



MAXIMIZE

YOUR BUSINESS POTENTIAL
WITH MEMPHIS'
ONLY CATHOLIC MAGAZINE

faith
WEST TENNESSEE

THE MAGAZINE OF THE CATHOLIC DIOCESE OF MEMPHIS

Lorena Monge | 901.373.1209

lorena.monge@cc.cdom.org | www.cdom.org

WHY ADVERTISE?

HIGH IMPACT

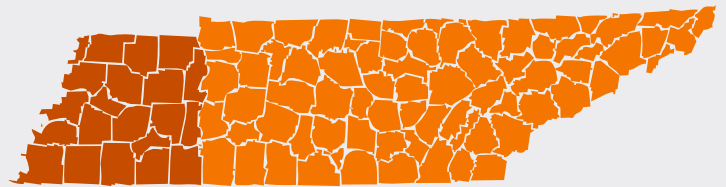
FAITH West Tennessee is a high-quality publication produced 10 times per year and is mailed to homes throughout the Diocese of Memphis.

PASSIONATE READERS

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

NATIONAL AWARDS

FAITH West Tennessee is based on a national award-winning format. Work done by the Diocese of Memphis' staff and associates has been republished in other periodicals because of quality and topic relevance.



- The largest distributed Catholic magazine in Memphis
- Full color ads
- Premium ad positions
- High pass-along rate
- Proven readership
- Appeals to all ages
- Establishes credibility in your market
- Award-winning format
- Design services available

Due dates			
2019	Ad reservation	Ads due	Mail date
April	2/13/2019	2/20/2019	3/15/2019
May	3/13/2019	3/20/2019	4/15/2019
June	4/11/2019	4/22/2019	5/17/2019
July/Aug	5/20/2019	5/28/2019	6/21/2019
Sept	7/17/2019	7/24/2019	8/19/2019
Oct	8/19/2019	8/26/2019	9/20/2019
Nov	9/17/2019	9/24/2019	10/18/2019
Dec	10/16/2019	10/23/2019	11/18/2019

HOW EFFECTIVE IS THE FAITH WEST TENNESSEE FORMAT?

What do readers say?

- 85%** Makes me feel more connected to my Catholic faith.
- 55%** I look at an issue more than once.
- 45%** I share my copy with a friend.
- 65%** Spend more than 15 minutes with an issue.

FAITH WEST TENNESSEE
APPEALS EQUALLY TO
ALL 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.”

STATISTICS ARE FROM PUBLISHERS
INFORMATION CENTER



COMMENTS FROM A RANGE OF EVERYDAY READERS

“ When I picked up the new issue ... 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

“ This 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! This 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 ... gets better.

– AN ARTIST

ADVERTISING GUIDELINES

TERMS AND CONDITIONS

- *FAITH West Tennessee* 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 *FAITH West Tennessee*.
- *FAITH West Tennessee* reserves the right to insert the word “advertisement” above or below any copy.
- We reserve the right to adjust advertising rates at anytime 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 *FAITH West Tennessee* except where a request for a specific preferred position is acknowledged by *FAITH West Tennessee* in writing.

Ad specifications

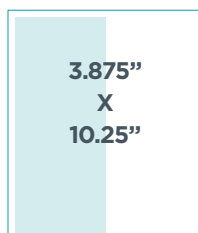
FULL COLOR MONTHLY: 10 ISSUES A YEAR

NUMBER OF ISSUES	PER ISSUE COST					
	FULL	HALF	QUARTER	EIGHTH	INSIDE BACK COVER	BACK COVER
1	\$1,100	\$660	\$396	\$238	\$1,210	\$1,540
2 to 9	\$990	\$594	\$356	\$214	\$1,089	\$1,386
10	\$842	\$505	\$303	\$182	\$926	\$1,178

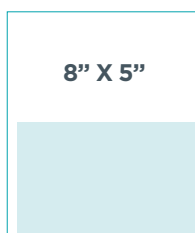
FULL



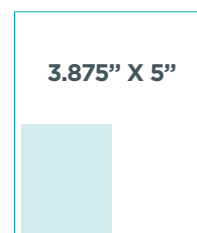
HALF



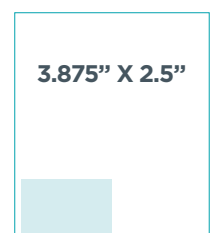
HALF



QUARTER



EIGHTH



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: fwt.editor@cc.cdom.org

AD DETAILS

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