

# The Coming Economic Armageddon

*What Bible Prophecy Warns About the New Global Economy*

**Dr. David Jeremiah**



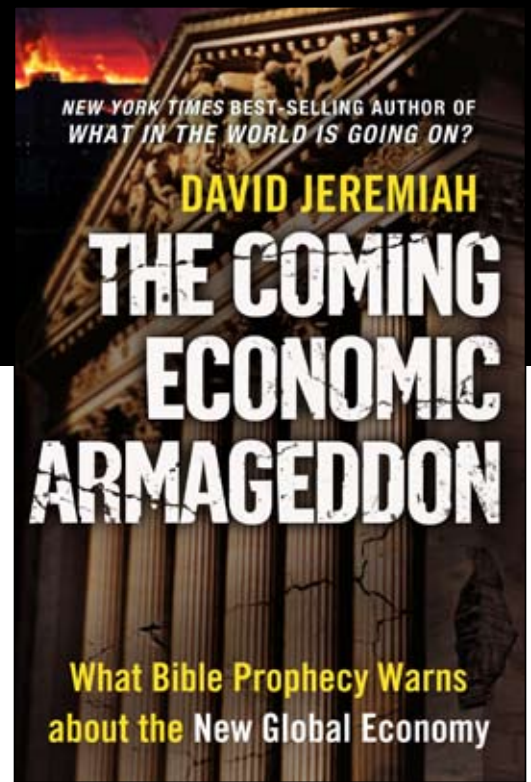
Pub Date October 1, 2010 \$15.00

International C-Format, 978-0-446-57495-2

In *The Coming Economic Armageddon*, David Jeremiah shows readers the meaning behind the prophetic signs of the end times in the daily news—and how they can understand and prepare for living in the New Global Economy.

Did Bible prophecy predict the current financial catastrophe? Are there biblical clues to how soon, if ever, a viable, long-term recovery can be achieved? Is the current financial collapse just one of several signs that indicate the last days of Earth's history are approaching? Bestselling author, David Jeremiah provides the biblical answers to these and other compelling questions spawned by the rapidly changing news of the day.

- Jeremiah's lifetime sales are well over 5,000,000 copies.
- Jeremiah's last two books both hit the *New York Times* bestseller list - *What in the World Is Going On?* (Thomas Nelson, 09/08) and *Living With Confidence in a Chaotic World* (Thomas Nelson, 10/09).
- Jeremiah's ministry, Turning Point, has extensive media outreach, including television, radio, and print.
- *Turning Point* Television is available in every home in the US, carried by ION TV, Trinity Broadcasting Network, FamilyNet, DayStar, Faith TV, and Inspirational Network.
- Turning Point's English radio program is now carried on over 1,300 stations, broadcasting over 2,000 times daily.
- *Turning Points* Magazine & Devotional has a consistent monthly circulation to more than 140,000 homes.
- Turning Point has over 200,000 names on its active database which is growing rapidly.



## David Jeremiah Bestsellers

- |  |          |
|--|----------|
| • 2009 <i>Living with Confidence in a Chaotic World</i> (Oct'09) | 168,000  |
| • 2008 <i>What in the World Is Going On?</i>                     | 425,000+ |
| • 2007 <i>Signs of Life</i>                                      | 125,000  |
| • 2006 <i>Captured by Grace</i>                                  | 125,000  |

## Marketing

- Television ads will run on Fox Evening News in Dr. Jeremiah's top 10 markets.
- Upon release, Turning Point Ministries television program will run 10 straight episodes on *The Coming Economic Armageddon* with commercials, scripted lead-in, and the book topic as topic of message.
- Prior to release, Turning Point Ministries will promote the upcoming book on all radio, television and internet programs targeting the planned release date with ads, "trailers," promos and crawls.
- The ministry will do an aggressive eblast campaign to their 200,000 person database informing them of the upcoming release.
- We will do an aggressive publicity campaign to print outlets including *Time*, *Newsweek*, *U.S. News and World Report*, *World*, *Christianity Today*, *Outreach*, *The Wall Street Journal* and *USA Today* and regional newspapers including *The Washington Post*, *The Dallas Morning News*, *The Chicago Tribune*, and *The Atlanta-Journal Constitution*. Upon release we also plan publicity appearances with key broadcast including - *Huckabee*, *Larry King Live*, *Hannity*, *Fox and Friends*, *The 700 Club*, *Praise The Lord*, and *Live Today with James Robison*.

