

Evangelize, Inspire Inform

Our mission

Franciscan Media seeks to spread the Word that is Jesus Christ in the style of Saints Francis, Clare and Anthony.

Through print and electronic media marketed worldwide, we endeavor to evangelize, inspire and inform those who search for God and seek a richer Catholic, Christian, human life.

Our efforts help support the life, ministry and charities of the Franciscan Friars of St. John the Baptist Province, who sponsor our work.



Live in love. Grow in faith.

www.FranciscanMedia.org

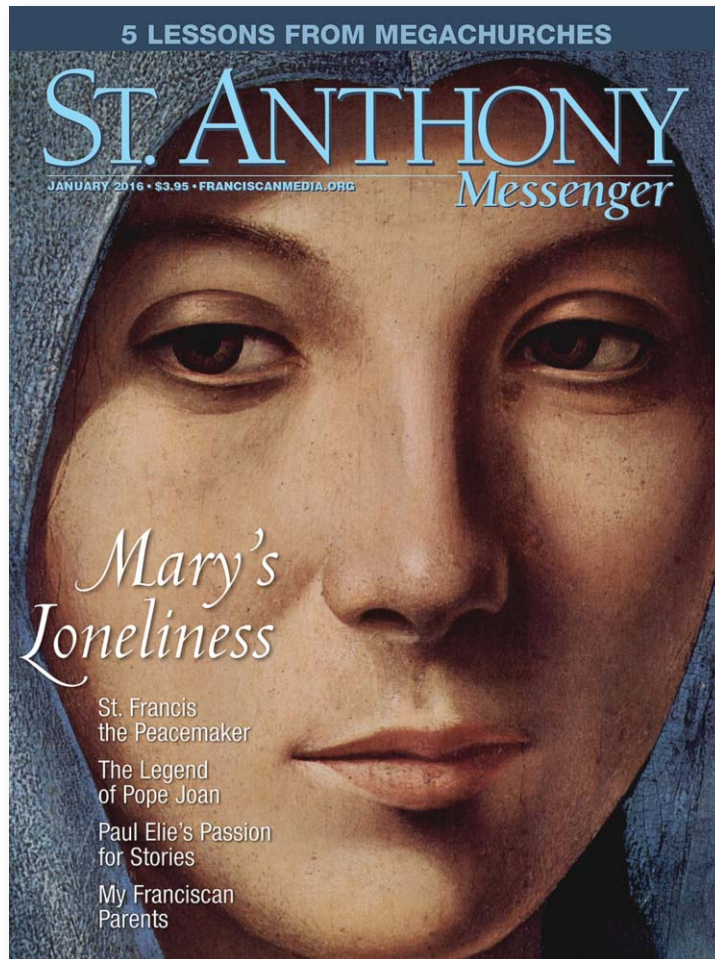
Editorial Profile

PREMIER NATIONAL CATHOLIC FAMILY MAGAZINE

St. Anthony Messenger is edited for Catholic families, individuals and communities in the United States. This general-interest magazine strives to help people live more fully human and Christian lives. It reports and puts into a Christian context major movements and events in both the world and the Church.

It comments on and analyzes issues of public and Church concern from a perspective reflecting Catholic and Franciscan values. *St. Anthony Messenger* aims to inspire, educate and inform.

Emphasis is on the positive. The magazine leans toward the personal,



anecdotal and concrete, rather than the abstract and theoretical. Care is taken to avoid preachiness and sentimentality.

Issues feature five to six articles and a short fiction. Regular departments offer answers to questions on Catholic beliefs and practices, reviews of current movies, TV and books, “The Church in the News,” family-oriented material, poetry and cartoons.

All articles are attractively presented with award-winning photos and illustrations.

Current articles and archives are posted on our website, StAnthonyMessenger.org.

FOR OUR MANY AWARDS WE GIVE THANKS...

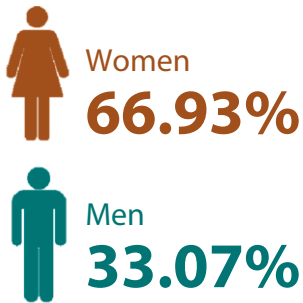
Through the years *St. Anthony Messenger* has been blessed with many awards for our articles, short stories, photo stories, editorials, poetry, photography, design, illustration and Web sites. In 2012, '13, '14, '15 and '16 we received general excellence awards for magazines from the Catholic Press Association.

