



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 6 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

2025 EDITORIAL SCHEDULE

2025	Ad reservation	Ad Due	Mail Date
Jan/Feb	11/12/25	12/3/25	1/12/26
March/April	1/22/26	2/9/26	3/2/26
May/June	3/19/26	4/10/26	5/1/26
July/Aug	5/21/26	6/9/26	7/1/26
Sept/Oct	7/24/26	8/11/26	9/2/26
Nov/Dec	9/24/26	10/12/26	11/2/26

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.

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: megan.rogers@cc.cdom.org

Ad specifications

FULL COLOR BI-MONTHLY: 6 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 6	\$990	\$594	\$356	\$214	\$1,089	\$1,386

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.

