

A man with short dark hair, wearing a blue denim shirt, is looking down at a magazine or book he is holding. The background is a bright, out-of-focus interior space with white shelves. The text "WE HELP YOU CONNECT" is overlaid in large white letters at the top left, and "WITH MID-MICHIGAN CATHOLICS" is in smaller white letters below it. At the bottom, the word "faith" is in a large white font, followed by "MAGAZINE" in a smaller white font, and "MICHIGAN'S PREMIER CATHOLIC MAGAZINE" in yellow text. A yellow rectangular frame surrounds the bottom text.

WE HELP YOU
CONNECT

WITH MID-MICHIGAN CATHOLICS

faith
MAGAZINE

MICHIGAN'S PREMIER
CATHOLIC MAGAZINE

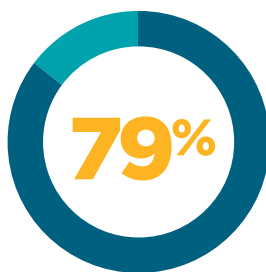
WHY ADVERTISE?

CONNECT WITH UPLIFTING CONTENT

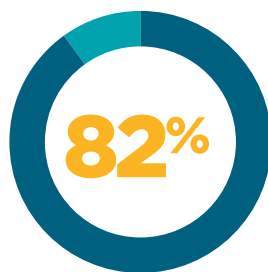
Since 2000, *FAITH* magazine has brought positive stories of hope and healing to every Catholic household in the 10-county Diocese of Lansing. Pioneering our unique content matrix, *FAITH* magazine offers relatable stories of Christian witness, columns to promote healthy, wholesome lifestyles, articles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

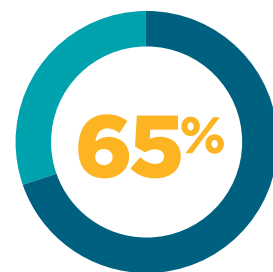
— 2020 readership survey



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 2021 alone, we received: two silver and five bronze awards for magazine design from the Mid-Michigan Creative Alliance. We also received twelve 2nd place, and five 3rd place awards from the Catholic Press Association.



HOW EFFECTIVE IS THE *FAITH* FORMAT?

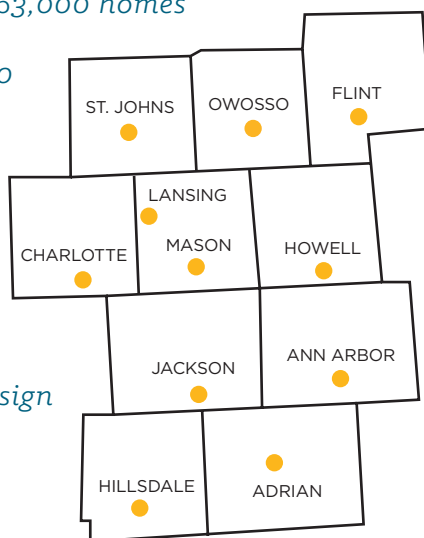
CONNECT WITH A MAGAZINE THAT INSPIRES ACTION

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 63,000 homes
- Readership of more than 150,000 (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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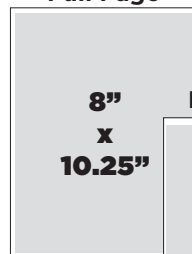
2022 ADVERTISING SCHEDULE

ISSUE	SPACE DUE	AD DUE	MAIL DATE
March	1/31/2022	2/7/2022	2/23/2022
April	3/3/2022	3/10/2022	3/28/2022
May	3/28/2022	4/4/2022	4/22/2022
June	4/29/2022	5/6/2022	5/27/2022
July/Aug	6/1/2022	6/8/2022	6/24/2022
Sept	7/27/2022	8/3/2022	8/19/2022
Oct	8/31/2022	9/8/2022	9/26/2022
Nov	9/29/2022	10/6/2022	10/24/2022
Dec	11/4/2022	11/11/2022	12/1/2022

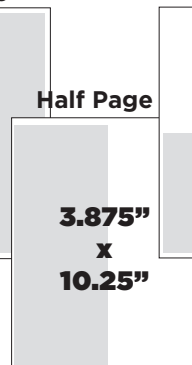


Number of issues	RATES					
	full	half	quarter	eighth	inside back cover	half-page back cover
1	\$3,000	\$1,800	\$1,080	\$648	\$3,300	\$4,200
2 to 5	\$2,700	\$1,620	\$972	\$583	\$2,970	\$3,780
6 to 10	\$2,295	\$1,377	\$826	\$496	\$2,525	\$3,213

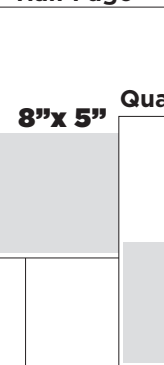
Full Page



Half Page



Eighth Page



Quarter Page

