

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.



824 MORE
agency
volunteers



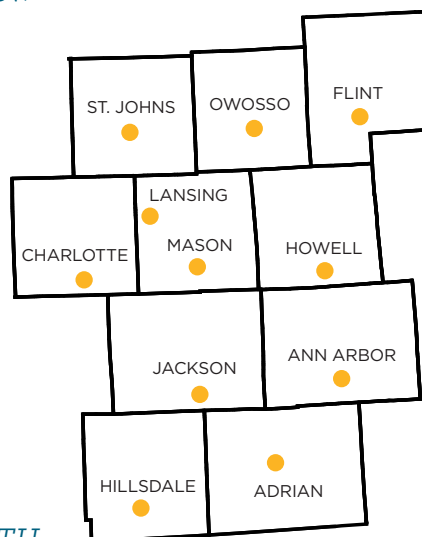
7,067 MORE
agency volunteer
hours



1,337 MORE
gift-in-kind
donations

CONNECT WITH MID-MICHIGAN'S LARGEST DISTRIBUTED CATHOLIC MAGAZINE

- Mailed 9 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 MARY FOR MORE INFO:

Mary Gates

Phone: 517-342-2440

Email: mgates@dioceseoflansing.org

Web: catholicmagazines.org/faith-lansing

TERMS AND CONDITIONS

- As a Catholic publication, *FAITH* magazine reserves the right to deny any advertising that is contrary to the moral teachings of the Catholic Church.
- All submitted advertising is also subject to the approval of the publisher. Examples of advertising not accepted include alcohol, tobacco, and political ads.
- All copy is subject to the approval of the publisher.
- FAITH* magazine reserves the right to insert the word “advertisement” above or below any copy.
- FAITH* magazine reserves the right to adjust advertising rates at any time upon 30 days written notice.
- After the reservation date, cancellation or changes may not be made by the advertiser nor its agency.
- With the exception of specific positioning requests approved in writing by *FAITH* magazine, placement of advertising is at the discretion of *FAITH* magazine.

BILLING TERMS

Once the edition with the advertisement has been mailed, invoices will be sent from the Diocese of Lansing. Payment terms are net 30.

PRINTING SPECIFICATIONS

- All advertisements should be camera-ready and submitted in PDF format (settings set to “press quality”) or jpeg. All ads will be published in full color; therefore, the color space should be set to CMYK with type at 100% k or black.
- All ads must be exact size at 100%, 300 dpi.
- Submit files to: mgates@dioceseoflansing.org

ADVERTISING SCHEDULE

ISSUE	AD RESERVATION	AD DUE	MAIL DATE
Sep 2026	7/14/26	7/28/26	8/20/26
Oct 2026	8/12/26	8/26/26	9/21/26
Nov 2026	9/14/26	9/28/26	10/21/26
Dec 2026/Jan 2027	10/12/26	10/26/26	11/18/26
Feb 2027	11/23/26	12/10/26	1/20/27
March 2027	1/8/27	1/25/27	2/17/27
April 2027	2/11/27	2/25/27	3/22/27
May 2027	3/10/27	3/24/27	4/21/27
Summer 2027	4/13/27	4/27/27	5/20/27
Sep 2027	7/14/27	7/28/27	8/20/27
Oct 2027	8/12/27	8/26/27	9/21/27
Nov 2027	9/13/27	9/27/27	10/20/27
Dec 2027/Jan 2028	10/13/27	10/27/27	11/19/27

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 9	\$2,295	\$1,377	\$826	\$496	\$2,525	\$3,213

