2024
MAXIMIZE YOUR BUSINESS POTENTIAL
Reach the largest Catholic audience in central Minnesota

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TheCentralMinnesotaCatholic.org

Catholic
THE CENTRAL MINNESOTA
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

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

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%)

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

- Full color ads
- Design services available
- High pass-along rate
- Award-winning production/editorial staff
- Proven readership
- Credibility in your market
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 submitfiles, contact Kristi Anderson at kristi.anderson@gwstudio.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)

<table>
<thead>
<tr>
<th>Number of Issues</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Eighth Page</th>
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<td>$936</td>
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<td>$1325</td>
<td>$795</td>
<td>$477</td>
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</table>
Calendar Event and Advertising Submission Deadlines

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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