



2018 Media Kit

munce mission & vision

Our Mission

To provide our member retailers with the highest quality Christian advertising materials, promotions and services for a successful business and ministry.

Our Purpose

To further the cause of God's Kingdom by putting quality Christian products into the hands of people everywhere as efficiently as possible.

Our Value

To offer value pricing, effective marketing and excellent service: Affordable. Effective. Innovative.

Our Focus

To grow and serve independent Christian retailers who are serving the Lord. Everything that we do is developed in conjunction with a board of experienced retailers who help us achieve this mission.



stores we serve

Munce Group stores make up 79% of ALL independent stores in marketing groups.

Square Footage:

47% of Munce stores are 2,000-4,000 square feet

28% of Munce stores are over 4,000 square feet

Annual Sales:

26% of Munce stores make \$250k-\$500k in annual sales

44% of Munce stores make \$500k-\$1MM in annual sales

19% of Munce stores make over \$1MM in annual sales

2015 Catalog Participation

27% of stores participated in 2 required catalogs

8% of stores participated in 3 catalogs

29% of stores participated in 4-6 catalogs

26% of stores participated in 7-10 catalogs

10% of stores participated in 11-15 catalogs



2018 editorial calendar

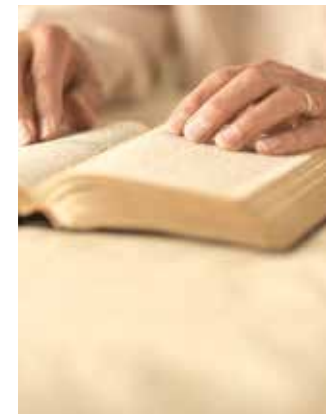
January	New Year Sale Catalog Start Date: 1/2/18 Materials Due: 10/13/17 End Date: 1/28/18	Space Closing: 10/6/17 Product In-Store: 12/5/17
February	Winter Sale Catalog Start Date: 1/29/18 Materials Due: 11/10/17 End Date: 2/25/18	Space Closing: 11/3/17 Product In-Store: 1/2/18
March	Easter Sale Catalog Start Date: 2/26/18 Materials Due: 12/8/17 End Date: 4/1/18	Space Closing: 12/1/17 Product In-Store: 1/30/18
April/May	Spring Sale Catalog Start Date: 4/2/18 Materials Due: 1/12/18 End Date: 5/13/18	Space Closing: 1/5/18 Product In-Store: 3/6/18
May/June	Summer Sale Catalog Start Date: 5/14/18 Materials Due: 2/23/18 End Date: 7/1/18	Space Closing: 2/16/18 Product In-Store: 4/17/18
July	Back to Basics Catalog Start Date: 7/2/18 Materials Due: 4/13/18 End Date: 7/29/18	Space Closing: 4/6/18 Product In-Store: 6/5/18

August	End of Summer Sale Flyer Start Date: 7/30/18 Materials Due: 5/11/18 End Date: 9/2/18	Space Closing: 5/4/18 Product In-Store: 7/3/18
September	Fall Sale Catalog Start Date: 9/3/18 Materials Due: 6/15/18 End Date: 9/30/18	Space Closing: 6/8/18 Product In-Store: 8/7/18
October	Big Sale Catalog Start Date: 10/1/18 Materials Due: 7/13/18 End Date: 10/28/18	Space Closing: 7/6/18 Product In-Store: 9/4/18
November	Christmas Sale Event Catalog Start Date: 10/29/18 Materials Due: 8/10/18 End Date: 11/25/18 or 12/24/18	Space Closing: 8/3/18 Product In-Store: 10/2/18
December	Countdown to Christmas Sale Catalog Start Date: 11/26/18 Materials Due: 9/7/18 End Date: 12/30/18	Space Closing: 8/31/18 Product In-Store: 10/30/18

Note: Editorial content subject to change.

