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WITH MID-MICHIGAN CATHOLICS

faith
MAGAZINE
THE DIOCESE OF
LANSING'S PREMIER
CATHOLIC RESOURCE

WHY ADVERTISE?

CONNECT WITH UPLIFTING CONTENT

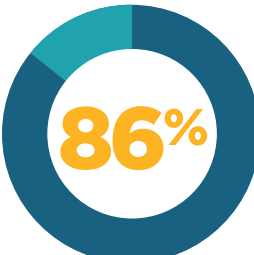
Since 2000, *FAITH* magazine has brought positive stories of hope and healing to every Catholic household in the 10-county Diocese of Lansing. In our diocese, we feature profiles of local Catholic parishioners and organizations, resources for people working to deepen their faith, and details about upcoming events. The result? Loyal readers who spend time with every issue.

CONNECT WITH AWARD WINNING DESIGN

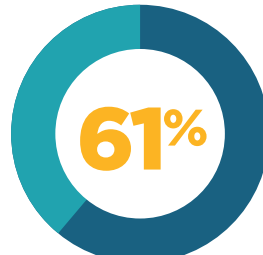
FAITH magazine attracts readers with contemporary, award-winning design that draws people in and keeps them engaged.

What do readers say?

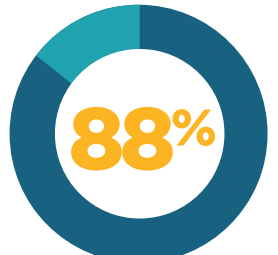
– 2023 readership survey



Makes me feel more connected to my Catholic faith.



Inspires me to use more of my gifts and talents at my parish.



Increases my awareness of programs and ministries offered by the diocese and parishes.



ESTERIL CHARIETIES

'God knows what we need'

For counselor Holly Carter, miracles are a daily occurrence

It's a cold winter morning at Livingston County Catholic Charities (LCCC). Foot traffic is heavy, and every time the door opens a frigid breeze blows into the waiting area.

Inside Holly Carter's office, however, every warmth pervades. Sticking into the center of her cushioned chair, soft lights and hooded blankets, it's easy to forget the frigid weather outside.

It's an environment that soothes the soul—and that situation. I know what it feels like to struggle with not really knowing how you feel about yourself and wanting to be someone else's burden.

Holly is a businesswoman employed by the former Hamilton-Corwin corporation. Holly is now a financial substance advisor through a full-time head.

"My oldest has been diagnosed with autism, and he's significantly impacted. He's nonverbal and requires full care," Holly says. "My work here began when I got involved in a lot of social work for kids with disabilities, but I never saw my own diagnosis and focus on a professional career."

Ultimately, Holly's work led her to specialize in substance use disorder support for LCCC clients. "God and I can make up a very big piece of the work that is needed for people experiencing substance use challenges," she says. "When we think of the 12 steps, which we've made our own, there's a strong focus on receiving

help and love. Before you can really truly get acceptance, you must process all those feelings."

The key, Holly says, is to help clients understand why they are using substances as a coping mechanism.

"Because of DNA, our substance can be passed, so we can have substance use disorder recovery groups here several times a week."

"Typically, there's some type of trauma," she says. "And I can really relate to people in that situation. I know what it feels like to struggle with not really knowing how you feel about yourself and wanting to be someone else's burden."

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Building God's kingdom

The founder of Domino's Pizza, Tom Monaghan, turns 97 on March 25. Ad multos annos. Over many decades, the well-known Catholic businessman has used his time, treasure and talent to support numerous apostolic initiatives within his native Diocese of Lansing and beyond. In this issue, David Kerr, director of communications for the diocese, digs deeper into Monaghan's faith journey.

Tom's long life has not been without hardship. Following the death of his father in 1941, family circumstances forced his mother to send four-year-old Tom and his younger brother, Jim, to several foster homes and eventually to St. Joseph Home for Boys in Jackson, where they lived for the next six and a half years.

It was in the fall of 1960 that Jim learned of a pizza shop in Ypsilanti that was for sale. The asking price was \$500,000 and assuming the debt on the equipment system. The Monaghan brothers borrowed \$100, bought the business, and later renamed it Domino's Pizza. By the time Tom sold the business for a reported \$1 billion in 1998, Domino's had over 6,000 stores worldwide.

Even more significantly, it was while delivering a pizza in Michigan that Tom met his future wife, Maggie. The couple was married later that year and went on to have four daughters. Maggie Monaghan died on July 3, 2022. Reprinted in part.

FAITH INTERVIEW

DK: What does your daily prayer life look like?

TM: I pray whenever I think about it, which is not often enough. Incorporate my prayer into other parts of my life. For example, I pray the more while exercising or standing in the morning.

DK: How central are the Holy Mass and the Sacraments?

TM: For me, the Mass is the most important part of my day. I do not make it a habit to go to Mass every time I attend Mass.

THE MISSION OF CATHOLIC CHARITIES IN THE DIOCESE OF LANSING IS THE WORK OF THE CATHOLIC CHURCH TO SHARE THE LOVE OF CHRIST BY PERFORMING THE PERSONAL AND SPIRITUAL WORKS OF MERCY.

