WE HELP YOU CONNECT

WITH MID-MICHIGAN CATHOLICS

faith MAGAZINE

THE PREMIER RESOURCE FOR CATHOLICS IN THE DIOCESE OF LANSING

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 the Diocese of Lansing, 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.

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.

CONNECT WITH AWARD WINNING DESIGN

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



'God knows what we need'

For counselor Holly Carter, miracles are a daily occurrence

Building God's kingdom

LIVING AS A **MISSIONARY** DISCIPLE

HOW EFFECTIVE IS THE *FAITH* FORMAT?

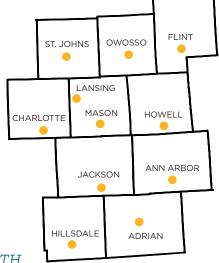
CONNECT WITH A MAGAZINE THAT INSPIRES ACTION

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-ofwar' as to who gets it first."

ADVERTISING **GUIDELINES**

CONTACT SEAN FOR MORE INFO:

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2024 ADVERTISING SCHEDULE							
ISSUE	AD RESERVATION	AD DUE	MAIL DATE				
Feb 2025	11/19/24	12/10/24	1/17/25				
DSA 2025	12/12/24	1/16/25	2/7/25				
April 2025	2/6/25	2/24/25	3/17/25				
May 2025	3/10/25	3/26/25	4/16/25				
June 2025	4/4/25	4/28/25	5/19/25				
July/Aug 2025	5/7/25	5/23/25	6/16/25				
Sept 2025	7/10/25	7/28/25	8/18/25				
Oct 2025	8/6/25	8/22/25	9/15/25				
Nov 2025	9/11/25	9/29/25	10/20/25				
Christmas 2025	10/9/25	10/27/25	11/17/25				

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	

