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.
• 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

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+

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

For more information, contact Melanie McKinney  P: 205-870-4720, ext. 102  E: ads@thealabamabaptist.org
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.

People 50+

Account for 60% off all Health care spending.

Purchase 74% of all Prescription Drugs.

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

- US Consumer Trends Report
- Turner Publishing
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

**STATEWIDE READERSHIP**

130,305

**FULL-PAGE AD**

10"x12.22"

**HALF-PAGE AD**

10"x6"

**QUARTER-PAGE AD**

3.91"x7.5"

5.94"x5"

10"x3"

**1/8-PAGE AD**

3.91"x3.75"
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 - relablesigns.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