

PROCLAIMING THE GOOD NEWS AS GOOD NEWS

Liguorian

A Redemptorist Pastoral Publication



PROCLAIMING THE
**GOOD NEWS AS
GOOD NEWS**



Mission Statement

Liguorian is a Redemptorist pastoral magazine providing guidance for Catholics in a rapidly changing world. Reinforcing spiritual beliefs with inspiration and insight, *Liguorian* provides fresh perspectives on personal spirituality following the teachings of the Catholic Church.

History

Founded by the Redemptorist Fathers in 1913, *Liguorian* has been a leading Catholic magazine for nearly a century. Many readers have grown up with *Liguorian* and have come to rely on it as a beacon for direction in a rapidly changing world.

- *Liguorian* subscribers are affluent, well-educated, influential members of their communities. Approximately 9 out of 10 subscribers give to charitable causes beyond their parishes, typically 5 to 9 times annually.
- Subscriber renewal rates are consistently above industry average.
- Subscribers normally pass on the magazine to family, friends and business associates so that each issue reaches more than actual subscribers.

Awards

2010: 1st Place – Best Essay – “The Intercessor” by Fred Hang (November 10)

2009: 1st Place – Best Cover – “Pray It Forward: A Gift from a Cancer Survivor” by Jodi Hendrickson (October 08)

2008: 1st Place – Best Essay – “Rest, Worship, and Community: Living the Third Commandment” by Timothy E. O’Connell, PhD (December 07)

2006: 2nd Place – Best Personality Profile – “Remembering Archbishop Oscar Romero” by Desmond O’Grady (March 05)

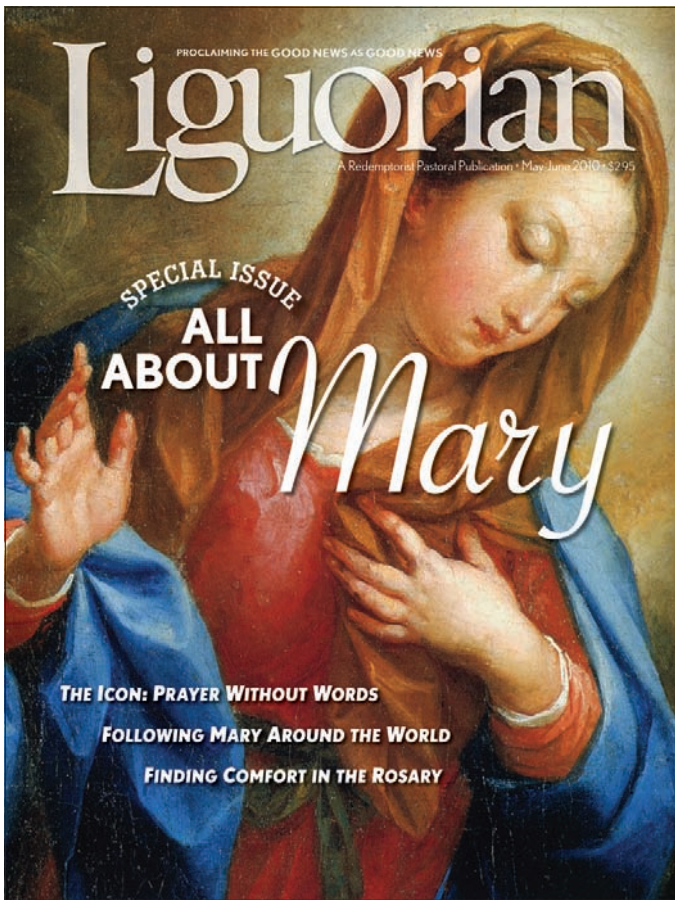
2004: 1st Place – Best Short Story – “The Boy Who Had Music in His Head” by Margaret Barners (October 03)



Interior space is limited, so place your reservation now! Space availability is subject to change. Contact your *Liguorian* Advertising Representative for details.



