



OVERVIEW OF THE ALABAMA BAPTIST (TAB)

ABOUT US

- 177-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 900,000.
- 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.
- TAB has been selected as the top regional Christian newspaper in the nation 13 times over the past 22 years, by one of the three major ecumenical journalism associations (Associated Church Press, Evangelical Press Association and Religion Communicators Council).



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)
- 130,305 readers
- 52,122 paid subscribers
- 48.9% of readers have purchased a subscription for 15 or more years
- 30% of readers have been subscribers for 5 years or less

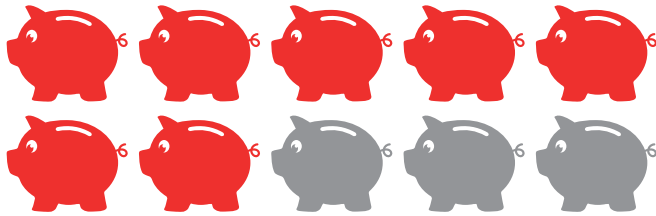
HOW DO WE REACH THEM?

- Weekly print issue mailed directly to subscribers homes
- Digital issue
- Social media
- TAB Preview
- Podcast
- Website
- Events
- Special issue publications
- TAB News for the blind and print impaired

WHO ARE OUR READERS?

- 53% are female
- 47% are male
- 94% are homeowners
- 43% have incomes of \$80,000 or more
- Annual giving for Cooperative Program and other church receipts for 2018 by Alabama Baptist churches is \$67,808,638.37.
- 22% are ages 20–39
- 37% are ages 40–59
- 30% are ages 60–69
- 11% are ages 70+

BOOMER FACTS



2019 boomers **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



2017 — almost a **quarter** of
everyone on the planet will be
over **50**, a record number.
Suggesting brands focus away
from millennials and turn their
attention to consumers above
50, or the "Longevity Economy"
where economic activity is
worth **\$7.6 trillion**.

-US Consumer Trends Report

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



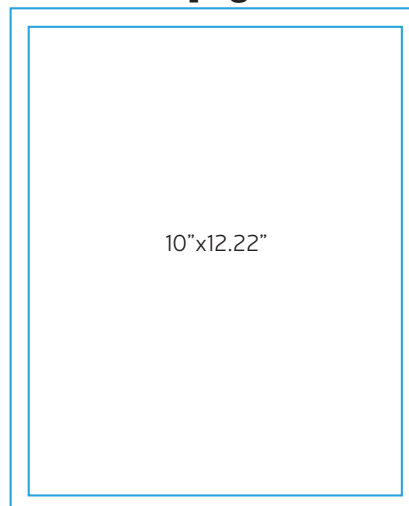
STATEWIDE READERSHIP

130,305

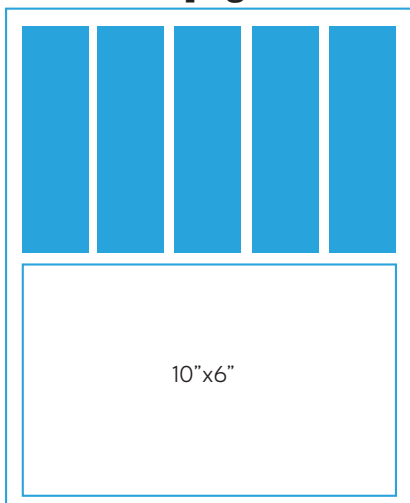
DISPLAY ADVERTISING SIZES

- Color sold on a per inch basis and subject to availability
- Classified ads available
- Frequency discounts available
- Contact your advertising representative for pricing
- Color ads are to be designed as CMYK at print size at 300 dpi (do not include crop marks or bleeds)
- If using the color black, only use 100% black (C=0, M=0, Y=0, K=100)
- Email print-ready ads in PDF format to your advertising representative

