.D. Powers

**People 50+**

**\$ \$ \$ Rx \$ \$ \$**

Account for **60%** off all **Health care spending.**

Purchase **74%** of all **Prescription Drugs.**

Buy **51%** of all **Over-the-Counter Drugs.**

-Turner Publishing

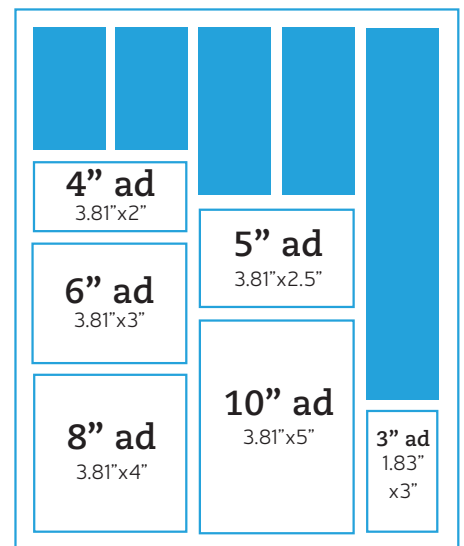
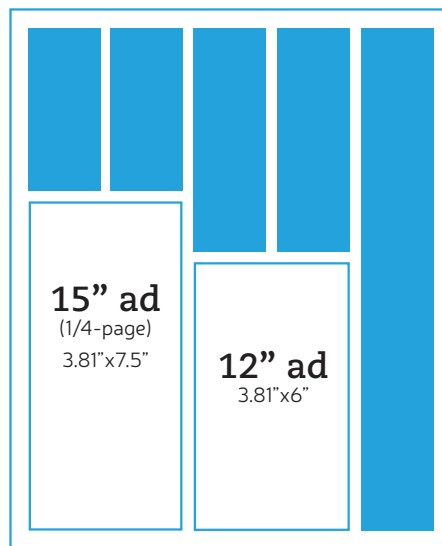
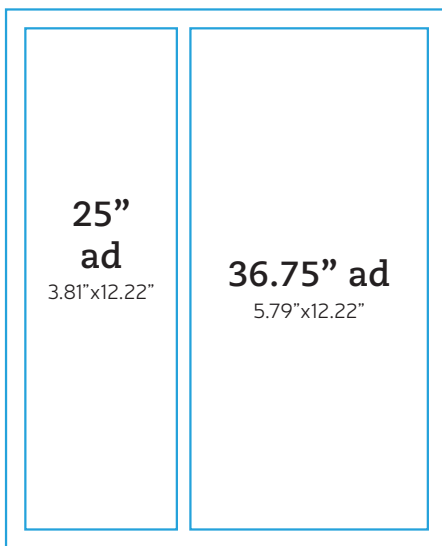
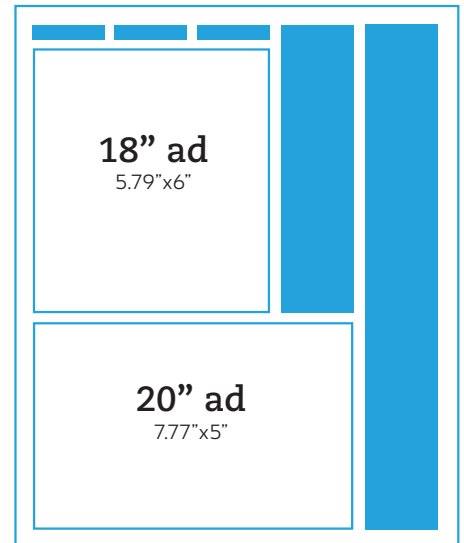
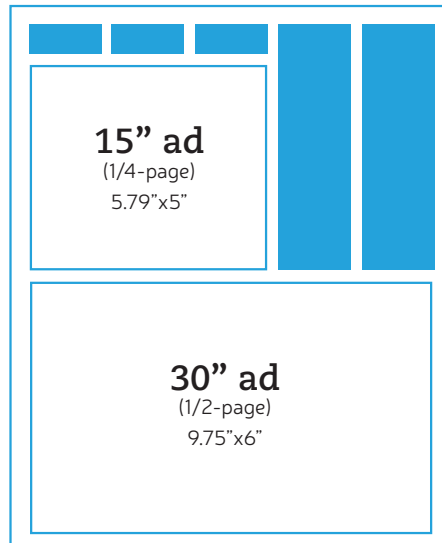