Liguorian
800-325-9521 • www.liguorian.org

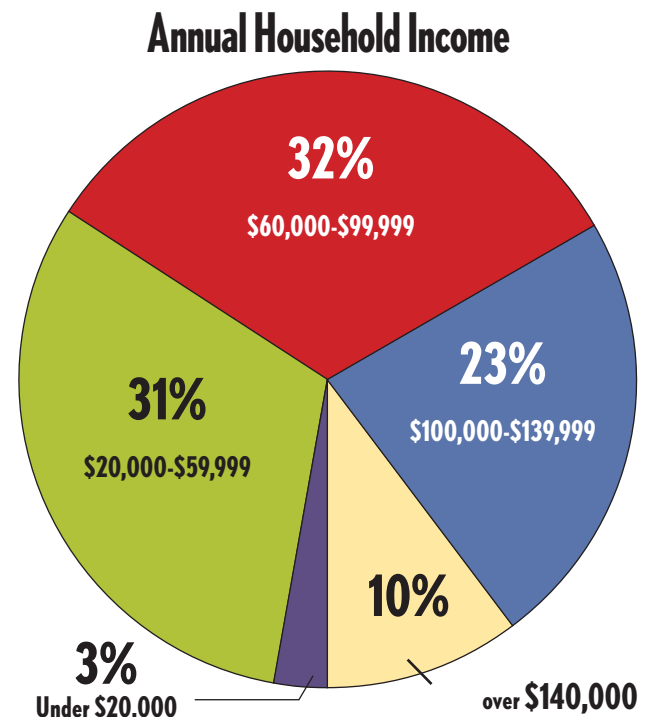


Liguorian advertising just makes good sense

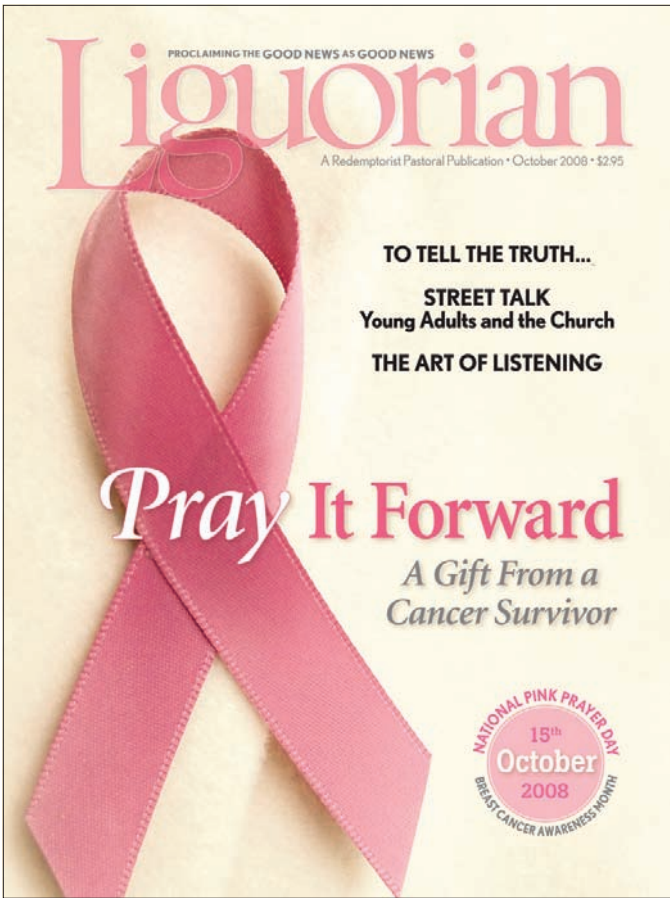
For over 97 years, *Liguorian* has been providing Catholic readers with thought-provoking and influential religious articles. And now they're telling us who they are and what they consider important. They look just like your customers and they're mail responsive.

A typical *Liguorian* subscriber is...

- An active Catholic over the age of 50 with a bachelor's degree or higher.
- A parent with children in college and disposable income.
- A devout Catholic that attends Mass at least once per week.
- Generous by contributing \$1,000 or more annually to charitable causes.
- Likely to purchase products/services seen in *Liguorian* because they trust *Liguorian*.
- Politically active with 94% voting in the last election.
- Always or often aware when purchasing environmentally friendly products.

