

ST. ANTHONY MESSENGER

Sharing the spirit
of St. Francis
with the world

THE CATHOLIC MAGAZINE WITH A FRANCISCAN HEART

MEDIA KIT 2018

CELEBRATING 125 YEARS

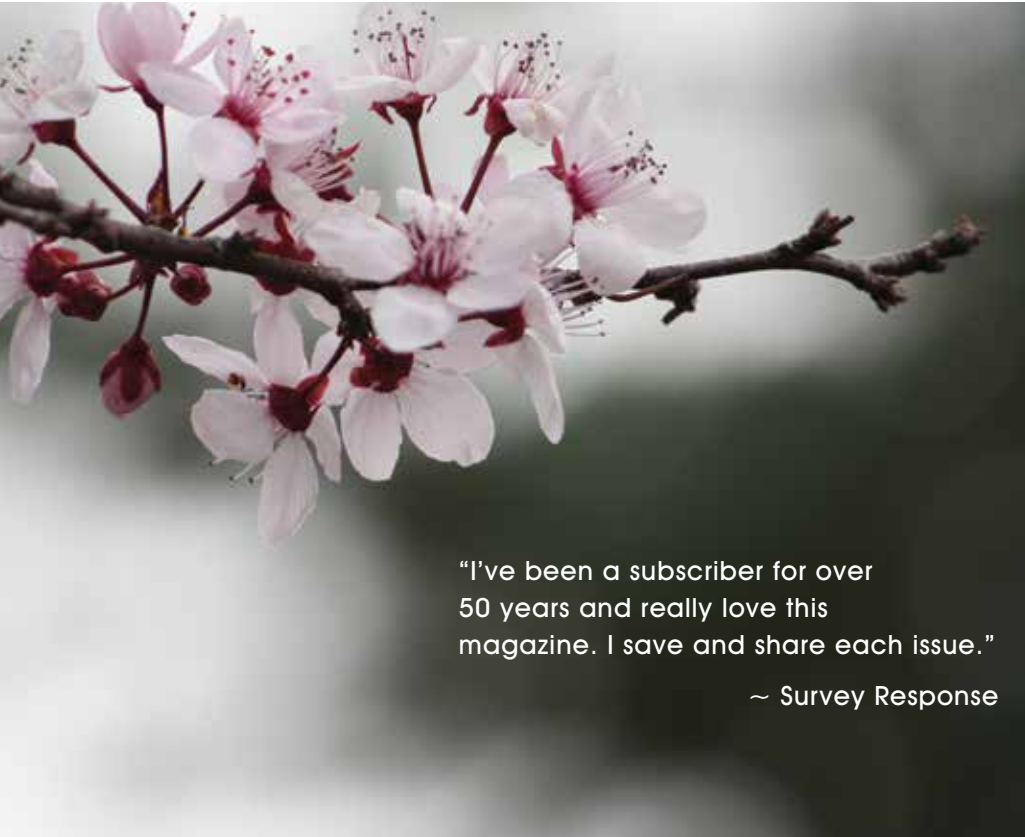


.....
AMERICA'S
*Best-selling
Catholic family
magazine.*
.....



INSPIRATIONAL ~ INFORMATIVE ~ SPIRITUAL ~ RELEVANT





"I've been a subscriber for over 50 years and really love this magazine. I save and share each issue."
~ Survey Response

WHO WE ARE

St. Anthony Messenger is celebrating 125 years of being the premier national Catholic family magazine, published by Franciscan Media, LLC. The flagship product of Franciscan Media, our award-winning magazine is headed by a team of editors whose diverse backgrounds enrich the printed content every month.

Our Franciscan magazine strives to help people live more fully human Christian lives. We report and put into a Christian context major movements and events in both the world and the Church. We also comment on and analyze issues of public and Church concern from a perspective that reflects Catholic and Franciscan values. *St. Anthony Messenger* aims to inspire, educate, and inform. Current articles and archives are posted on our website, StAnthonyMessenger.org.



"Advertising in *St. Anthony Messenger* allows us to continually connect with our current donors. In addition, the magazine helps us add hundreds of new donors each year. When donors respond to an ad in *St. Anthony Messenger*, they know it is a trustworthy source."

