



MAXIMIZE

YOUR BUSINESS POTENTIAL
WITH WEST TENNESSEE'S
ONLY CATHOLIC MAGAZINE

faith
WEST TENNESSEE

THE MAGAZINE OF THE CATHOLIC DIOCESE OF MEMPHIS

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WHY ADVERTISE?

HIGH IMPACT

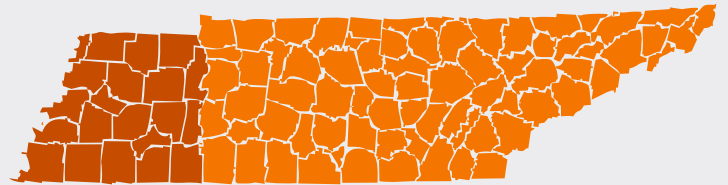
FAITH West Tennessee is a high-quality publication produced 10 times per year and is mailed to homes throughout the Diocese of Memphis in West Tennessee.

PASSIONATE READERS

Several 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 only 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

2024 EDITORIAL SCHEDULE

2024	Ad reservation	Ad Due	Mail Date
Jan/Feb	12/4/23	12/19/23	1/22/24
March	1/25/24	2/12/24	3/1/24
April	2/21/24	3/8/24	4/3/24
May/June	4/15/24	5/1/24	5/21/24
July/Aug	5/28/24	6/13/24	7/10/24
Sept	7/29/24	8/14/24	9/4/24
Oct	8/26/24	9/12/24	10/2/24
Nov	10/1/24	10/17/24	11/6/24
Dec	10/24/24	11/11/24	12/4/24

HOW EFFECTIVE IS THE FAITH WEST TENNESSEE FORMAT?

What do readers say?

89% Makes me feel more connected to my Catholic faith.

95% Looked at the more recent issue of the magazine.

89% Find the magazine interesting.

68% 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.”



COMMENTS FROM A RANGE OF EVERYDAY READERS

“When I picked up the 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 BUSINESS EXECUTIVE

“This magazine serves as a great communications vehicle that delivers the Catholic message very well. The magazine presents a wide assortment of local articles that are very informative.

- A COMMUNICATIONS 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.

- A GRAPHIC DESIGN EXPERT

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

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:
ally.wallace@cc.cdom.org

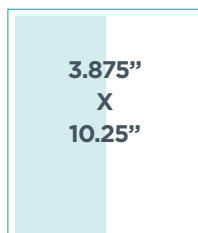
AD DETAILS

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.

FULL



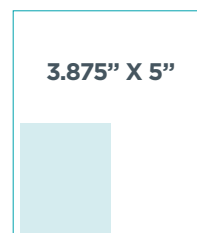
HALF



HALF



QUARTER



EIGHTH

