



MAXIMIZE

YOUR BUSINESS POTENTIAL

Reach the largest Catholic audience in central Minnesota

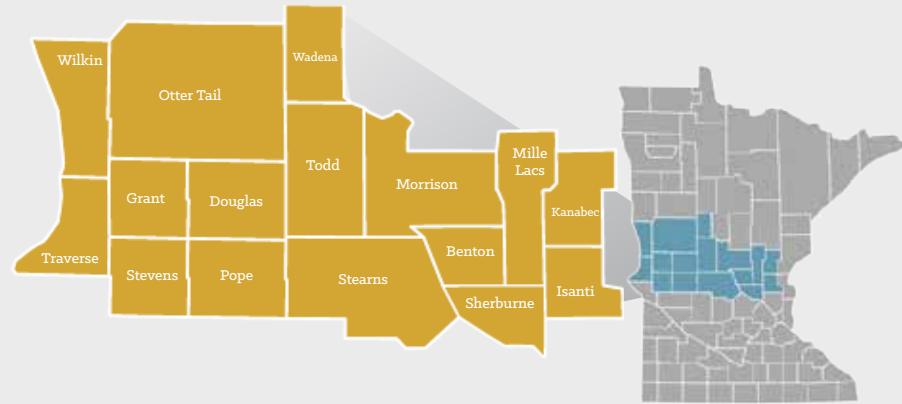
JOE TOWALSKI
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TheCentralMinnesotaCatholic.org

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

2023	Ad reservation	Ads due
Jan	11/9/22	11/16/22
Feb	12/14/22	12/21/22
March	1/11/23	1/18/23
April	2/15/23	2/22/23
May	3/15/23	3/22/23
June	4/12/23	4/19/23
July	5/10/23	5/17/23
Aug	6/14/23	6/21/23
Sept	7/12/23	7/19/23
Oct	8/16/23	8/23/23
Nov	9/13/23	9/20/23
Dec	10/11/23	10/18/23

*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.stcdio.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

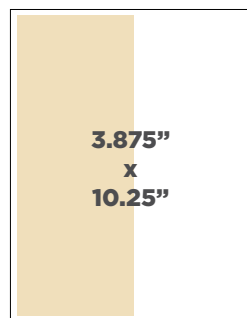
FULL COLOR • monthly (12 issues a year)

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

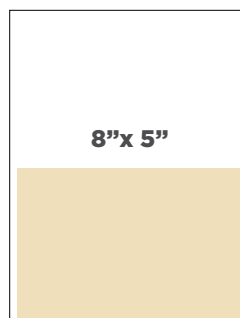
Full Page



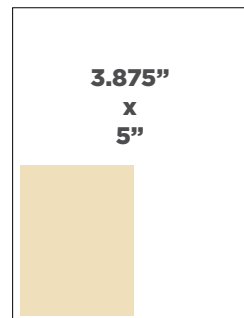
Half Page (Vertical)



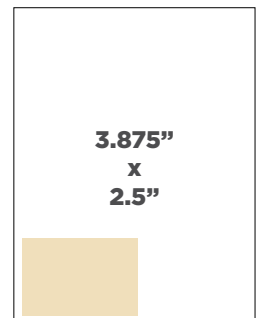
Half Page (Horizontal)



Quarter Page



Eighth Page



Calendar event submission deadlines



THE CENTRAL MINNESOTA Catholic

The Central Minnesota Catholic

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2023

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