

reader *demographics*

Readers are active Christian women and men

- **78%** have college degrees.
- **95.1%** are online weekly or more often.
- Readers shop at Christian bookstores an average of once **every three weeks**.

Readers are highly influential church leaders

- **39.1%** Children's Minister/Pastor
- **23%** Director of Christian Education
- **21%** Sunday School Teacher/CE Program Leader
- **6.1%** Senior/Associate Pastor
- **93%** approve purchases for resources for children's ministry from birth through sixth grade.
- **84%** first find out about new resources from CMM.
- **70%** are the primary decision makers for Sunday school curriculum purchases.
- The combined annual budgets of CMM subscribers for ministry resources total more than **\$456 million** (excluding salaries).
- CMM readers oversee **7 million** kids (nursery through junior high) in weekly church ministry programs.
- Each CMM reader oversees an average adult volunteer staff of **25**.
- Readers report they are nearly **three times** more likely to find out about new resources from CMM than from their local Christian bookstore.
- **80.1%** plan on staying in children's ministry for 5+ years.



Readers are avid consumers of children's products for church and personal use

- Readers will purchase **3 million** children's Bibles for ministry use this year.
- Readers will purchase **1.2 million** children's Christian books for church use this year.
- Readers will purchase **500,000** children's Christian videos for church use this year.
- **80%** purchase children's Christian music regularly for their ministries.



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Sophia Winter ■ swinter@group.com
970.292.4479 ■ 800-635.0404 ext. 4479 ■ fax 970.292.4372

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