Demographics

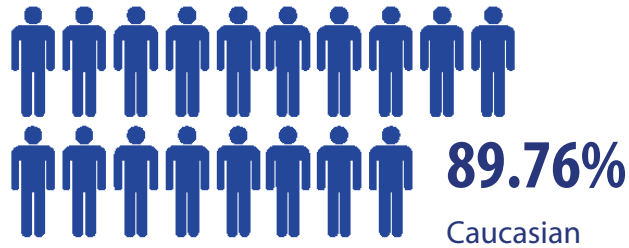
St. Anthony Messenger Audience Highlights

SOURCE: 2014 READER SURVEY

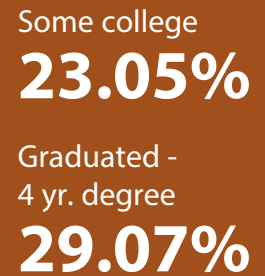
GENDER



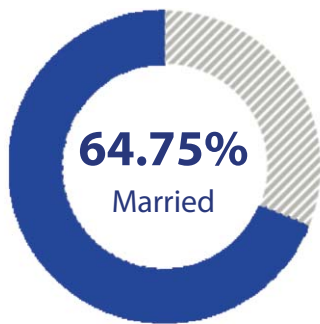
RACE



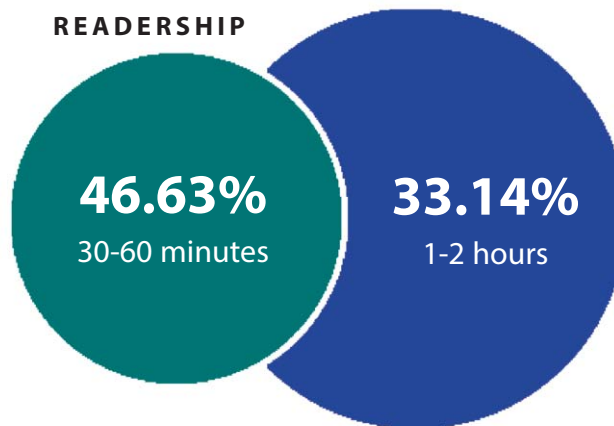
EDUCATION



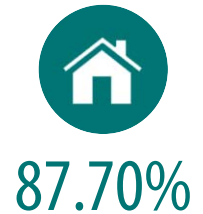
LIFESTYLE



READERSHIP



OWN HOME



CONTRIBUTE TO CATHOLIC ORGANIZATIONS



PASS ALONG TO A FRIEND



FAITH LIFE



PURCHASE PRODUCTS ONLINE



Advertising Specifications

Rate Card No. 17
Effective January, 2017

ST. ANTHONY
WWW.FRANCISCANMEDIA.ORG *Messenger*

Circulation Information

Subscription prices: \$39.00 per year in the U.S., \$69.00 per year for Canada and other foreign countries.

Deadlines

Space closing is the 2nd working day of the month (except for holidays), two months prior to issue month. See the box below.

ISSUE	SPACE	MATERIALS	ON-SALE DATE
January	November 2, 2016	November 9, 2016	December 28, 2016
February	December 2, 2016	December 9, 2016	January 27, 2017
March	January 3, 2017	January 10, 2017	February 24, 2017
April	February 2, 2017	February 9, 2017	March 24, 2017
May	March 2, 2017	March 9, 2017	April 25, 2017
June	April 4, 2017	April 11, 2017	May 25, 2017
July	May 2, 2017	May 9, 2017	June 28, 2017
August	June 2 2017	June 9 2017	July 27, 2017
September	June 30, 2017	July 12, 2017	August 25, 2017
October	August 2, 2017	August 9, 2017	September 28, 2017
November	September 1, 2017	September 12, 2017	October 27, 2017
December	October 3, 2017	October 10, 2017	November 27, 2017

First-time and one-time advertisers must pay for first month's advertising at time insertion order is submitted. Thereafter, and assuming a good credit rating, advertising will be billed after issue is published.

Preferred Material

A high-resolution PDF file.

PROOFS: A contract color proof or SWOP-certified proof is recommended for any ad appearing on Cover 2, 3 or 4.

RESOLUTION: For continuous-tone images (photographs), a resolution of 266-300 dpi/ppi is recommended. A resolution below 150 dpi/ppi will result in substandard quality.

Copy and Contract Regulations

Cancellations or changes in orders may not be made by the advertiser or its agency after the reservation closing date. All space reservations must be accompanied by a written insertion order and are subject to approval by the magazine. Late space reservations are at the magazine's discretion.

