

# WE HELP YOU **CONNECT**

WITH MID-MICHIGAN CATHOLICS

20  
YEARS  
faith

faith

MAGAZINE

MICHIGAN'S PREMIER  
CATHOLIC MAGAZINE



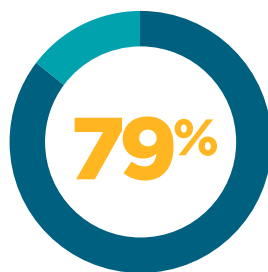
# WHY ADVERTISE?

## CONNECT WITH UPLIFTING CONTENT

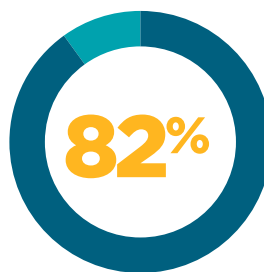
Since 2000, *FAITH* magazine has brought positive stories of hope and healing to every Catholic household in the 10-county Diocese of Lansing. Pioneering our unique content matrix, *FAITH* magazine offers relatable stories of Christian witness, columns to promote healthy, wholesome lifestyles, articles 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?

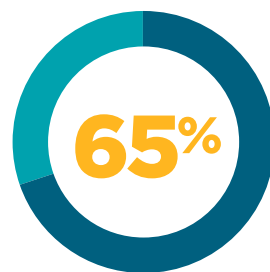
— 2020 readership survey



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. Year after year, our magazine is recognized for excellence in design and content by both the Mid-Michigan Creative Alliance's ADDY's and the Catholic Press Association.

In 2020 alone, we received: four gold, three silver and four bronze awards for magazine design from the Mid-Michigan Creative Alliance. We also received five 1st place, twelve 2nd place and seven 3rd place awards from the Catholic Press Association.



# HOW EFFECTIVE IS THE *FAITH* FORMAT?

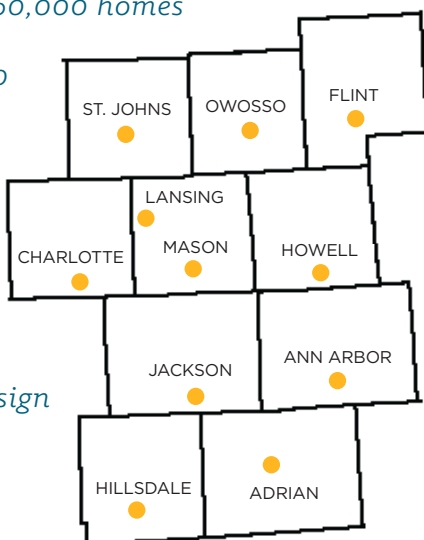
## CONNECT WITH A MAGAZINE THAT INSPIRES ACTION

*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 60,000 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

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## 2020-2021 ADVERTISING SCHEDULE

| ISSUE           | SPACE DUE | AD DUE     | MAIL DATE  |
|-----------------|-----------|------------|------------|
| <b>Sept</b>     | 7/30/2020 | 8/6/2020   | 8/21/2020  |
| <b>Oct</b>      | 8/31/2020 | 9/7/2020   | 9/28/2020  |
| <b>Nov</b>      | 9/30/2020 | 10/7/2020  | 10/26/2020 |
| <b>Dec</b>      | 11/6/2020 | 11/13/2020 | 12/2/2020  |
| <b>Jan/Feb</b>  | 12/2/2020 | 12/9/2020  | 12/29/2020 |
| <b>March</b>    | 1/7/2021  | 1/14/2021  | 2/2/2021   |
| <b>April</b>    | 2/17/2021 | 2/24/2021  | 3/12/2021  |
| <b>May</b>      | 3/29/2021 | 4/7/2021   | 4/23/2021  |
| <b>June</b>     | 4/30/2021 | 5/12/2021  | 5/28/2021  |
| <b>July/Aug</b> | 5/25/2021 | 6/2/2021   | 6/18/2021  |
| <b>Sept</b>     | 7/28/2021 | 8/4/2021   | 8/20/2021  |
| <b>Oct</b>      | 9/1/2021  | 9/9/2021   | 9/27/2021  |
| <b>Nov</b>      | 9/30/2021 | 10/7/2021  | 10/25/2021 |
| <b>Dec</b>      | 11/5/2021 | 11/12/2021 | 12/2/2021  |



| 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             |

