

ADVERTISING GUIDELINES

TERMS AND CONDITIONS

- Southwest Michigan Catholic 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 Southwest Michigan Catholic.
- Southwest Michigan Catholic reserves the right to insert the word "advertisement" above or below any copy.
- Southwest Michigan Catholic reserves the right to adjust advertising rates at any time 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 Southwest Michigan Catholic except where a request for a specific preferred position is acknowledged by Southwest Michigan Catholic 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: thageman@diokzoo.org

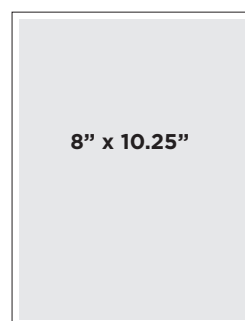
AD SPECIFICATIONS

FULL COLOR

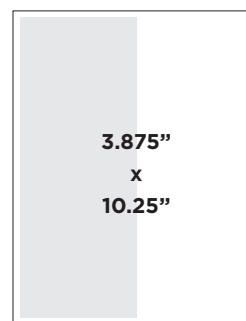
Number of Issues	Per Issue Cost					
	full	half	quarter	eighth	inside back cover	back cover
1	\$1,000	\$500	\$250	\$135	\$1,500	\$1,400*

*Back cover ad dimensions are 8" x 8"

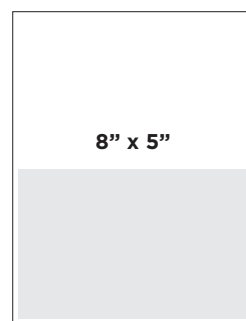
Full Page



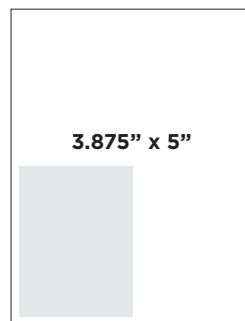
Half Page



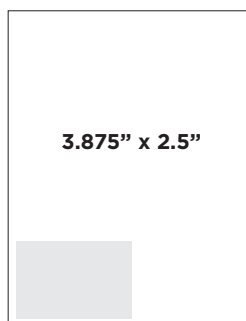
Half Page



Quarter Page



Eighth Page



AD DETAILS

Cost is per insertion. Southwest Michigan Catholic also offers design and production services for your convenience.

MAXIMIZE

YOUR BUSINESS POTENTIAL

with Southwest Michigan Catholic

TERRY L. HAGEMAN
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www.diokzoo.org
215 N. Westnedge Ave.
Kalamazoo, MI 49007

Southwest Michigan Catholic
THE MAGAZINE OF THE DIOCESE OF KALAMAZOO

Read the magazine online: www.swmcatholic.org

WHY ADVERTISE?

GEOGRAPHIC AREA

The Diocese of Kalamazoo spans nine counties in Southwest Michigan that covers 5,337 miles: Allegan, Barry, Branch, Van Buren, Kalamazoo, Calhoun, Berrien, Cass and St. Joseph.

HIGH IMPACT

Southwest Michigan Catholic is a high-quality publication produced 3 times per year and is mailed to homes throughout the Diocese of Kalamazoo. It is the largest distributed Catholic magazine in Southwest Michigan with a Catholic readership of close to **20,000 homes**.

PASSIONATE READERS

Two independent readership audits confirm that the format for *Southwest Michigan Catholic* — which is designed to uplift and inspire through compelling, people-based stories — is passionately read by a wide range of age groups.

NATIONAL AWARDS

Southwest Michigan Catholic has earned recognition in excellence from the Catholic Media Association for its editorial, graphic layout and advertising design..

HISTORY OF THE DIOCESE OF KALAMAZOO

The Catholic Diocese of Kalamazoo was founded on July 21, 1971. The Second Vatican Council called for the creation of smaller dioceses so that bishops could be more available to the people they serve. Five Michigan bishops, the National Council of Catholic Bishop and the Holy Father reviewed a three-year study of existing boundaries and suggestions of realignment of or development of new dioceses in Michigan. This resulted in the creation of two new dioceses in Michigan: the Diocese of Gaylord and the Diocese of Kalamazoo.

On July 21, 1971, the Apostolic Delegate of the United States, Archbishop Luigi Raimondi, read the Executive Decree, creating the Diocese of Kalamazoo. Then, Cardinal John Dearden of Detroit ordained Paul V. Donovan as the first bishop of the Diocese of Kalamazoo.

STATISTICS

- **59 parishes**
– **Joined as 27 parish collaboratives**

- **21 Catholic schools**
– **3 high schools**
– **2 middle schools**
– **16 elementary schools**

- **Close to 3,000 Catholic school students**

77,819 Catholics

2023 ADVERTISING SCHEDULE

ISSUE	AD DUE	MAIL DATE
Lent/Easter 2023	01/26/2023	03/03/2023
Fall 2023	08/01/2023	09/07/2023
Advent/Christmas 2023	10/20/2023	11/29/2023

HOW EFFECTIVE is Southwest Michigan Catholic's format?

WHAT DO READERS SAY?

85% Makes me feel more connected to my Catholic faith.

55% I look at an issue more than once.

45% I share my copy with a friend.

65% Spend more than 15 minutes with an issue.

— Publishers Information Center

95%

of households have a reader

— Publishers Information Center

Southwest Michigan Catholic 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.”

— Publishers Information Center



Comments from a range of everyday readers:

“It looks terrific. So professional and the layout/format makes you want to read it. Congratulations! — PASTOR

“I just finished reading the magazine cover to cover during my adoration hour today, and I was very impressed! Thank you all for creating such a positive and uplifting witness to our faith especially in this troubled time. I look forward to the upcoming issues! Keep up the amazing work!” — JULIE S.

“We just received our first copy of *Southwest Michigan Catholic* magazine today and we are overjoyed with it. We have both read it cover to cover and think it is going to be a great source of joy and inspiration to us. We want to thank you so much for being so dedicated to our Lord to be a part in such a wonderful magazine. We are looking forward to receiving the next one. We will be praying for you to keep this great publication coming to our home.” — JIM S.