2018 ad schedule - print

Issue	Space Closing	Materials Due	On Sale
New Year Sale	10/6/2017	10/13/2017	1/2/2018
Winter Sale	11/3/2017	11/10/2017	1/29/2018
Easter Sale	12/1/2017	12/8/2017	2/26/2018
Spring Sale	1/5/2018	1/12/2018	4/2/2018
Summer Sale	2/16/2018	2/23/2018	5/14/2018
Back to Basics	4/6/2018	4/13/2018	7/2/2018
End of Summer Sale	5/4/2018	5/11/2018	7/30/2018
Fall Sale	6/8/2018	6/15/2018	9/3/2018
Big Sale	7/6/2018	7/13/2018	10/1/2018
Christmas Sale Event	8/3/2018	8/10/2018	10/29/2018
Countdown to Christmas	8/31/2018	9/7/2018	11/26/2018



General Conditions: Cancellations must be made in writing and may be accepted after the published ad closing date; however, fees may apply. Munce reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Munce holds advertisers liable for monies as are due. Munce shall not be liable for any costs or damages for failing to publish an ad. Positioning of ads is at the discretion of the Munce Group except when a specific position is expressly guaranteed in writing.

Credit and Payment Terms: Once you establish your account with the Munce Group (credit check is approved), you will receive an invoice and a copy of the catalog as a tear sheet in the mail shortly before the street date of the catalog. You will be given 30 days to pay.

ad specs - print

Trim Size: 6" x 10"

Printing Process: Web Offset

Binding: Saddle-Stitch Binding

Image Requirements: High-Res Digital File (300 dpi), 3" x 5" in PDF, .jpeg or .tif format

Submitting Ads: High-Res Digital File (300 dpi), with full bleed to spec size in PDF, .jpeg or .tif format, or packaged InDesign file

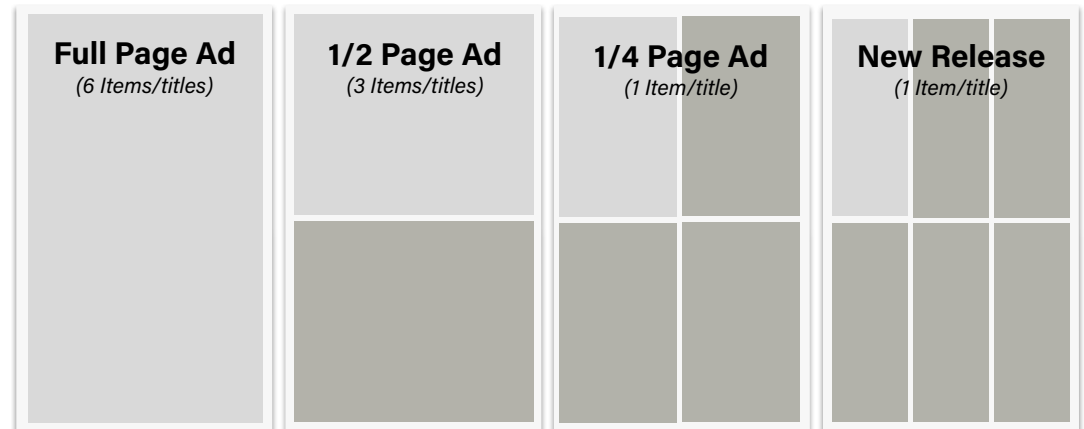
Preferred Delivery Method: Email or Dropbox
amanda.resa@munce.com



Unit sizes available:

	Trim Size	Live Area	Bleed
Full Page	6" x 10"	5.5" x 9.5"	6.5" x 10.5"
1/2 Page	6" x 4.5"	5.5" x 4"	6.5" x 5"
1/4 Page	3" x 4.5"	2.5" x 4"	3.5" x 5"
New Release	1.75" x 4.4"	1.75" x 4.4"	1.75" x 4.4"

Dimensions are measured for live area. Any ad sent by vendor must include a .25" bleed around entire image.