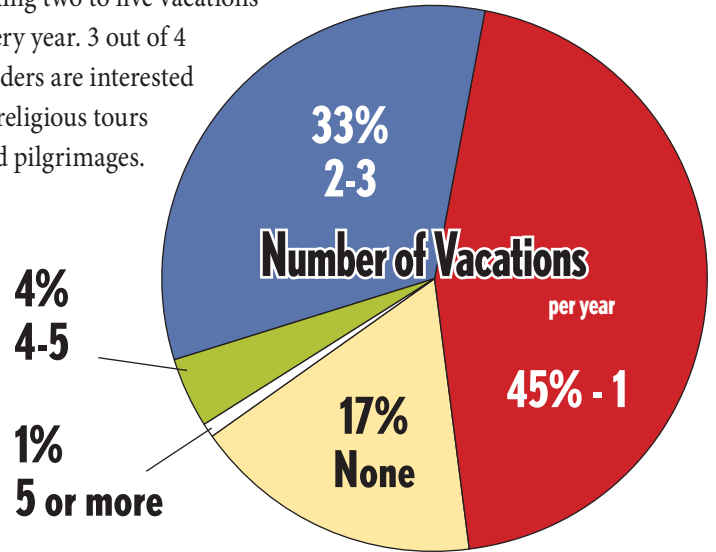


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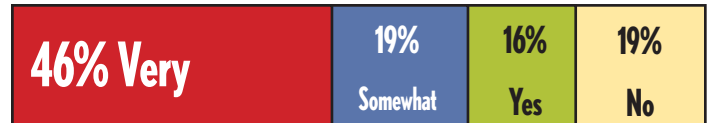


Our subscribers just don't know how to stay home

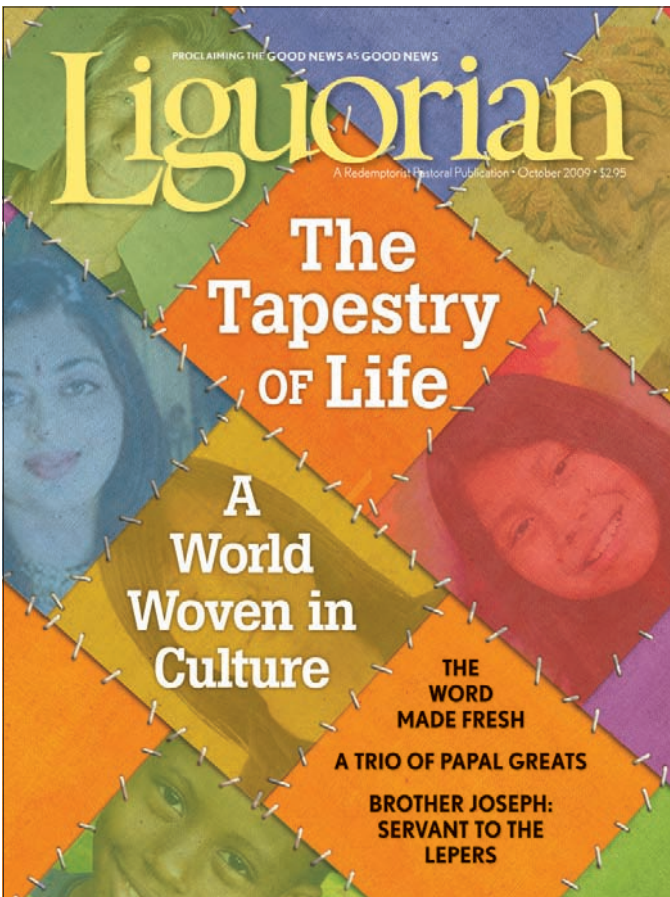
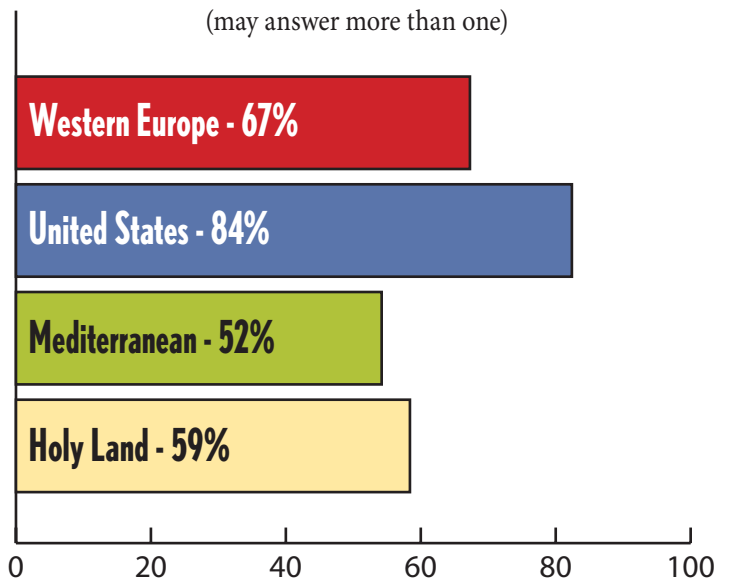
83% of subscribers take a vacation at least annually, with 38% taking two to five vacations every year. 3 out of 4 readers are interested in religious tours and pilgrimages.