~ Kathy Bunch Fund-raising Coordinator,
Missionary Association of Mary Immaculate

OUR READERS

Our readers love to travel, buy and read books, and give to charity. They also go out to the movies, enjoy concerts, and keep up with the latest in pop culture. There are so many ways for advertisers to reach them as they spend time with our magazine every month.

We've taken the time to get to know our audience by surveying them, reading every letter to the editor that comes in, and having one-on-one conversations with readers to really understand their faith needs and expectations from our magazine. Ultimately, we see *St. Anthony Messenger* as belonging to its readers, and the job of the editorial staff is to deliver a beautiful, informative magazine with broad appeal for a wide-ranging audience. This opens the door for advertisers who want to reach a large sector of the public.

EDITORIAL TOPICS

In each issue of the magazine, we feature inspirational, informative, spiritual, and relevant articles written by both lay and clergy thought leaders. Some writers are authorities on Church history or teaching, while others provide warm reflections on ways they deepened their faith lives. Altogether, the mix of content in the magazine gives all readers something to carry with them.

There are typically five feature articles in every issue that deal with a wide array of topics—from interviews with high-profile people of faith, such as former President Jimmy Carter, to photo stories on outreach ministries across the United States.

DEMOGRAPHICS

Female: 67% - Male: 33%

- 65% Married
- 62% Devout Catholic
- 60% Have a four-year degree or higher
- 88% Own a home
- 89% Contribute regularly to Catholic, nonprofit, and relief organizations



MORE THAN
85% OF OUR
READERS REGULARLY
PURCHASE PRODUCTS ONLINE



**WHY ADVERTISE WITH
ST. ANTHONY MESSENGER**

Advertising in *St. Anthony Messenger* will connect advertisers and media buyers to a growing group of educated consumers with disposable income. Our audience is characterized by individuals from across the social, economic, and political spectra who are eager to cultivate meaning in their lives and pass on their faith and wisdom to their children and grandchildren.

St. Anthony Messenger is infused with the spirit of St. Francis of Assisi, one of the most popular and inspiring saints and founder of the Franciscans. Our magazine is the best-selling national Catholic family magazine because our content meets believers and seekers where they are on their faith journeys.

And though Catholic families are our focus, we know our readers come from all walks of life and have diverse interests in what fuels their faith. That's why we feature stories on saints, prayer, social justice, care for the environment, the pope, spiritual transformation, and much more.

We love to develop relationships with advertisers who set up multiple ads throughout the years with us. Consider scheduling multiple ads with us and we'd be happy to see how we can make that a mutually beneficial decision.

70,000 PAID SUBSCRIBERS

St. Anthony Messenger is mailed directly to approximately 70,000 paid subscribers each month, as well as extra distribution at special events and conferences.

A MULTIMEDIA FAMILY

St. Anthony Messenger is part of a multimedia family, Franciscan Media, which owns and operates several cross-platform avenues. Advertisers can choose to utilize the benefits of print, digital, and video, reaching our diverse audience.

Whether it's a book title that they will find relevant, or a trip to Europe that they've been putting off, our audience is ready to act on the ads they see in our pages.

From seasonal favorites—such as Advent and Christmas—to special events—such as papal visits, canonizations, or important anniversaries—there are many opportunities for advertisers to reach our readers every month.



ST. ANTHONY MESSENGER.ORG IS PART OF FRANCISCAN MEDIA'S ROBUST ONLINE PRESENCE, WHICH RECEIVES MILLIONS OF VIEWS EVERY MONTH.