Classified and reading notices are not accepted. Rates guaranteed against increase for 90 days after acceptance of order. Orders may be canceled at the time the change in rate becomes effective without incurring a short rate adjustment on space already run, provided the contract has been earned up to the date of cancellation.

Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause.

Publisher reserves the right to insert the word "advertisement" above or below any copy.

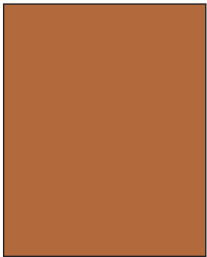
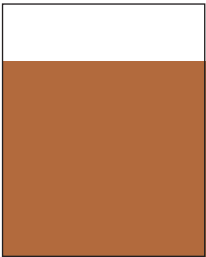
Publisher accepts no responsibility for coupon back-ups unless agreed in writing, whether or not these instructions appear on the advertising order. Publisher reserves the right to place an ad anywhere in the magazine unless position is previously agreed upon in writing. Invoices rendered with tear sheets: full payment due within 30 days.

Advertising Personnel

Daniel Imwalle: (800)488-0488 ext. 101, *Advertising Sales Director*

Jeanne Kortekamp: (800)488-0488 ext. 113, *Art Director* (specification questions only)

St. Anthony Messenger Advertising Rates

		1x	3x	6x	12x	
 	Covers 2, 3, 4 (full bleed) 8.125"w x 10.75"d No coupons on cover 3	Covers 2, 3, 4	\$3,406	\$3,066	\$2,716	\$2,366
	Full Page (full bleed) 8.125"w x 10.75"d	Cover 4 (Back Cover)	\$3,485	\$3,177	\$2,852	\$2,527
	Cover 4 (Back Cover) 8"w x 8.375"d (includes .125" bleed on left and bottom)	Full Page (full bleed)	\$2,910	\$2,878	\$2,822	\$2,772
	Covers and Full Page Specifications Bleed: 8.125"w x 10.75"d Trim: 7.875"w x 10.5"d Live: 7"w x 10"d					
	2/3 Page Vertical* 4.528"w x 9.364"d	2/3 Page	\$1,693	\$1,524	\$1,354	\$1,184
 	1/2 Page Vertical* 4.528"w x 6.939"d 1/2 Page Horizontal* 6.875 "w x 4.598"d	1/2 Page	\$1,567	\$1,411	\$1,251	\$1,091
 	1/3 Page Vertical* 2.181"w x 9.364"d 1/3 Page Square* 4.528"w x 4.598"d	1/3 Page	\$1,042	\$937	\$832	\$727
 	1/6 Page Vertical* 2.181"w x 4.598"d 1/6 Page Horizontal* 4.528"w x 2.257"d	1/6 Page	\$643	\$580	\$517	\$454
	1/12 Page* 2.181"w x 2.257"d	1/12 Page	\$555	\$500	\$445	\$390

Advertising Platforms

Bind-In Cards

We'll print your 4-page business reply card. (Folded Size: 5.5"W x 7.125"D). Prices include printing, postage and handling and binding into the *St. Anthony Messenger*. Our products are featured on the back half of the card.

We Print and Insert

1 Issue.....\$7,055.00
3 – 5 Issues\$6,350.00 Per issue
6 – 11 Issues\$5,715.00 Per Issue
12 Issues\$5,144.00 Per Issue

Materials Furnished*

1 Issue.....\$1,250.00
3 – 5 Issues\$1,125.00 Per issue
6 – 11 Issues\$1,013.00 Per Issue
12 Issues\$912.00 Per Issue

*Rates based on standard business-reply card sizes. For other non-standard sizes, please call for a quote.

Commission

15% Agency Commission to recognized agencies when paid within 30 days, no cash discount. Over 45 days, no agency commission deductible. Billings mailed with issue.

Submit Press Releases to: John Feister (ext. 135),
Editor-in-Chief

Mailing list Rental

Extend your brand's advertising reach and frequency with *St. Anthony Messenger's* list rental program. Available exclusively from our List Management company — Estee Marketing Group, Inc. — *St. Anthony Messenger* paid subscribers and expires are available for selective rental by our key advertisers.

The list rental characteristics are:

94,729 Total Universe/Base Rate \$105/M names rented
94,729 Total Active Subscribers \$105/M names rented
17,325 12 Month Subscribers \$115/M names rented

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, Director of List Management
Estee Marketing Group, Inc.
800 Westchester Avenue, Suite 614 • Rye Brook, NY 10573
dsnyder@esteemarketing.com • Tel: (914)235-7080, ext. 306