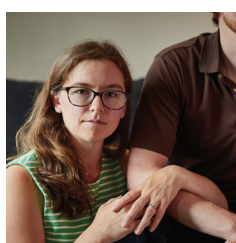
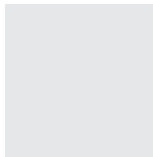
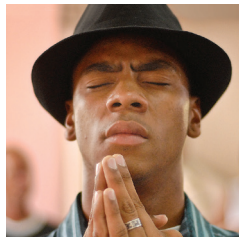




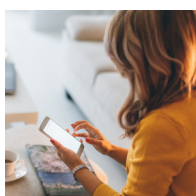
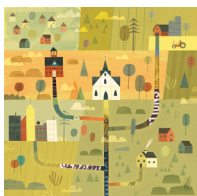
# CHRISTIANITY TODAY



## 2 0 1 7 Ministry Report

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## Artists Featured:

Zachary Bako  
Gary S. Chapman  
Dattu  
Claire Eggers  
Richard Fleischman  
Gary Gnidovic  
Tom Kubik

Marco Melgratti @SalzmanArt  
Willie Petersen  
Ken Richardson  
Dante Terzingi  
Oli Windward @SalzmanArt  
Logan Zimmer

The church needs Christianity Today and its cause of Beautiful Orthodoxy now more than ever.

I say that not with any form of pride but with an overwhelming sense that God's call on famed evangelist Billy Graham to set into motion a magazine anchored in gospel conviction and Christ-centered love has today—61 years later—given our communications ministry a unique voice, a unique platform for a unique and sobering time.

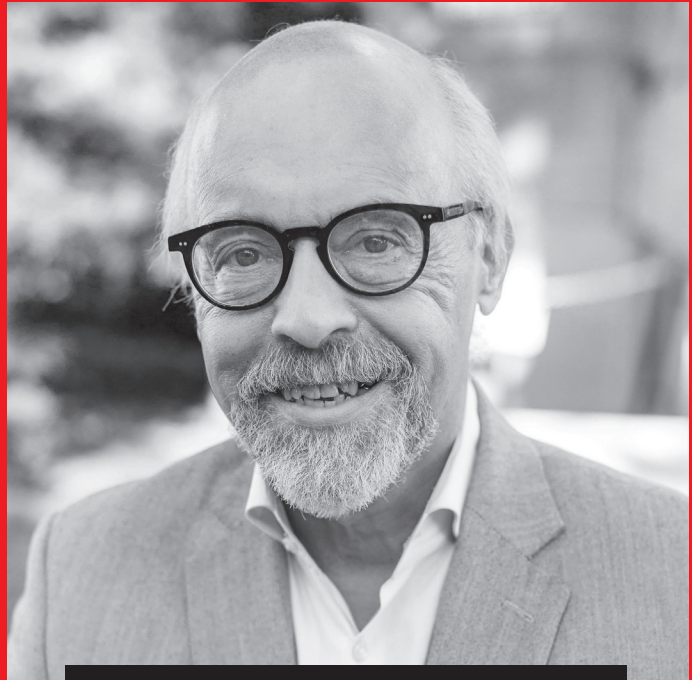
Not surprisingly then, in all we do, and in contrast to so much of the noise and anger that characterizes our world today, we seek to showcase in our publications and products, our reporting and our resources how the truth that sets us free—our orthodoxy—can result in freedom and flourishing not only for the church but for all those communities and cultures the church intersects.

This is the cause of Beautiful Orthodoxy. And this is the underlying message that keynotes everything you'll see over the following pages.

As you flip through this report, you'll read how God has continued to pour out his blessing upon this ministry in ways and means our dear founder could only have dreamed of! Moreover, you'll also see how your own generous support of our Word-based media ministry is helping CT build and expand upon the Graham vision to ever-better engage, encourage, and equip pastors, thought leaders, and culture makers around the world. (And be sure to check out pages 20-21 on the anticipated expansion of this global vision!)

So celebrate with us as you see all that God has done over the past year! And on behalf of the entire Christianity Today team, my heartfelt thanks for your partnership with us in fulfilling the Graham call to create Christian content that changes the people who change the world.