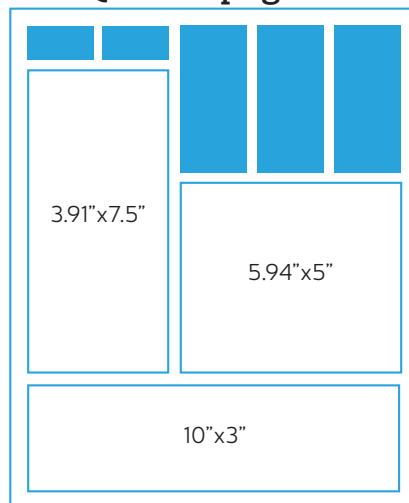
Full-page ad



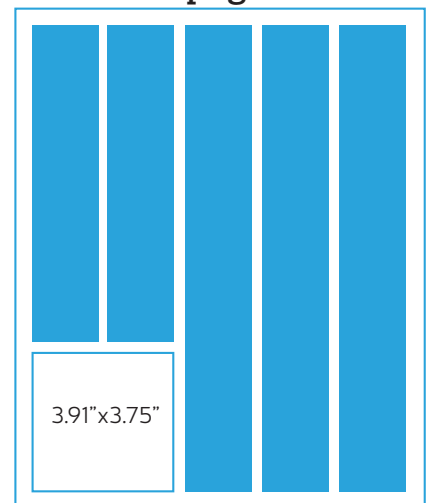
Half-page ad



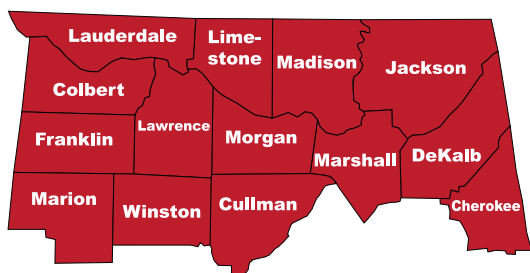
Quarter-page ad



1/8-page ad



REGIONAL ADVERTISING



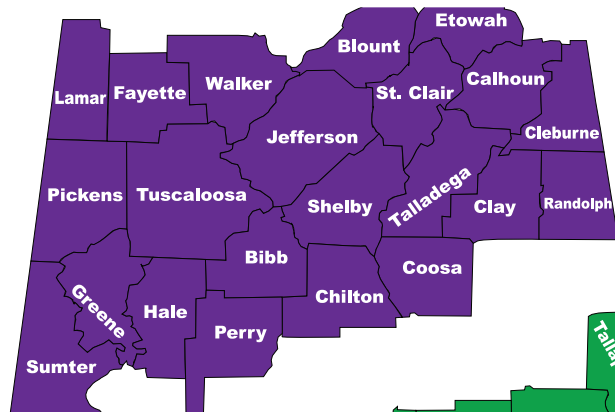
REGION 1

weekly readership:

32,132

circulation:

12,853



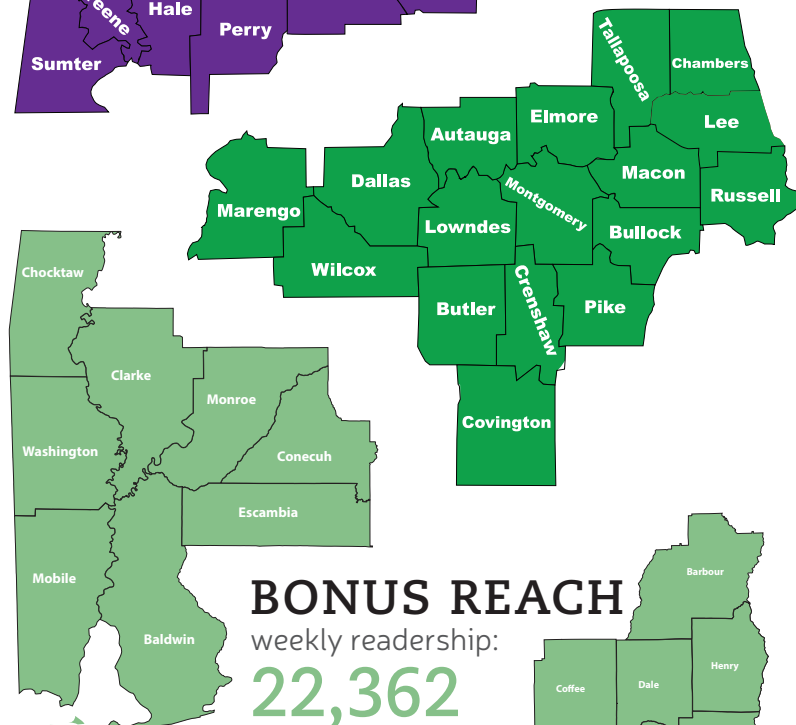
REGION 2

weekly readership:

50,920

circulation:

20,368



REGION 3

weekly readership:

24,898

circulation:

9,956

BONUS REACH

weekly readership:

22,362

circulation:

8,945

NOTE: Regions based on designated marketing area.

Advertising space is limited. Please contact your TAB Representative for details.

THE ALABAMA BAPTIST NEWSPAPER HAS BEEN A GREAT SOURCE OF ADVERTISING FOR OUR COMPANY, BELTONE. WE HAVE BEEN ADVERTISING FOR CLOSE TO TWO YEARS AND WE CONTINUOUSLY HAVE STEADY RESULTS. YOUR READERS ARE QUALITY CANDIDATES WHO WE HAVE THOROUGHLY ENJOYED HELPING TO HEAR BETTER DURING OUR TIME WITH THE PAPER.”

Lesley Hendon, Marketing Director - Beltone - beltoneaudiology.com

..... “

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

..... “

WE'VE ADVERTISED CONSISTENTLY IN THE ALABAMA BAPTIST FOR MORE THAN 8 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