

November 24, 2003



## **Salem Communications Expands ``FaithTalk Magazine''**

Monday, November 24, 2003 5:45 am PST

NASHVILLE, Tenn.

market not identified:

SALM

NASHVILLE, Tenn.--([BUSINESS WIRE](#))--Nov. 24, 2003--Salem Communications (Nasdaq:SALM) announced today that "FaithTalk Magazine" will move to quarterly publication in 2004, the second expansion since its inception two years ago.

"The explosive launch of 'FaithTalk Magazine' has been gratifying and exciting," says Jim Cumbee, President of Non-Broadcast Media for Salem. "'FaithTalk Magazine' represents perfect synergy between Salem's radio platform and Salem's publishing business. We think we are on to a powerful idea that will be a big success for years to come."

"FaithTalk Magazine" is published in partnership with Salem talk radio stations, providing audiences an additional source of entertainment and information with articles by leading writers in the evangelical Christian faith such as John MacArthur, Joni Eareckson Tada, Hank Hanegraaff and Kay Arthur.

"This expansion shows Salem's commitment to the strategic use of our print resources to enhance our radio presence," says Smitty Wheeler, Salem Publishing's Executive Director of Advertising Sales. "This gives our clients a more comprehensive marketing vehicle."

"FaithTalk Magazine" launched in 2002 as an annual publication serving 329,000 households, and grew in 2003 to a biannual serving 365,000. As a quarterly publication in 2004, "FaithTalk Magazine" will reach 640,000 households in 23 major markets.

"FaithTalk Magazine" publication dates for 2004 are scheduled to be in April, August and November.

"FaithTalk Magazine" is published by Salem Publishing, a division of Salem Communications Corporation. Salem Publishing produces consumer and trade magazines targeted to the Christian market.

Salem Communications Corporation, headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes programming. The company owns and operates 92 radio stations, mainly comprised of three primary formats including Christian Teaching and Talk, Conservative News/Talk, and Contemporary Christian Music. In addition to its radio properties, Salem owns the Salem Radio Network, which syndicates talk, news and music programming to over 1,600 affiliated radio stations; Salem Radio Representatives, a national sales organization; Salem Web Network, the leading Internet

provider of Christian content and online streaming; and Salem Publishing, a Christian magazine publisher. [www.Salem.cc](http://www.Salem.cc)

Salem Communications  
Amanda Strong-Larson, 805-987-0400, x1081  
[amandas@salem.cc](mailto:amandas@salem.cc)  
or  
McClain Public Relations  
Brenda McClain, 615-456-4444  
[brenda@mcclainpr.com](mailto:brenda@mcclainpr.com)