God bless. And to God be the glory!



**Harold B. Smith**  
PRESIDENT AND CEO  
CHRISTIANITY TODAY



HAROLD B. SMITH  
PRESIDENT AND CEO



## Our Ministry Focus



Calvary Chapel Goes Global, March 2017 | Marco Melgratti / Salzman Art

### OUR MISSION

Equipping Christians to renew their minds, serve the church, and create culture to the glory of God.

### OUR VISION

The church grown up into the fullness of Christ.

### OUR CAUSE

## *beautiful***ORTHODOXY**

In this age of caustic rhetoric, lack of civility, and fear mongering, we believe Beautiful Orthodoxy—living out the true, good, and beautiful gospel in Christ-centered love—is more important than ever.

Thank you for joining us in modeling Beautiful Orthodoxy in your family, church, work, and community.



## Our Expanding Reach

IN 2017, CHRISTIANITY TODAY SURPASSED

# 5 MILLION

CHRISTIAN LEADERS REACHED THROUGH  
PRINT AND DIGITAL RESOURCES EVERY MONTH—  
THE MOST IN OUR 61-YEAR HISTORY.



The Migrant Missionaries, July/August 2017 | Zachary Bako

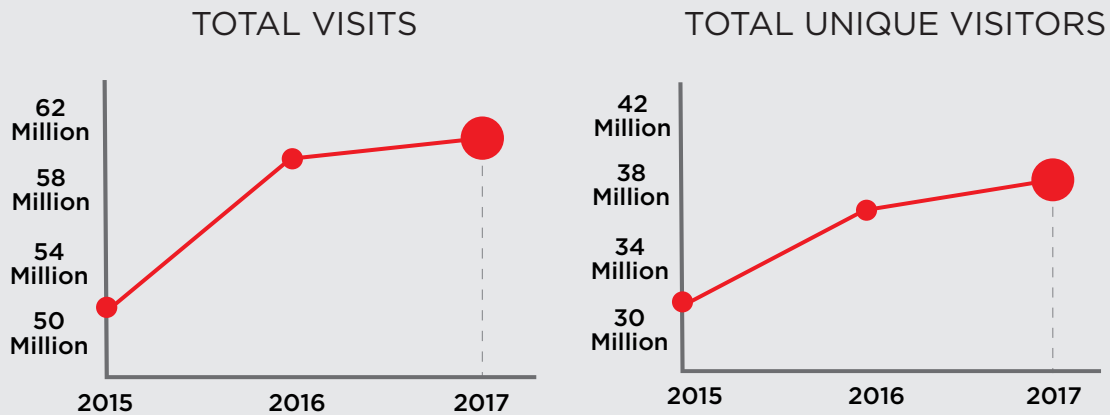


The Most Astonishing Easter Miracle, April 2017 | Dattu



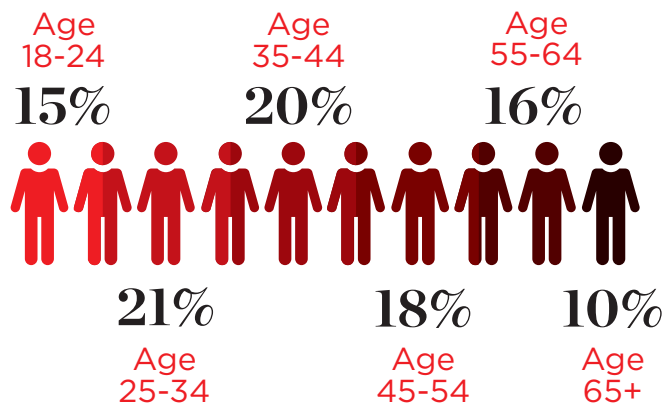
I Went From Fighting in a Cage to Living in a Hut, January/February 2017 | Willie Petersen

## Our Digital Growth

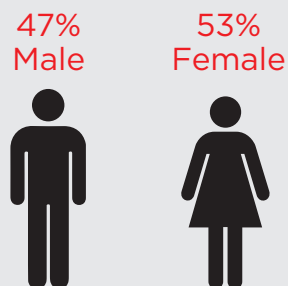


**62% OF VISITS FROM MOBILE DEVICES**

### AGE BREAKDOWN



### GENDER BREAKDOWN





I think of *Christianity Today* magazine as a town hall for thoughtful evangelicals. In a time when our ranks are increasingly diverse, CT unifies, educates, empowers, and commissions. CT takes seriously the Great Commission; this is one of the markers of evangelicalism—that we’re committed to living out the good news and going into the world to make disciples. The magazine not only fulfills that mandate itself, but it empowers its readers to do the same.

