

*St. Anthony Messenger* is a Franciscan magazine that 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**.

# ST. ANTHONY MESSENGER

SHARING GOD'S LOVE IN THE SPIRIT OF ST. FRANCIS

## Print

Delivered to mailboxes 10 times per year  
55K subscriptions  
60% pass along rate

## Digital

*Saint of the Day* Website  
*Minute Meditations* Website  
Both have daily emails with over 56K subscribers, combined

## Social Media

315K Followers

## JUST WHO IS THE ST. ANTHONY MESSENGER AUDIENCE?

### Gender

Female: 63%  
Male: 37%  
Married: 65%  
Practicing Catholics: 82%  
Currently in a Bible study group: 30%

### Age

25-55: 14%  
56-65: 30%  
66-75: 38%  
76+: 18%

### Children

Have grandchildren: 54%  
Play influential role in grandchildren's lives: 50%

### Employment

Retired or Semi-Retired: 57%

## Education

Bachelor's Degree: 68%  
Master's Degree or higher: 40%

## Household Income

\$0-50K: 33%  
\$50-\$100K: 39%  
\$100-\$150K: 17%  
\$150K+: 11%

## Health and Wellness

Read about health and wellness weekly or more  
72% Find it important to receive care from a Catholic health-care institution 68%

## Travel

Planning international travel in the next 5 years  
39% Have considered taking a pilgrimage 66%

## Charitable Contribution

Contribute to Catholic organizations and charities 92%

## Consumers

Have purchased products/services seen in *St. Anthony Messenger* 40%



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## EDITORIAL CALENDAR 2020

Topics are subject to  
change without notice.

January	Whole Life Teaching / Confirmation Names
February	Vocations / Justice for Immigrants
March	Lent / St. Patrick's Day / Social Justice
April	Care for Creation / Easter Candles
May	Mothers / First Communion / Graduation
June/July	Fathers / St. Joseph / St. Anthony 4th of July / Travel / Summer
August	Back to School / Feast of the Assumption / St. Clare
September	Labor Day / Marian Themes / Grandparenting / Mother Teresa
October	St. Francis Feast Day / Halloween
November	Thanksgiving / All Saints' Day / Death and Grieving
Dec. 2020/Jan. 2021	Christmas and Advent / Christmas at the Vatican / Our Lady of Guadalupe / World Day of Peace / New Year's March for Life / Pro-Life Issues

## 2021

February	Black History Month / Lent / Ash Wednesday
March	Women's History Month St. Patrick's Day / Lent

# ST. ANTHONY MESSENGER

## PAGE & INSERT RATES

SIZE	1x	3x	6x	10x
Covers II, III	\$3640	\$3276	\$3203	\$2730
Cover IV	\$3850	\$3465	\$3388	\$2888
Spread (2-page crossover)	\$6930	\$6237	\$6098	\$5198
Full Page	\$3500	\$3150	\$3080	\$2625
2/3 Page	\$2333	\$2100	\$2053	\$1750
1/2 Page	\$2100	\$1890	\$1848	\$1575
1/3 Page	\$1400	\$1260	\$1232	\$1050
1/4 Page	\$980	\$882	\$862	\$735
1/6 Page	\$700	\$630	\$616	\$525

## PRODUCTION SPECIFICATIONS

### St. Anthony Messenger Magazine

- Space Closing is the 2nd working day of the month, two months prior to issue month
- Materials are due by the 10th day of the month, two months prior to issue month

Formats: pdf, eps, tiff, 300 dpi, CMYK

### Center 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

### Back Cover

8.035"w x 8.375"h

Safety Area: 7.375"h x 8.0"w

### 2/3 Page Vertical

4.6875"w x 9.575"h

### 1/2 Page

Vertical: 3.4688"w x 9.575"h

Horizontal: 7.125"w x 4.6208"h

### 1/3 Page

Vertical: 2.25"w x 9.575"h

Square: 4.6875"w x 4.6208"h

### 1/4 Page

3.4687"w x 4.7875"h

### 1/6 Page

Vertical: 2.25"w x 4.7875"h

Horizontal: 4.6875"w x 2.25"h

## DIGITAL PLATFORMS

File Types

Hi-Res JPG (preferred) and PNG

### Standard Sizes

Websites:

735 x 315 Px

300 x 250 Px

Emails:

600 x 315 Px