

# WE HELP YOU **CONNECT**

WITH MID-MICHIGAN CATHOLICS



**faith**

MAGAZINE

**MICHIGAN'S PREMIER  
CATHOLIC MAGAZINE**



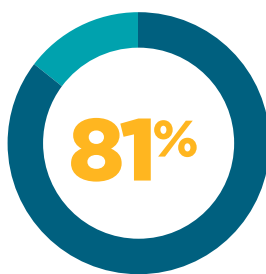
# WHY ADVERTISE?

## CONNECT WITH UPLIFTING CONTENT

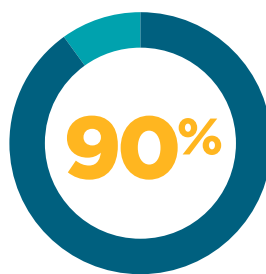
Since 2000, *FAITH* magazine has brought positive stories of hope and healing to every Catholic household in the 10-county Diocese of Lansing. Pioneering our unique content matrix, *FAITH* magazine offers relatable stories of Christian witness, columns to promote healthy, wholesome lifestyles, articles for personal spiritual development and useful news and information from across the diocese and around the world. The result? Loyal readers who spend time with every issue.

## What do readers say?

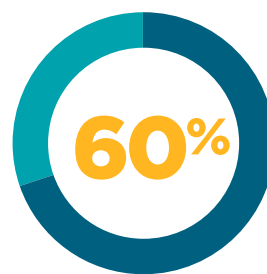
— 2018 readership survey



Find the magazine interesting.



Looked at an issue more than once.



Spend more than 15 minutes with an issue.

## CONNECT WITH AWARD WINNING DESIGN

*FAITH* magazine attracts readers with contemporary, award-winning design that draws people in and keeps them engaged, page after page and year after year. Recently, *FAITH* received recognition from the Mid-Michigan Creative Alliance with five Silver Addy awards for Magazine Design and two for Editorial Spreads and Feature Series. In the last couple years, the Catholic Press Association recognized *FAITH* in nearly every design category, plus numerous awards including:

- Honors for two individual designers, 2016
- General Excellence Diocesan Magazine – 1st place, 2016
- Best Cover – 1st place, 2016
- Best Re-Design – 1st place, 2016
- Best Photo Story – 1st place, 2016
- Best Ad Copy Writing – 1st place, 2016
- Best layout – 1st place, 2017
- Magazine of the Year – 3rd place, 2017



# HOW EFFECTIVE IS THE *FAITH* FORMAT?

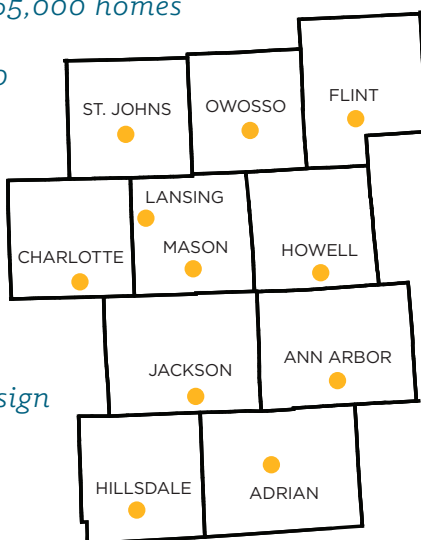
## CONNECT WITH A MAGAZINE THAT INSPIRES ACTION

*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 65,000 homes
- Readership of more than 162,000 (2.5 readers per household)
- High pass-along rate
- Proven readership
- Readers of all ages
- Award-winning editorial and design
- Full-color ads
- Design services available



**“** I love when I receive our *FAITH* magazine in the mail! It is such a gift — to read the articles of folks all around us discovering and living a life of real faith. *FAITH* magazine’s true testaments and featured articles are monthly reminders of our powerful Catholic mission to spread God’s love to all.”

-LINDA HUNDT, OWNER OF SWEETIE-LICIOUS

# ADVERTISING GUIDELINES

## CONTACT CYNTHIA FOR MORE INFO:

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## 2019-2020 ADVERTISING SCHEDULE

ISSUE	SPACE DUE	AD DUE	MAIL DATE
<b>Jan/Feb</b>	11/18/2020	11/26/2019	12/10/2019
<b>March</b>	1/8/2020	1/16/2020	1/31/2020
<b>DSA</b>	2/5/2020	2/13/2020	2/28/2020
<b>April</b>	3/4/2020	3/12/2020	3/27/2020
<b>May</b>	4/1/2020	4/9/2020	4/24/2020
<b>June</b>	5/4/2020	5/14/2020	5/29/2020
<b>July/Aug</b> Ordination Issue	5/27/2020	6/4/2020	6/19/2020
<b>Sept</b>	7/30/2020	8/6/2020	8/21/2020
<b>Oct</b>	8/23/2020	9/3/2020	9/21/2020
<b>Nov</b>	9/23/2020	10/1/2020	10/16/2020
<b>Dec</b>	10/29/2020	11/5/2020	11/20/2020



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