CT doesn’t get into arguments by splitting theological hairs, but rather, helps me think about what the gospel means and where it is at work in our world. The articles help me think about how to live out the good news of Jesus in our world today. CT is honest about the struggles of life and the times in which we live, but it also helps us seek after God’s truths in light of that experience or issue.

My husband and I have subscribed to CT for 40 years. We started giving financially a few years ago after recognizing the important kingdom work that’s being done. We want to be a part of this—all the more now in this post-truth culture.

CT holds firm to its roots of believing that truth is knowable, that God has spoken, and that it is possible to apply the lens of Scripture to every issue we face. CT does a fantastic job of presenting a range of biblically informed views on issues, whether it’s in politics, music, theology, science, or psychology. We’re all charged to love God with our heart, soul, mind, and strength. CT fills its pages with people who are doing that, and they empower and encourage me to do the same.



**Leslie Leyland Fields**

SUBSCRIBER AND DONOR  
KODIAK, ALASKA

## Our Unique Coverage



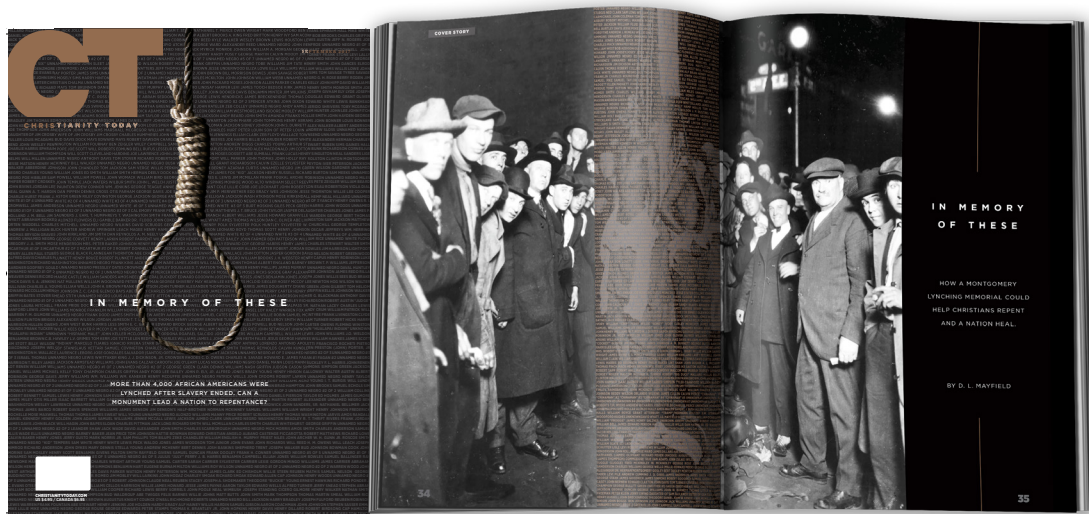
Unlocking Cambodian Christianity, June 2017 | Claire Eggers



CT's extensive global reporting gives you a glimpse into what God is doing around the world.

**NEW!** In 2017, the News & Reporting section launched at **ChristianityToday.com/news** with more international coverage than ever before.





CT is a prophetic voice to the church—advocating for overlooked populations, modeling how to live out grace and truth, calling the church to be its best self.

In 2017, CT challenged the church to think biblically on important issues from racial repentance and reconciliation to self control and willpower, from caring for immigrants and refugees to the 500th birthday of the Reformation.