READERSHIP

70,000 PAID SUBSCRIBERS

120,000 TOTAL READERSHIP

After receiving
St. Anthony Messenger:

47% Spend 30-60 min.
in the pages

34% Spend over
1-2 hours

71% After reading
pass it along
to friends





ST. ANTHONY MESSENGER AD SPECIFICATIONS

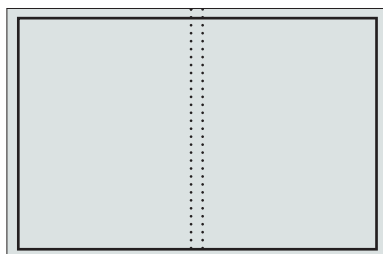
CAMERA READY ART (CRA)

- FILE FORMAT: PDF /X1-A
- All fonts outlined and images must be embedded.
- All images must be high-resolution, at least 300 dpi used at 100%.
- CMYK or grayscale (**No spot colors or RGB**)
- Set document using the listed dimensions.
- BLEED: Live area must be kept at least .325" from edge on all four sides. Do NOT "pull bleeds out" when using listed measurements.
- Spread and full page ads:
Process PDF **with** crop and bleed marks.
- Fractional ads:
Process PDF **without** crop marks.

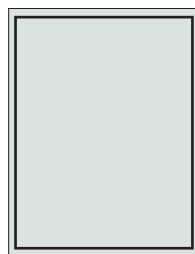
EMAIL/MAIL SUBMISSIONS

- Files not exceeding 15MB can be e-mailed to your sales representative.
- Please put your business name and issue date in the subject line (Company Name_Month_Year).

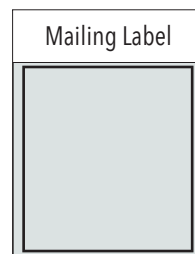
ADVERTISEMENT SIZES



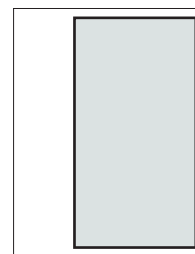
2-Page Spread
Bleed: 16"w x 10.75"h
Allow .325" of safety area for gutter/ hinge area
Spread Safety Area: 15.375"w x 10.25"h



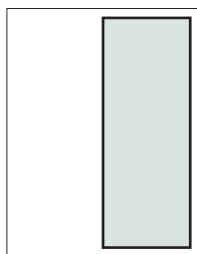
Full Page
8.125"w x 10.75"h



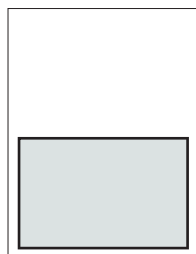
Mailing Label
Back Cover (cover 4)
8.035"w x 8.375"h
safety area: 7.375 x 8.0



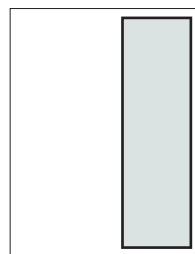
2/3 vertical:
4.6875w" x 9.575"h



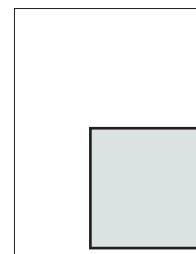
1/2 vertical:
3.4688"w x 9.575"h



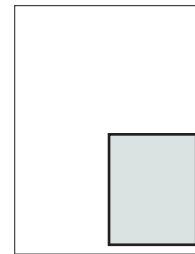
1/2 horizontal:
7.125"w x 4.6208"h



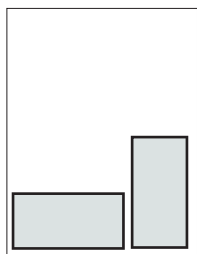
1/3 vertical:
2.25"w x 9.575"h



1/3 square:
4.6875"w x 4.6208"h

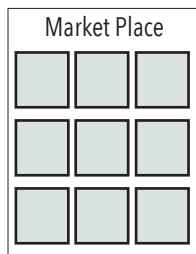


1/4 page:
3.4687"w x 4.7875"h



1/6th vertical:
2.25"w x 4.7875"h

1/6th horizontal:
4.6875"w x 2.25"h



Market Place Ads
2.25"w x 3.075"h
Marketplace ads will be grouped together on the page(s).

ARTWORK

- Artwork should be high-resolution jpeg or vector eps formats. Do not use a screenshot or low-resolution versions downloaded from a website.
- Microsoft Word documents and Publisher file formats are not accepted.

CONDITIONS

- We do not accept native application files.
- Color proofs available for a fee and must be requested by the 10th day of each month.
- Ad content, copyrights, proper grammar, and punctuation are the sole responsibilities of the advertiser.
- *St. Anthony Messenger*/FRANCISCAN MEDIA reserves the right to refuse placement of any ad for any reason.

