



2024

# MAXIMIZE

## YOUR BUSINESS POTENTIAL

Reach the largest Catholic audience in central Minnesota

---

**KRISTI ANDERSON**  
Editor

320.258.7650  
kristi.anderson@gw.stcdio.org  
[TheCentralMinnesotaCatholic.org](http://TheCentralMinnesotaCatholic.org)

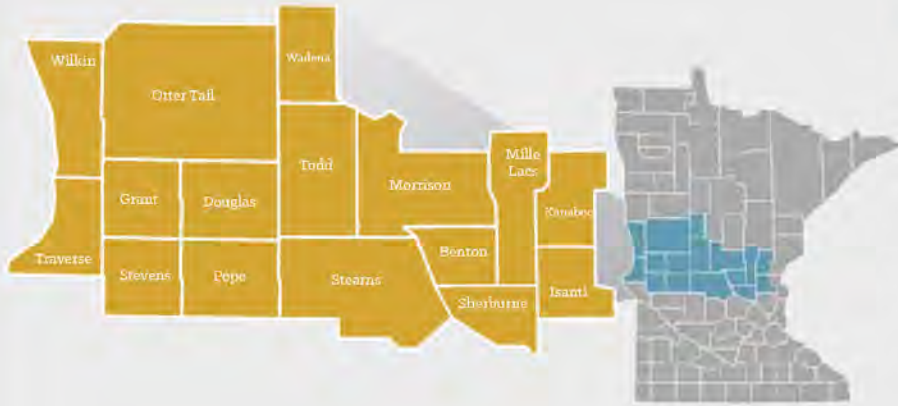
THE CENTRAL  
MINNESOTA **Catholic**

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 **37,000** Catholic households in central Minnesota. It is the official publication of the Diocese of St. Cloud.



## ADVERTISING DEADLINES

<b>JANUARY</b>	<b>11-9-23</b>
<b>FEBRUARY</b>	<b>12-7-23</b>
<b>MARCH</b>	<b>1-11-24</b>
<b>APRIL</b>	<b>2-8-24</b>
<b>MAY</b>	<b>3-14-24</b>
<b>JUNE</b>	<b>4-11-24</b>
<b>JULY</b>	<b>5-9-24</b>
<b>AUGUST</b>	<b>6-13-24</b>
<b>SEPTEMBER</b>	<b>7-11-24</b>
<b>OCTOBER</b>	<b>8-8-24</b>
<b>NOVEMBER</b>	<b>9-12-24</b>
<b>DECEMBER</b>	<b>10-10-24</b>

**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 Kristi Anderson at [kristi.anderson@gw.studio.org](mailto:kristi.anderson@gw.studio.org) or 320.251.3022.

## 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	\$1732	\$1040	\$623	\$374
5 to 8	\$1560	\$936	\$561	\$336
9 to 12	\$1325	\$795	\$477	\$286

Full Page



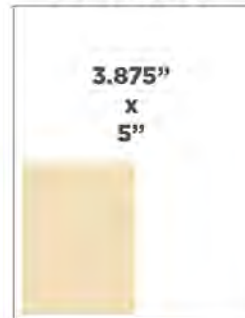
Half Page (Vertical)



Half Page (Horizontal)



Quarter Page



Eighth Page



# Calendar Event and Advertising Submission Deadlines



## THE CENTRAL MINNESOTA Catholic

### The Central Minnesota Catholic

Pastoral Center  
305 N 7th Ave., Suite 206  
St. Cloud MN 56303-3633  
Phone: (320) 251-3022

**Kristi Anderson:**  
Editor/Advertising  
kristi.anderson@gw.stcdio.org  
(320) 258-7650

**Carol Jessen-Klixbull:**  
Copy Editor/Calendar  
cmcalendar@gw.stcdio.org  
(320) 258-7626

**Nikki Rajala:**  
Copy Editor  
nikki.rajala@gw.stcdio.org

**Anne Schluender:**  
Circulation/Subscriptions  
circulation@gw.stcdio.org  
(320) 258-7632

**Dianne Towalski:**  
Digital Media Manager  
dianne.towalski@gw.stcdio.org

## 2024

January	11-9-23
February	12-7-23
March	1-11-24
April	2-8-24
May	3-14-24
June	4-11-24
July	5-9-24
August	6-13-24
September	7-11-24
October	8-8-24
November	9-12-24
December	10-10-24