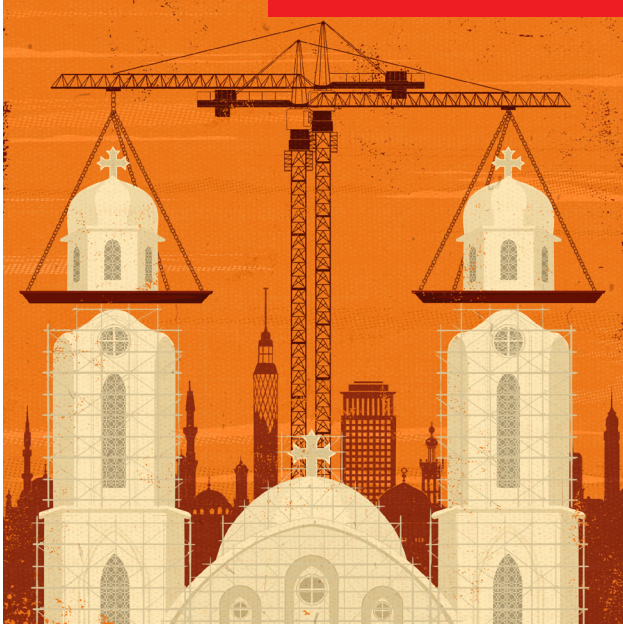
### WHY EVANGELICALISM?

In November, CT kicked off a one-year series of essays on the sometimes scandalous, sometimes confusing evangelical movement—and why we continue to think that evangelicals are a people whom God still uses mightily to reform his church and touch the world with the grace and hope of the gospel.



The Idea of a Christian Village, March 2017 | Dante Terzigni

## What Clicked in 2017



Let My People Build, November 2016 | Oli Winward @SalzmanArt



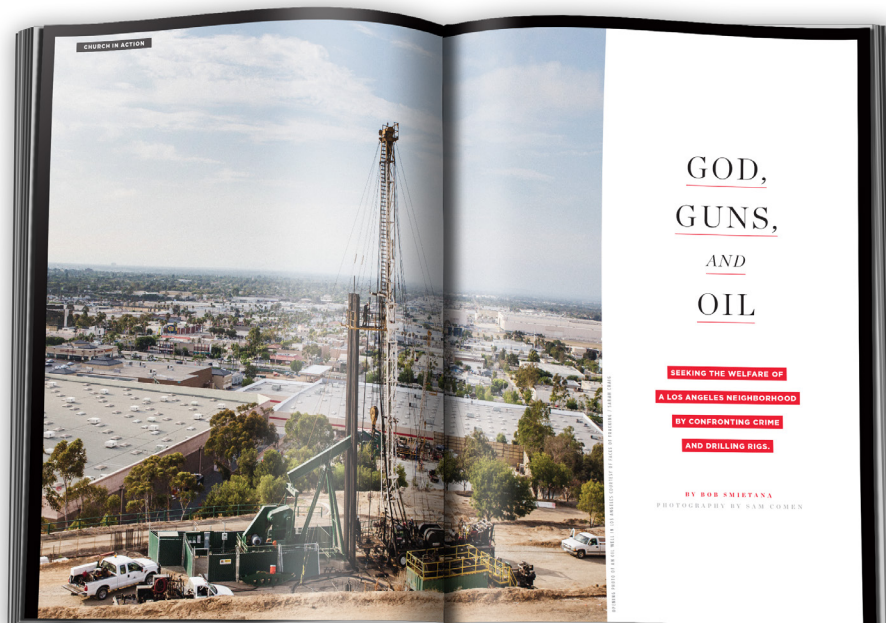
Riches I Heed Not, October 2017 | Tom Kubik

IN 2017 CT HAD  
**1,000 & 3,000**  
WRITERS NEW ARTICLES

### TOP 10 MOST-READ ARTICLES

1. I Never Became Straight. Perhaps That Was Never God's Goal.
2. Kay Warren: 'We Were in Marital Hell'
3. Benny Hinn Is My Uncle, but Prosperity Preaching Isn't for Me
4. Actually, Eugene Peterson Does Not Support Same-Sex Marriage
5. Forgiveness: Muslims Moved as Coptic Christians Do the Unimaginable
6. All 240 Family Christian Stores Are Closing
7. Tim Keller Stepping Down as Redeemer Senior Pastor
8. Ravi Zacharias Responds to Sexting Allegations, Credentials Critique
9. Willow Creek Chooses Co-Ed Pastors to Succeed Bill Hybels
10. Beth Moore: There's No Place Like Houston





