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.

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%

Contact:
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(513) 241-5615 ext 137
RTaylor@FranciscanMedia.org
EDITORIAL CALENDAR

2020

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
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

2021

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

Topics are subject to change without notice.

ST. ANTHONY MESSENGER

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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
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Horizontal: 7.125”w x 4.6208”h

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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