



# MAXIMIZE

## YOUR BUSINESS POTENTIAL

Reach the largest Catholic audience in central Minnesota

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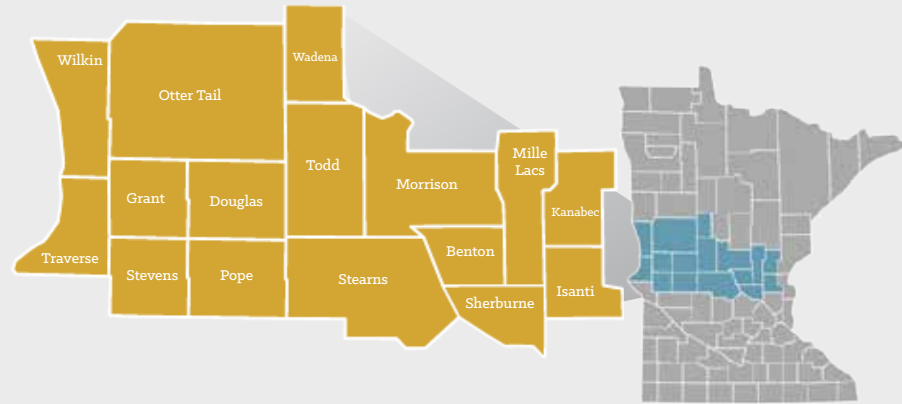
**JOE TOWALSKI**  
Editor and Communications Director

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TheCentralMinnesotaCatholic.org

THE CENTRAL  
MINNESOTA **Catholic**

**MAGAZINE OF THE  
DIOCESE OF ST. CLOUD**

# WHY ADVERTISE?



## HIGH IMPACT

The Central Minnesota Catholic magazine is a high-quality four-color publication distributed 12 times per year to **39,000** Catholic households in central Minnesota. It is the official publication of the Diocese of St. Cloud.

### Due dates

2021	Ad reservation	Ads due
Jan	11/10/21	11/17/21
Feb	12/15/21	12/22/21
March	1/12/22	1/19/22
April	2/16/22	2/23/22
May	3/16/22	3/23/22
June	4/13/22	4/20/22
July	5/11/22	5/18/22
Aug	6/15/22	6/22/22
Sept	7/13/22	7/20/22
Oct	8/17/22	8/24/22
Nov	9/14/22	9/21/22
Dec	10/12/22	10/19/22

\*Each issue is slated to reach mailboxes during the last few days of the prior month.

### AS THE LARGEST DISTRIBUTED CATHOLIC MAGAZINE IN CENTRAL MINNESOTA, WE WILL PROVIDE A PUBLICATION WITH:

- Full color ads
- High pass-along rate
- Proven readership
- Design services available
- Award-winning production/editorial staff
- Credibility in your market

### YOUR TARGET AUDIENCE READS THE CENTRAL MINNESOTA CATHOLIC

According to Simmons Marketing Research, readers of Catholic magazines:

- Own a home (75%)
- Are married (72%)
- Are predominantly female (68%)
- Are decision-makers 35 to 64 years of age (57%)
- Are college graduates (39%)
- Regularly save and invest money (60%)
- Strongly support charities (90%)
- Are regular domestic travelers (77%)

# ADVERTISING GUIDELINES

## TERMS AND CONDITIONS

- *The Central Minnesota Catholic* magazine reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.
- All copy is subject to the approval of *The Central Minnesota Catholic* magazine.
- *The Central Minnesota Catholic* magazine reserves the right to insert the word “advertisement” above or below any copy.
- We reserve the right to adjust advertising rates at any time upon 30 days written notice.
- Cancellations or changes in orders may not be made by the advertiser nor its agency after the reservation closing date.
- Positioning of advertisements is at the discretion of *The Central Minnesota Catholic* magazine except where a request for a specific preferred position is acknowledged by *The Central Minnesota Catholic* magazine in writing.

## PRINTING SPECIFICATIONS

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to “Press Quality”).
- Ads also can be accepted in EPS, PDF, JPEG, Adobe® Illustrator® and Photoshop® files. These files must include true type fonts and art.
- All ads must be exact size at 100%, 300 dpi.
- For questions, design services or to submit files, contact Joe Towalski at [jtowalski@gw.studio.org](mailto:jtowalski@gw.studio.org) or 320.258.7624.

## AD DETAILS

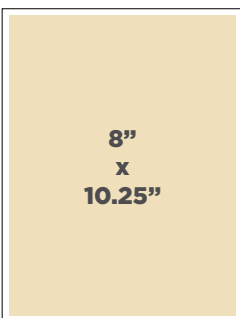
Cost is per insertion. All prices are for camera-ready material submitted to *The Central Minnesota Catholic* magazine according to advertising guidelines. *The Central Minnesota Catholic* also offers design and production services for your convenience.

## AD SPECIFICATIONS

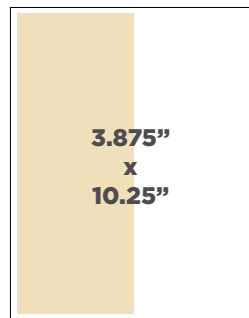
FULL COLOR • monthly (12 issues a year)

Number of Issues	Per Issue Cost			
	Full Page	Half Page	Quarter Page	Eighth Page
1 to 4	\$1,575	\$945	\$567	\$340
5 to 8	\$1,418	\$851	\$510	\$306
9 to 12	\$1,205	\$723	\$434	\$260

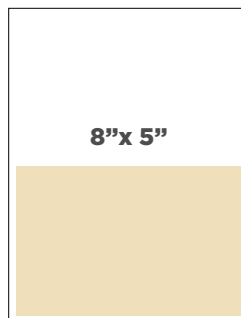
Full Page



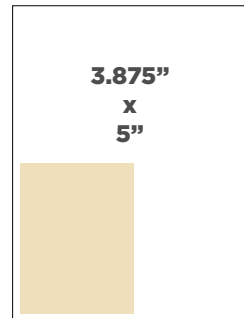
Half Page (Vertical)



Half Page (Horizontal)



Quarter Page



Eighth Page