## ARTICLES YOU SHOULDN'T MISS

1. Refugees Welcomed Me
2. In the Image of Our Choosing
3. Gene Yang: A Graphic Novelist Caught Between Two Worlds
4. Open Your Home to the Homeless, Even When It Makes You Uncomfortable
5. When You've Been Wronged
6. The Invisible Heroes of the Persecuted Church
7. Hope for America's Opioid Epidemic Is Grace in a Syringe
8. God, Guns, and Oil
9. The Christian Mandate to Subvert Tribalism
10. The Biggest Loser in the Alabama Election



## A Leading Christian Voice

CHRISTIANITY  
TODAY WON

32

EVANGELICAL PRESS  
ASSOCIATION AWARDS IN 2017



Including a first place award for the cover story, **Outpacing Persecution: Incredible Indian Christianity.**

CHRISTIANITY TODAY WON EXCELLENCE IN RELIGION REPORTING AWARDS FROM RELIGION NEWS ASSOCIATION IN SEPTEMBER 2017:

This publication clearly understands its audience and its mission, offering diverse, thought-provoking content that never panders. From a well-reported and skillfully written cover story on “Life After Prison,” to a report from Lebanon on the plight of Syrians stranded in a refugee camp, to a first-person mea culpa reflection on the suffering of the rural poor, to a clever how-to for congregations looking to engage young adults, this magazine is packed with stories that will keep you turning pages.

CT IS A RECOGNIZED VOICE FOR THE CHURCH—REGULARLY QUOTED AND REFERENCED ON IMPORTANT CHURCH AND CULTURAL ISSUES.

Religion News Service • The Atlantic • Bloomberg • New York Times • CNN • Slate • Washington Post • Chicago Tribune • First Things • National Public Radio • Magazine Training International



## The Growth of Podcasts



### QUICK TO LISTEN

We go beyond hashtags and hot-takes and set aside time to explore the reality behind a major cultural event.

### THE CALLING

One church leader, one calling, one honest conversation about the struggles with church leadership and how God shapes individuals to work within his church.



# 34,000

MONTHLY LISTENS

“ At a time when American Christianity seems to be splintering by ethnicity and politics, CT’s *Quick to Listen* offers Christians an opportunity to listen and learn about Christian perspectives all over the country and world. ”

@JJTOGS

“ I very much appreciate *Quick to Listen* and it’s energetic, humble yet very insightful approach to journalism. ”

@HIGHPOCKETS2

“ In the current overheated cultural landscape where everything is seen through the lens of political allies, enemies, and point-scoring, *Quick to Listen* is a refreshingly thoughtful exploration of the most-discussed issues. Guests bring interesting perspectives without trying to be provocative. Hosts truly seek to understand and actively challenge their own gut reactions without descending into naval-gazing squishiness. More of this please. ”

@TIMINPNW

## Highlights from CT Resources



## CTpastors

- Two special print issues were each sent to more than 100,000 pastors and ministry leaders.
- The launch of New Church Models Special Report, a digital download that helps church leaders understand the quickly expanding universe of ministry innovation.



## SmallGroups.com

- Published *The Essential Guide for Small-Group Leaders* by Bill Search, a quick, practical reference guide on how to lead small groups.
- **Coming in 2018:** The launch of live video training on key topics for small-group ministry like Recruiting Leaders and Coaching Structures.





# PREACHINGtoday

- Published an acclaimed series on Preaching in the Power of the Holy Spirit and wrapped up a successful first season of *Monday Morning Preacher* podcast.
- **Coming in 2018:** A new e-newsletter for preachers aimed at a definitive look at preaching on both books of the Bible and common hot topics.



# ChurchLaw&Tax

- Church leaders continue to wrestle with changing societal and legal views regarding human sexuality. A new downloadable resource delves deeper into public accommodations laws to help churches see how the laws affect them and the use of their buildings.
- **Coming in 2018:** The launch of Church Salary, a robust online tool to help ensure churches set fair compensation packages while assisting clergy and staff with negotiating compensation packages and raises.