DEADLINES

- Space closing is the second working day of the month, two months prior to issue month.
- Materials are due by the 10th of each month.



TRIM SIZE: 7.875"w x 10.5"h

SAFETY AREA: 7.625 x 10.125 inches (all live matter especially logos, contact info, and text must be within this space for gutter hinge and head and foot trim allotment)

PRINT/BIND: Web offset, saddle stitched

FRACTIONAL ADS: Live elements should be 0.125" from edge of dimension of fractional ad.

Fractional ads must precisely fit outlined specifications.

We are not responsible for color accuracy of ads based upon digital appearance of proofs.

ST. ANTHONY MESSENGER PAGE & INSERTS RATES

SIZE	1x	3x	6x	12x
Covers II, III	\$3,640	\$3,276	\$3,203	\$2,730
Cover IV	\$3,850	\$3,465	\$3,388	\$2,888
Spread (2-page crossover)	\$6,930	\$6,237	\$6,098	\$5,198
Full Page	\$3,500	\$3,150	\$3,080	\$2,625
2/3 Page	\$2,333	\$2,100	\$2,053	\$1,750
1/2 Page	\$2,100	\$1,890	\$1,848	\$1,575
1/3 Page	\$1,400	\$1,260	\$1,232	\$1,050
1/4 Page	\$980	\$882	\$862	\$735
1/6 Page	\$700	\$630	\$616	\$525
Market Place (1/9 page)	\$630	\$567	\$510	\$460

MAILING LIST RENTAL

- Extend your brand's advertising reach and frequency with *St. Anthony Messenger's* list rental program. Available exclusively from List Management company — Estee Marketing Group, Inc.—*St. Anthony Messenger* subscribers and expires are available for selective rental by approved advertisers.
- For complete details, additional selections/segments, and to place your organization's request with details of your offer, mailing date, and creative, please contact:

Ms. Deana Snyder
 Vice President
 Estee Marketing Group, Inc.
 800 Westchester Avenue, Suite 614
 Rye Brook, NY 10573
 dsnyder@esteemarketing.com
 (914)235-7080, ext. 306

OPTIONS

- Bind-In Cards/Envelopes/ BRC/ BRE
- Insert/ Blow-in/ Tip-in etc.
- Poly-bagged specialty items
- Special Sections - We have regular special sections throughout the year, please contact your sales representative for the most up-to-date information.
- We have the ability to offer competitive pricing on printing your materials. Please contact use for quoting your printing materials.

All options are based on approval of materials by both *St. Anthony Messenger* and our printer. If materials increase the postage rate, it will be applied to overall insertion order costs. Cost varies by weigh and size of materials. Samples will need to be sent for approval and inspection.

ST. ANTHONY MESSENGER IMPORTANT DATES

ISSUE	SPACE DEADLINE	MATERIALS DEADLINE	ON-SALE/IN-HOME DATE
January 2018	November 2, 2017	November 10, 2017	December 28, 2016
February 2018	December 4, 2017	December 11, 2017	January 25, 2018
March 2018	January 3, 2018	January 10, 2018	February 26, 2018
April 2018	February 2, 2018	February 2, 2018.	March 26, 2018
May 2018.	March 2, 2018	March 9, 2018	April 26, 2018
June 2018.	April 3, 2018	April 10, 2018	May 24, 2018
July 2018.	May 2, 2018	May 10, 2018.	June 25, 2018
August 2018	June 4 2018	June 11, 2018.	July 26, 2018
September 2018	July 3, 2018	July 10, 2018	August 27, 2018
October 2018.	August 2, 2018	August 10, 2018	September 27, 2018
November 2018	September 5, 2018.	September 10, 2018	October 25, 2018
December 2018	October 2, 2018	October 10, 2018.	November 26, 2018
January 2019.	November 2, 2018	November 9, 2018	December 24, 2019
February 2019.	December 4, 2018	December 10, 2018	January 26, 2019
March 2019	January 3, 2019	January 10, 2019	February 26, 2019