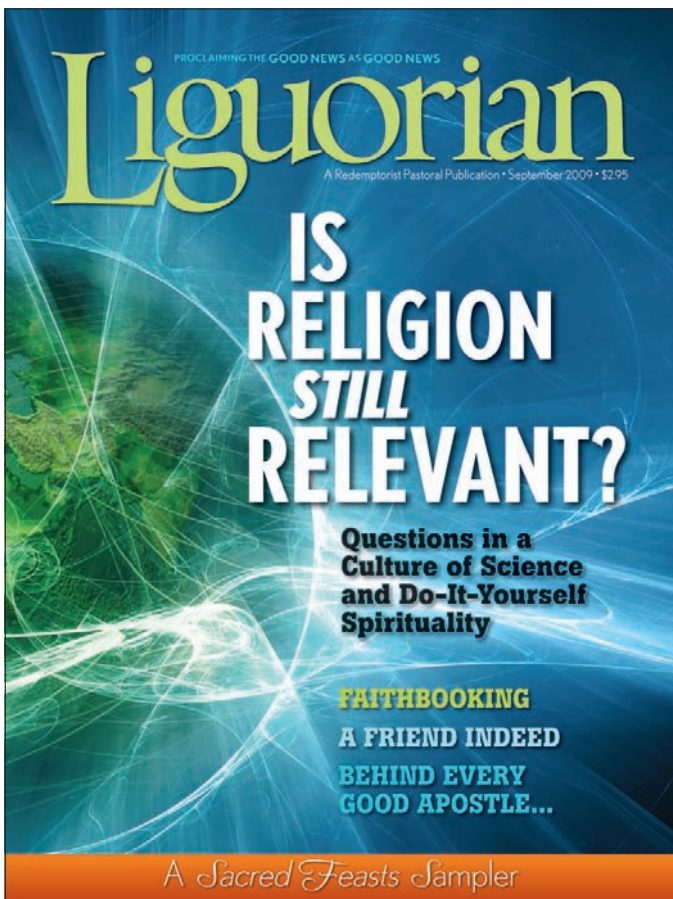
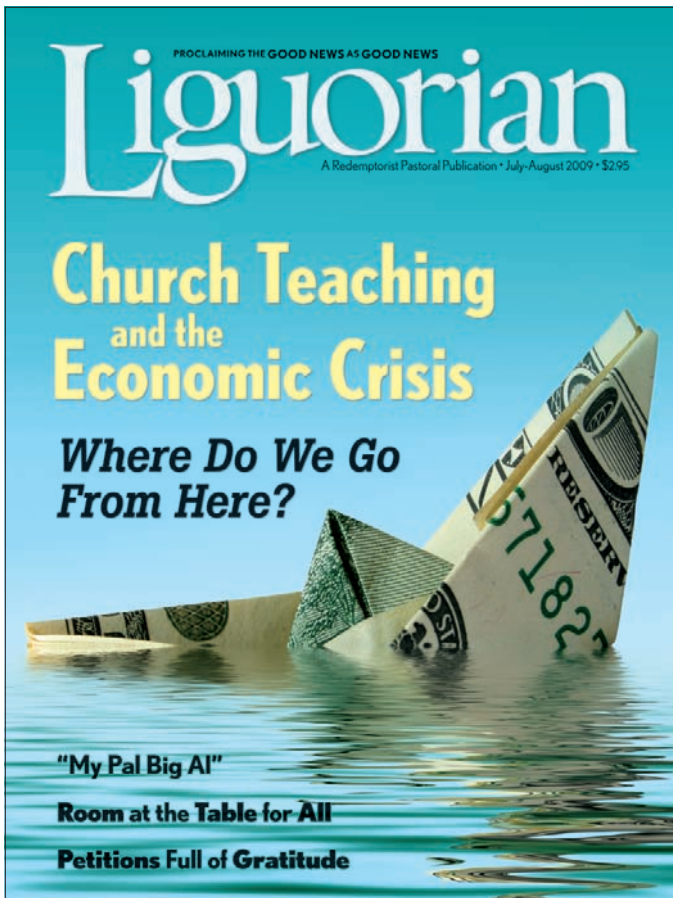