CATHOLIC CHARITIES OF JACKSON, LIVINGSTON AND HILLSDALE COUNTIES
 Jackson: 2425 Francis Street, 517.282.2351
 Adrian: 190 N. Broad Street, 517.283.2191
 Hillsdale: 601 S. 21st St. for an appointment

CATHOLIC CHARITIES OF SHUASSETT AND GENESSEE COUNTIES
 Cheboygan: 300 N. W. 2nd Street, 517.223.8279
 Hill: 301 Chippewa Street, 810.222.9250

CATHOLIC SOCIAL SERVICES OF MICHIGAN/THAW COUNTY
 Ann Arbor: 4025 Parkland Road, 734.973.9789

LIVINGSTON COUNTY CATHOLIC CHARITIES
 Howell: 2020 E. Grand River Ave., Suite 104, 517.545.1044

ST. VINCENT CATHOLIC CHARITIES
 Lansing: 2000 W. Wilson, 517.323.4754

CHRIST REDEEMER COMMUNITY CENTER
 Lansing: 1717 N. High St., 517.392.7700

TIPS FOR LIVING AS A MISSIONARY DISCIPLE

More often than we should, my wife and I binge on social media videos before going to bed. At 8:30 p.m., "early" bedtime becomes an 11 p.m. "what-were-we-thinking?" time. They're generally funny, informative or just plain goofy, but it's amazing how often I'll mention one of our "favorites" to a friend and they will have seen it too. However, when they haven't seen it, what joy it is to be the first to show them the video with the screaming goat. It stinks that the other day after one such encounter: Why is the good news of a viral video so easy to share while the Good News of Jesus Christ so difficult?

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HOW EFFECTIVE IS THE FAITH FORMAT?

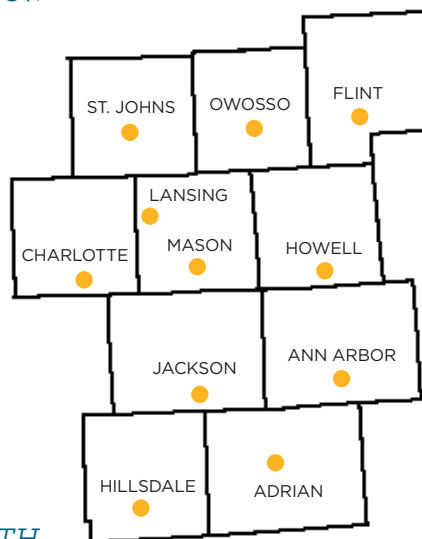
CONNECT WITH A MAGAZINE THAT INSPIRES ACTION

FAITH Magazine reaches and inspires readers to act. For example, following a June 2015 special issue focused on the plight of the poor in Flint, readers responded with thousands of hours of volunteer service and tens of thousands in new donations to Catholic Charities in Flint. Compelling narrative stories about real people in the community who struggle to survive prompted readers to answer the call for Christian service with generosity and compassion. FAITH readers trust the magazine to educate and inform them about issues that impact the communities they share.



CONNECT WITH MID-MICHIGAN'S LARGEST DISTRIBUTED CATHOLIC MAGAZINE

- Mailed 10 times per year free to 57,000 homes
- High pass-along rate
- Proven readership
- Readers of all ages
- Award-winning editorial and design
- Full-color ads
- Design services available
- Readers also find access to FAITH magazine via our digital publishing website and social media



COMMENTS FROM A RANGE OF EVERYDAY READERS:

"The stories, messages, and the people described in them are interesting and positive!"

"It helps with understanding why we are Catholic. With the pandemic, FAITH magazine has helped us maintain our connection to the church."

"We're always glad to receive the magazine in the mail and look forward to reading it! Sometimes, it's sort of a 'tug-of-war' as to who gets it first."

ADVERTISING GUIDELINES

**CONTACT STEPHANIE
FOR MORE INFO:**

Stephanie Van Koevering

Phone: 517.974.6065

Email: stephanie.vankoevering@lansing
catholic.org

Web: catholicmagazines.org/faith-lansing

Mailing address:

501 Marshall St.
Lansing, MI 48912

2024 ADVERTISING SCHEDULE

ISSUE	AD RESERVATION	AD DUE	MAIL DATE
Jan/Feb 2024	12/6/23	1/8/24	1/31/24
March 2024	1/10/24	1/26/24	2/19/24
April 2024	2/15/24	3/1/24	3/25/24
May 2024	3/15/24	4/5/24	4/29/24
June 2024	4/12/24	4/29/24	5/27/24
July/Aug 2024	5/14/24	5/30/24	6/24/24
Sept 2024	7/18/24	8/2/24	8/26/24
Oct 2024	8/21/24	9/6/24	9/30/24
Nov 2024	9/19/24	10/4/24	10/28/24
Dec 2024	10/21/24	11/5/24	12/2/24



Number of issues	RATES					
	full	half	quarter	eighth	inside back cover	top-half back cover
1	\$3,000	\$1,800	\$1,080	\$648	\$3,300	\$4,200
2 to 5	\$2,700	\$1,620	\$972	\$583	\$2,970	\$3,780
6 to 10	\$2,295	\$1,377	\$826	\$496	\$2,525	\$3,213

