

# WE HELP YOU **CONNECT**

WITH MID-MICHIGAN CATHOLICS

# faith

MAGAZINE

THE PREMIER RESOURCE FOR  
CATHOLICS IN THE DIOCESE  
OF LANSING



# HOW EFFECTIVE IS THE FAITH FORMAT?

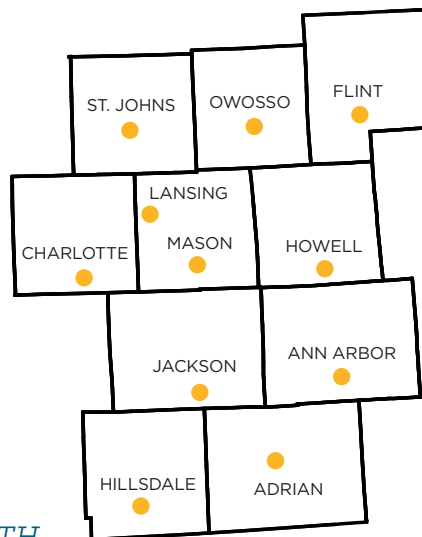
## CONNECT WITH A MAGAZINE THAT INSPIRES ACTION

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 SEAN  
FOR MORE INFO:

Sean O'Neill

Phone: 517-342-2440

Email: soneill@dioceseoflansing.org

Web: catholicmagazines.org/faith-lansing

## 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