Interest in traveling to a foreign country



Parts of the world they most want to see



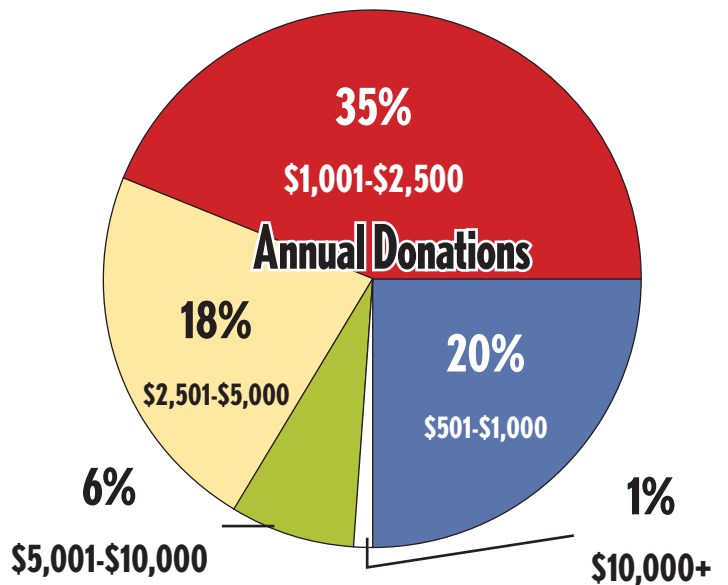


Our subscribers are generous

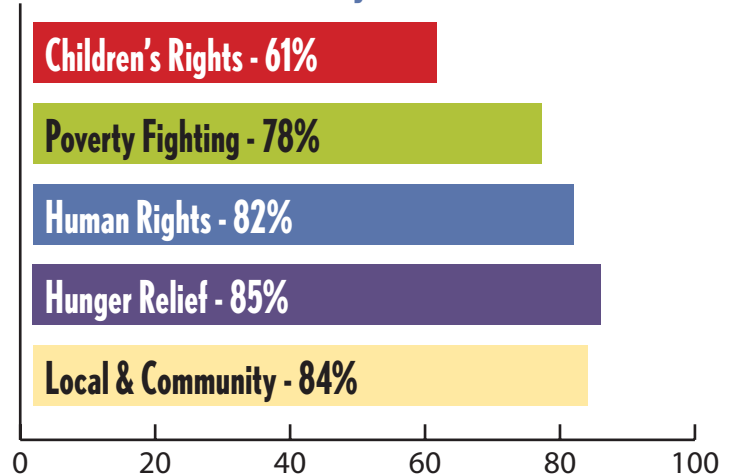
60% of our subscribers donate between \$1,000 and \$10,000 annually to their parish. Almost 50% would be likely to contribute to a community charity as well. *Liguorian* readers are very charitable...they're quick to give and volunteer their time.

Over a 12 month period...

- 21% volunteer in their community
- 10% volunteer in their parish
- 7% volunteer to fundraise



Charities most likely to donate to*:



*Respondents can choose more than one option.

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Liguorian subscribers are avid readers

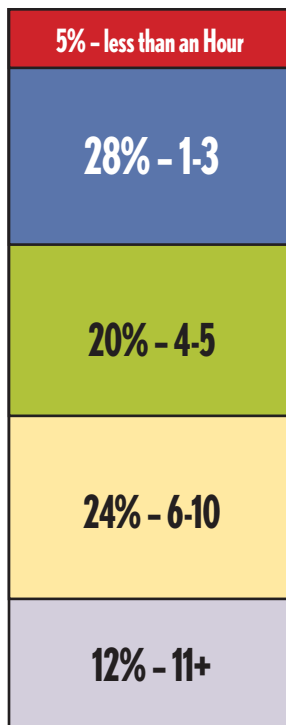
31% of *Liguorian* readers have purchased 11 books or more in the past year. Over 50% of subscribers spend four or more hours per week reading. 63% would prefer reading a print article as opposed to an online article.

Liguorian readers are well educated...

