

The Catholic mirror

THE MAGAZINE OF THE DIOCESE OF SPRINGFIELD

MAXIMIZE YOUR OUTREACH

Support the work of
the Catholic Church in
Massachusetts with
The Catholic Mirror

LIZ GAULIN

Advertising Associate

413.452.0643

l.gaulin@diospringfield.org

thecatholicmirror.org



▶ WHY ADVERTISE?



HIGH IMPACT

The Catholic Mirror magazine is a high-quality publication produced six times per year, which is mailed to homes throughout the Diocese of Springfield. It has a Catholic readership of more than **55,000 homes**.

PASSIONATE READERS

Two independent readership audits confirm that the format for *The Mirror* – which is designed to uplift and inspire through compelling, people-based stories – is passionately read by a wide range of age groups.

NATIONAL AWARDS

The magazine has been honored with several national awards including first place for general excellence from the Catholic Press Association.

2017 ADVERTISING SCHEDULE

ISSUE	AD DEADLINE	MAIL DATE
Jan./Feb.	11/11/16	12/15/16
March/April	1/23/17	2/15/17
May/June	3/22/17	4/14/17
July/August	5/19/17	6/15/17
Sept./Oct.	7/21/17	8/15/17
Nov./Dec.	9/20/17	10/13/17

Why is a magazine a good fit for my ad?

91% of adults (96% of adults under age 35) read print or digital magazines.*

59% of magazine readers take action from content or ads.*

63% spend more than 15 minutes with an issue of *The Mirror*.

Magazines trigger more online searches than email, Internet ads, or social media.**

*GFK, MRI 2013 **MPA

▶ HOW EFFECTIVE IS THE CATHOLIC MIRROR'S MAGAZINE'S FORMAT?

What do readers say?

73%

say *The Mirror* gives them a greater sense of association with other Catholics.

80%

say reading *The Mirror* makes them feel more connected to the Catholic Church.

74%

say the magazine increases their awareness of programs or ministries in the diocese.

– 2016 Survey

90%

OF THOSE WHO RECEIVE THE MAGAZINE SAY THEY READ AT LEAST ONE OF THE LAST 3 ISSUES. – 2016 Survey

“In some respects, the editors ... have found the Holy Grail long sought by their colleagues in the Catholic press. They have shown that it is possible to publish a diocesan publication that appeals equally to all age groups.”

– 2016 Survey



“I feel *The Mirror* has enriched my faith, and I look forward to the next issue.”

– 2016 Survey

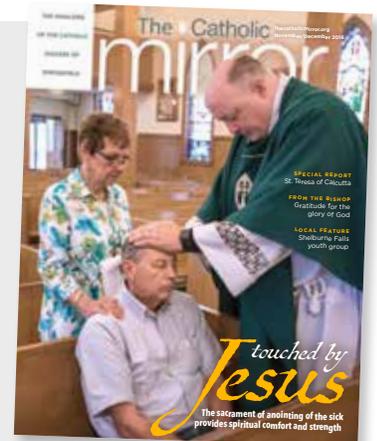
Quotes from our readers:

“I enjoy it and feel it’s a very informative magazine.”

“I find it very interesting, helpful, and informative.”

“I look forward to it coming. It has helped me in my faith journey. Thank you *The Mirror!*”

“We are both glad to receive it and like the format.”



▶ ADVERTISING GUIDELINES

TERMS AND CONDITIONS

- *The Catholic Mirror* 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 Mirror*.
- *The Mirror* 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 Mirror* except where a request for a specific preferred position is acknowledged by *The Mirror* in writing.

BILLING AND CREDIT TERMS

Payment terms are net 30. After 30 days, if payment is not made, the legal finance charge of 1.5% will be added to all outstanding balances.

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.
- Submit files by email to: l.gaulin@diospringfield.org

▶ AD DETAILS

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

▶ ADVERTISING RATES AND SIZES

FULL COLOR **bimonthly: 6 issues a year**

PER RUN COST			
FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
\$2,000	\$1,100	\$600	\$350

Full Page	Half Page	Half Page	Quarter Page	Eighth Page
8" x 10.25"	3.875" x 10.25"	8"x 5"	3.875" x 5"	3.875" x 2.5"

TO ADVERTISE IN *THE MIRROR*, PLEASE CONTACT:

Liz Gaulin, Advertising Associate • 413.452.0643 • l.gaulin@diospringfield.org • thecatholicmirror.org