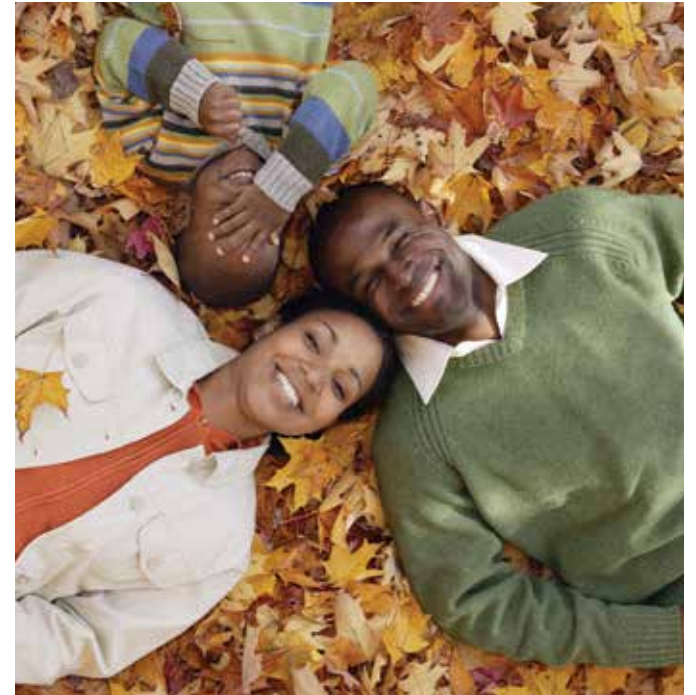


other print opportunities

1st Communion/Confirmation Insert: Position products for these liturgical seasonal celebrations. Used as an insert in the first half of each year.

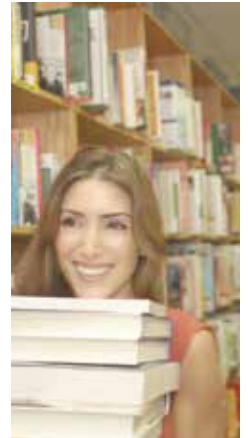
Twelve Day Insert: Everyone loves a good deal, especially at Christmas. Help retailers sell through discounted books, gifts or music titles from your company by participating in this 4-page piece that covers the 12 days before Christmas.

Two Day Sale: Stores choose two days between Thanksgiving and Christmas for a Super Sale. Our default dates will be in conjunction with Small Business Saturday.



other print opportunities - ad schedule

Issue	Space Closing	Materials Due	On Sale
1st Communion Insert	11/3/17	11/10/17	1/29/18
12 Day Insert	8/3/18	8/10/18	10/29/18
2-Day Sale Flyer	8/10/18	8/17/18	11/5/18



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ordering tools


Purchase Orders

For stores to order by catalog.

Best practice is to show advertised titles at the top and additional suggested product at the bottom.



Abingdon Press



Abingdon Press
May (Spring Sale)
Catalog Purchase Order
 201 Eighth Avenue South/ P.O. Box 801
 Nashville, TN 37202-0801
 Ph: 800-251-3320/ Fax: 800-836-7802

Account # _____ Name _____

Phone _____ Address _____

PO Number _____ City ST Zip _____

Backorders _____ Ordered By _____

Order Date _____

Notes:

Advertised Catalog Items								
Title	Author/ Artist	Case	ISBN/ UPC	Qty	List Price	Sale Price	Promo Disc %	Total
A Heartbeat Away	S. Dionne Moore		9781426752704		\$12.99			
The Cat that God Sent	Jim Kraus		9781426765612		\$14.99			
Always the Baker, Finally the Bride	Sandra Bricker		9781426732270		\$14.99			
When the Morning Glory Blooms	Cynthia Ruchti		9781426735431		\$14.99			
Moving Miss Peggy	Robert Benson		9781426749575		\$15.99			
Common English Bible for Daily Prayer, Decotone			9781609261238		\$34.99			
Common English Bible for Mothers			9781609261313		\$32.99			
Pocket Thin, Decotone, Butterscotch Garden w/Magnetic Closure			9781609261009		\$29.99			
Common English Bible Single Column, Decotone			9781609261269		\$31.99			
Common English Bible Life Gear for Grads DecoTone			9781609261252		\$34.99			
Additional Vendor Suggested Items								



contacts

Ad Placement / CPE Booth Placement, Author, Artist, Event:

Sue Brewer sue.brewer@munce.com

Scheduling Meetings:

Brooke Koroknay brooke.koroknay@munce.com

Images / Copy / Samples:

Amanda Resa amanda.resa@munce.com

Editorial:

Andrea Stock andrea.stock@munce.com

Sales & Store Information:

Ania Hansen ania.hansen@munce.com

For new vendor procedures, please visit www.munce.com

Contact Sue Brewer with questions



TWO GREAT SHOWS:

Murfreesboro, TN
September 17-19, 2017
Embassy Suites

Lancaster, PA
February 11-13, 2018
Marriott at Penn Square