## CT Around the World

CT NOW REACHES OVER 1.5 MILLION CHRISTIAN LEADERS  
EVERY MONTH OUTSIDE OF THE UNITED STATES.

**30% OF TOTAL REACH**



Christianity Today has had a profound impact on the Brazilian church. I've witnessed how its ministry was relevant and respected by prominent church leaders in Brazil. CT's hopeful stories initiated questions that were part of the key issues discussed in this part of the Global South.

**MARCOS SIMAS**  
Acquisition Editor, Managing Editor, and Consultant  
Niterói, Brazil



Being an Arab Christian living in the Middle East, CT is a good gauge for me that gives me a sense of where the evangelical world in the U.S. is in its thinking, what issues they are wrestling with, and how we can contribute to the conversation.

**MARTIN ACCAD**  
Chief Academic Officer,  
Arab Baptist Theological Seminary  
Mansourieh El Metn,  
Lebanon



As many contemporary issues are getting very complex, we believe that CT's mission is becoming even more critical. Laymen and ministers simply do not have time and even knowledge to think deeply about them. CT fills this gap beautifully and timely, and we wish CT will continue this ministry and even expand in scope and size.

**DR. ROCKY CHANG**  
Professor in Computer Science  
Hong Kong



I've enjoyed reading CT for many years. As a kid, I'd leaf through and read the occasional piece in a CT issue lying somewhere in my parents' home. Later, in my 20s, I'd read through most of a monthly issue or two while I was visiting family back in the United States.

I appreciate CT's take on contemporary cultural issues from an orthodox Christian viewpoint. CT helps me frame and look at these current issues in a way that is faithful to the gospel, with grace and empathy, in a secular and often anti-religious culture. CT contrasts the "ugly orthodoxy" that we see far too often in the news media these days, Christians spotlighted for their hypocrisy and quickness to prefer partisanship over morality and truth. It's refreshing to read CT writers and editors speak truth to power and take a stand on Scripture in the face of so much that challenges the core principles and beliefs of our faith.

I give financially to CT because I want to make sure that I'm not being a passive consumer. I support CT because it's providing what I consider to be a public good—reflecting the Christian faith in all its genuineness both to a Christian readership and the broader world.



**Machut Shishak**

U.S. DIPLOMAT AND DONOR  
LAOS

## You Make Christianity Today Possible

THANK YOU TO THE 837 DONORS WHO INVESTED IN OUR  
MINISTRY IN 2017, A 224% INCREASE OVER 2016. YOU SUSTAIN  
AND ADVANCE THOUGHTFUL CHRISTIAN JOURNALISM.

Below we honor our growing list of 81 generous  
Sustaining Partners, friends giving \$1,000+ in 2017:

DENISE & STEPHEN ADAMS	HERAG & LISA HALEBLIAN	GAIL OBENOUR
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	TIM & GRACE NICOLETTE	JANICE WORTH
	STEPHEN NORTHCUTT	

IN 2018, WE ARE PRAYING FOR 125 SUSTAINING  
PARTNERS TO HELP US EXPAND OUR GLOBAL REACH.



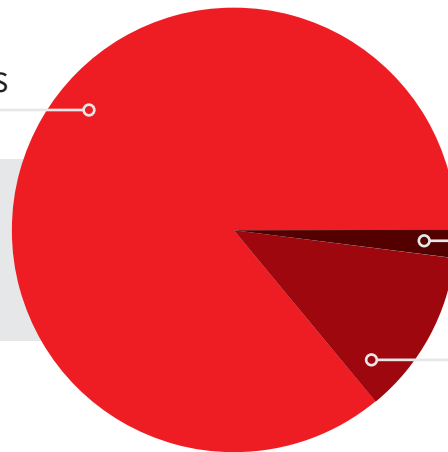
## Our Stewardship

### FINANCIAL EFFICIENCY

86% OF CHRISTIANITY TODAY'S OPERATING EXPENSES ARE USED TOWARD OUR MISSION.

#### 86% Ministry & Programs

For every dollar you give, **86 cents of your gift** goes directly to the ministry and programs of Christianity Today.