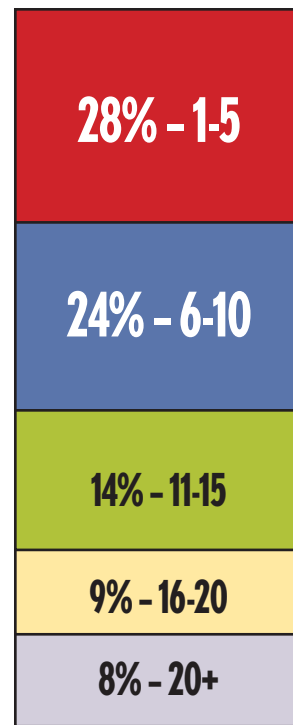
- 62% have completed college
- 29% have obtained a master's degree or doctorate
- 25% will likely have a child attending college in the next year
- 41% are considering a Catholic university for their son or daughter

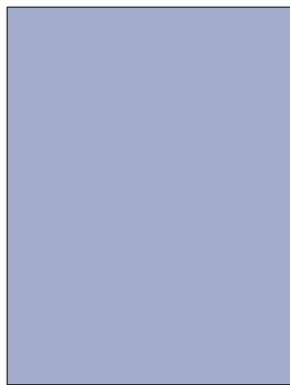
Current Circulation over 70,000

Hours spent reading printed materials weekly

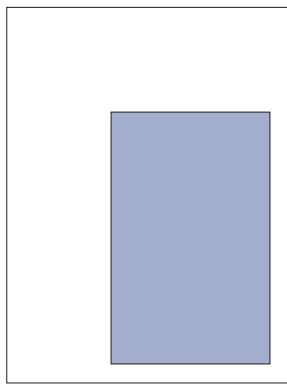


Books purchased in the past year

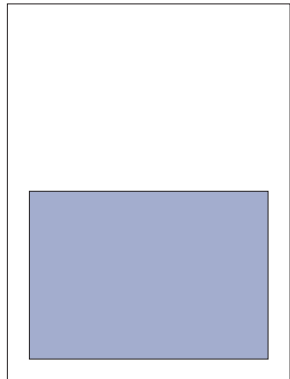




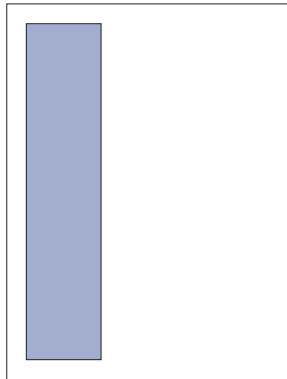
1 Page: 8 x 10%
Cover 4: 8 x 8%



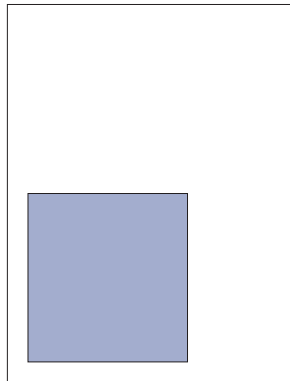
½ Page Island:
4½ x 7½



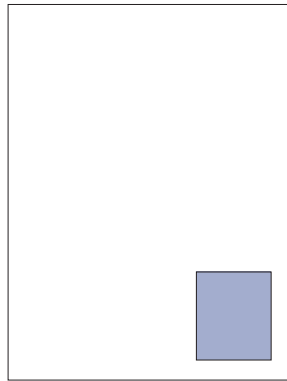
½ Page Horizontal:
6¼ x 4¾



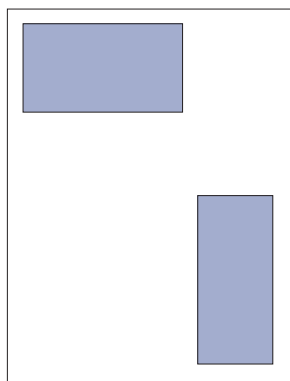
½ Page Vertical:
2½ x 9⅝



⅓ Page Square:
4½ x 4½



½ Page: 2½ x 2¼



⅙ Page Horizontal:
4½ x 2¼
⅙ Page Vertical:
2½ x 4¾

Full-Color Ads

Size	1-time	3-time	6-time	10-time
cover 4	\$3,820	\$3,625	\$3,440	\$3,265
cover 2 & 3	\$3,650	\$3,462	\$3,288	\$3,125
2 page spread	\$6,110	\$5,790	\$5,495	\$5,225
1 page	\$3,325	\$3,150	\$2,989	\$2,827
1/2 page	\$1,995	\$1,890	\$1,792	\$1,690
1/3 page	\$1,397	\$1,326	\$1,258	\$1,190
1/6 page	\$810	\$770	\$730	\$690
1/12 page	\$462	\$440	\$417	\$394

Insert Rates

Bind Ins: Call for quote. (Note: Perfs must be ⅛" from the binding.)