# STATEWIDE READERSHIP

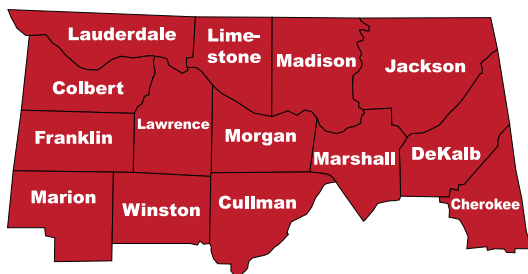
# 182,887

## COMMON DISPLAY ADVERTISING SIZES

- FULL-PAGE AD SIZE (9.75"x12.22")
- COLOR SOLD ON A PER INCH BASIS AND SUBJECT TO AVAILABILITY
- CLASSIFIED ADS AVAILABLE
- FREQUENCY DISCOUNTS AVAILABLE
- CONTACT YOUR ADVERTISING REPRESENTATIVE FOR PRICING



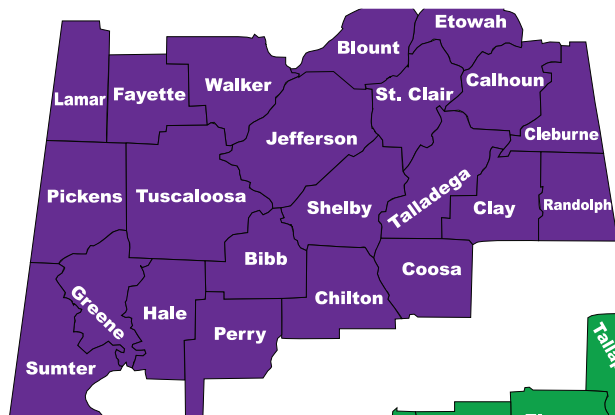
# REGIONAL ADVERTISING



## REGION 1

weekly readership:

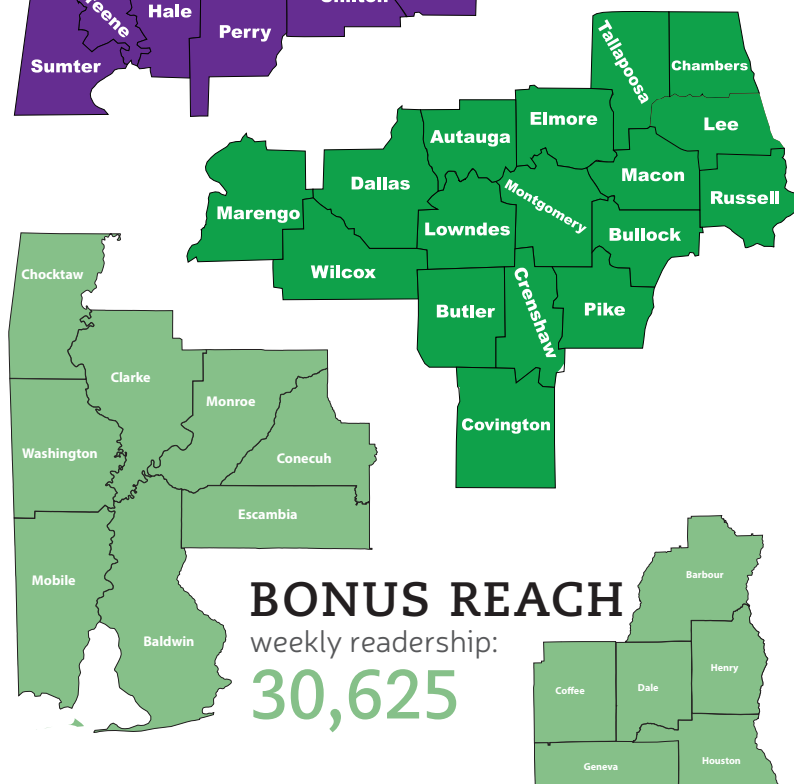
**42,175**



## REGION 2

weekly readership:

**77,323**



## REGION 3

weekly readership:

**32,765**

## BONUS REACH

weekly readership:

**30,625**



**ALL ADS  
NET PRICING,  
FULL COLOR**

### DISCOUNTS

- 4–8 runs (10%)
- 9–12 runs (15%)
- 13–25 runs (20%)
- 26+ (25%)

- Regional Advertising Available
- Frequency Discounts Available
- Contact Your Advertising Representative for Pricing

**NOTE:** Regions based on designated marketing area.