#### 2% Fundraising Expenses

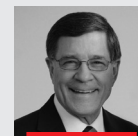
#### 12% Management & General Expenses

### FINANCIAL HEALTH

Christianity Today's 2017 annual budget was \$9.14 million with an operating net income of \$490,000 that will be used to sustain and grow the nonprofit ministry in 2018 and beyond.

The board and staff of Christianity Today clearly see the hand of the Lord providing for our nonprofit ministry. As faithful stewards of your generosity, we are committed to the highest standards of financial accountability and transparency. We are charter members of ECFA (Evangelical Council for Financial Accountability), with rigorous financial controls in place including an annual audit. And each financial contribution is carefully documented and directed toward those areas of our ministry you specifically feel called to support. Let me therefore encourage you as you read through this exciting report to praise God with us and to prayerfully consider your ongoing partnership in confidently communicating the cause of Beautiful Orthodoxy through thoughtful, balanced, Christian journalism.

**EUGENE HABECKER**  
CHAIRMAN, BOARD OF DIRECTORS  
CHRISTIANITY TODAY



## Where God Is Leading CT

### A VISION FOR CT GLOBAL

# 1.

## **Engage, Report on, and Learn from North America's Communities of Color**

CT will identify and develop gifted men and women from within each cultural context who can help establish CT as a content ministry for a church of not only differing Christ-honoring theological persuasions but a Christ-centered community of many colors.

# 2.

## **Dramatically Expand CT's Engagement with the Growing Global Church**

CT will build in-country writers and commentators who can effectively and compellingly report on what God is doing in their midst and communicate what this means to its readers.

The importance of CT Global cannot be downplayed. The changing ethnic makeup of evangelicalism in the U.S. alone demands that CT broaden its reportorial approach and reach and the number of voices providing that content. Moreover, the steady growth of the church globally could bring to CT's pages and platforms much-needed, Word-based perspectives on a variety of social, cultural, and theological issues to the minds and hearts of North American pastors, church leaders, and culture makers.

**HAROLD B. SMITH  
PRESIDENT AND CEO  
CHRISTIANITY TODAY**







## WHEN REALIZED, CT GLOBAL WILL:

- Provide more expansive coverage of events, movements, and trends impacting churches around the world.
- Platform more international voices for not only in-country news coverage but evangelical perspectives on issues relevant to readers in North America.
- Showcase more culturally diverse voices from within North America to strengthen CT's unique role as a voice of "big tent" evangelicalism.
- Draw more readers to the digital and printed content and products of Christianity Today.

CT GLOBAL WILL BE OUR BIGGEST MINISTRY EXPANSION IN DECADES. YET ONE FIRMLY FIXED TO THE INTERNATIONAL VISION THAT BILLY GRAHAM WAS LED TO SET FORTH OVER 61 YEARS AGO WHEN HE FOUNDED THE MINISTRY.



## How to Give

YOU HELP CT CONTINUE TO BE THE HOPEFUL  
VOICE THE CHURCH AND WORLD NEEDS TO:



**Expand global reach  
and reporting**



**Equip more Christian leaders  
and culture-makers**



**Inspire the church to live  
out God's truth in love**

### GIVE ONLINE

[ChristianityToday.org/Partner](https://ChristianityToday.org/Partner)

### GIVE BY CHECK

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Carol Stream, IL 60188

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630.384.7238

### GIVE STOCK

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### MAKE A PLANNED GIFT

[ChristianityToday.org/Legacy](https://ChristianityToday.org/Legacy)

### QUESTIONS OR FEEDBACK

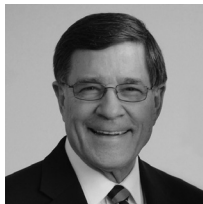
Cory Whitehead  
Executive Director of Mission Advancement  
[cwhitehead@christianitytoday.com](mailto:cwhitehead@christianitytoday.com)

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**HAROLD B. SMITH**  
President and CEO,  
Christianity Today



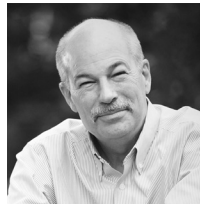
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Givington's



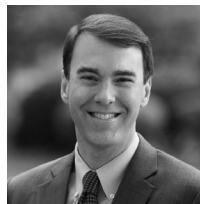
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