Liquorian Advertising Due Dates

Issue	Reservation	Materials Due	Mail Date
January 2013	11/12/12.....	11/16/12.....	12/21/12
February 2013	12/10/12.....	12/14/12.....	1/25/13
March 2013	1/14/13.....	1/18/13.....	2/21/13
April 2013	2/11/13.....	2/15/13.....	3/22/13
May 2013	3/11/13.....	3/15/13.....	4/25/13
July 2013	5/13/13.....	5/17/13.....	6/20/13
September 2013	7/15/13.....	7/19/13.....	8/16/13
October 2013	8/2/13.....	8/16/13.....	9/21/13
November 2013	9/9/13.....	9/13/13.....	10/25/13
December 2013	10/14/13.....	10/18/13.....	11/23/13
January 2014	11/11/13.....	11/15/13.....	12/20/13
February 2014	12/9/13.....	12/13/13.....	1/25/14
March 2014	1/13/14.....	1/17/14.....	2/21/14

All dates subject to change. Please call to confirm due dates.
*Tentative dates

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Contributing Editor
DAN KORN, CSSR

Director, Publishing Operations
MICHAEL GREGORY

Director, Finance & Business Operations

SUANN FIELDS

Director, Editorial & Product Development
LUIS J. MEDINA

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Liguorian Website Advertising Specs

Placement Type

- By Number of Clicks
- By Number of Impressions
- By Length of Duration in Days

Placement Location

Currently only one location [module] is available. As content variety increases on the site, more opportunities will arise to provide differentiated advertising locations within the site.

The current default module is placed on article pages only, immediately above the article title.

Image Dimensions (Pixels)

- 468 x 60

Image Size (Bytes)

- 50 kb maximum for any format.

Image Formats

- JPG or JPEG
- GIF
- PNG
- SWF

Animated Ad Formats

GIF and SWF formats are primarily used for animated banner ads. Certain restrictions will apply to any animated banner ad. They are:

- Length of animation: 15 seconds maximum
- Number of loops: 0 (animation may play through one time only)

SWF Format

- SWF format ads must include a button to launch the link to the destination URL. [This is because our website defers to the content of a SWF file and does not apply a link in the same fashion as the other file formats.]
- In addition, due to the capabilities of the SWF format [Flash], ads in this format may not perform animations or effects that scale out of, or exceed in any other manner, the boundary dimensions of the ad space. SWF format ads may include a button (or similar) that allows the end-user to manually repeat or replay any animation.

Digital File Requirements

Preferred file format: PDF

- Images no less than 300 dpi
- All fonts embedded
- Full-page ads with bleed need 1/8" bleed and crop marks (do not use crop marks on smaller ads)
- If exporting from QuarkXPress, make sure the registration is centered (located in the print dialog box)
- Do not use spot colors
- Convert all images and colors to CMYK
- A printout is required on all ads

If you have any further questions regarding the creation of PDF files, please contact your sales representative, who will put you in touch with our art department.

Sending files

Please send all ads via email, ftp or CD-ROM. Contact your sales rep for information.

Any other questions?

Your sales representative will be happy to connect you with our art department.

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Special Notes

Restrictions

1. Advertisements for profit insurance and credit card companies are not accepted.
2. *Liguorian* reserves the right to deny any advertising it considers not suitable to its mission for any reason.
3. Any attempt to simulate the publication's format is not permitted. The publisher reserves the right to place the word "*advertisement*" with copy that, in the publisher's opinion, resembles editorial material.

Special and Composition Services

A net, non-commissionable charge will apply to any artwork requiring additional preparation, correction, or adjustment. *Liguorian* also offers full ad composition services at a reasonable cost. These charges will be invoiced separately from space and color costs. For estimates, contact your *Liguorian* Advertising Sales Representative.

Credit, Billing, and Joint Liability

Payment for invoice is due 30 days from publication date to established agencies and advertisers. Agency commission of 15% allowed to agencies listed in the Standard Agency Red Book. New advertisers and agencies must pay cash until credit is approved. Credit may be requested by submitting a credit application to the *Liguorian* Finance Department. Advertiser and agency assume joint liability for payment of all debt incurred by agency on behalf of the advertiser. Advertiser must pay directly to *Liguorian* the net costs of all advertisements placed by the appointed agency if agency fails to pay.

Indemnification

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless *Liguorian*, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

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