maximize your business potential with Springfield's largest Catholic magazine

why advertise

High impact

The Catholic Mirror is a high-quality publication produced eight times per year and distributed to more than 60,000 people throughout the diocese.

Passionate readers

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

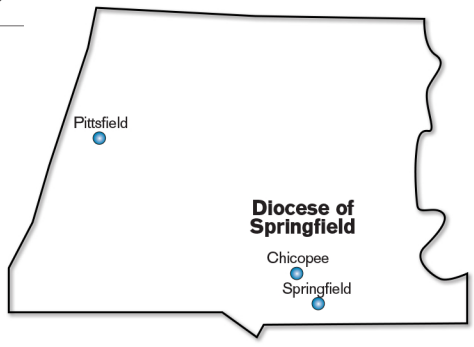
National awards

The Catholic Mirror is based on a national award-winning format.

- **Distributed to more than 60,000 homes**
- **Full-color ads**
- **Premium ad positions**
- **High pass-along rate**
- **Proven readership**
- **Appeals to all ages**
- **Establishes credibility in your market**
- **Award-winning publication**

ad details

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



2015 issues • **FULL COLOR**

issue	ads due	mail date
Dec./Jan.	11/3/14	12/4/14
Feb./March	1/5/15	2/4/15
April	3/2/15	3/30/15
May/June	3/30/15	5/1/15
July/August	5/26/15	6/30/15
September	7/27/15	9/1/15
October	8/31/15	10/1/15
November	9/28/15	10/30/15

The Catholic mirror

the magazine of the Catholic Diocese of Springfield, MA

how effective is *The Catholic Mirror* format?

96%

of households have a reader

– Publishers Information Service

The Catholic Mirror appeals equally among adult age groups.

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. – Publishers Information Center

The Catholic Mirror is based on the successful FAITH Magazine format:

Comments from a range of everyday Catholics

When I picked up the new issue of the FAITH magazine, I expected to browse through a parochial religious publication. Instead, I found a refreshing look at the local Catholic community. It offers a standing invitation that gives me hope. – **A local business executive**

FAITH magazine magazine serves as a great communication vehicle that delivers the Catholic message very well. The magazine presents a wide assortment of local articles that are very informative. – **A marketing executive**

Congratulations! The FAITH magazine is a wonderful source of knowledge and inspiration. I look forward to reading each issue. The style and format is very creative and informative. I must admit that every issue of the FAITH magazine gets better. – **An artist**

What do readers say?

87%
Makes me feel more connected to my Catholic faith.

63%
I look at an issue more than once.

47%
I share my copy with a friend.

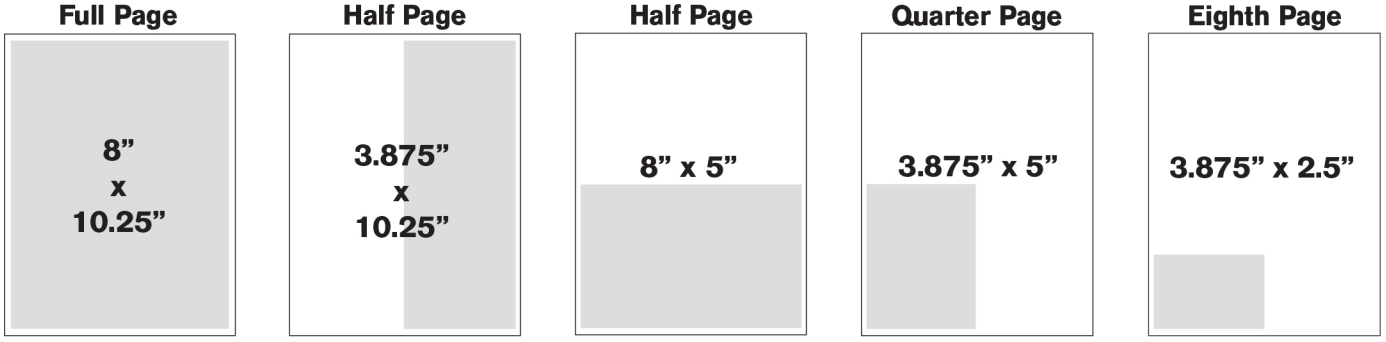
– Publishers Information Service

ad specifications

FULL COLOR **8 issues a year**

PER RUN COST			
full page	half page	quarter page	eighth page
$2,000	$1,100	$600	$350

ad specifications • FULL COLOR



advertising guidelines

Terms and Conditions

- Publisher 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 publisher.
- Publisher 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 publisher except where a request for a specific preferred position is acknowledged by the publisher 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 can also be accepted in EPS, Quark XPress, 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 e-mail to: r.drake@diospringfield.org

For more information:

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