

Liguorian

A Redemptorist Pastoral Publication



*Spreading the Good News
for more than 100 Years*

2024
Media Kit

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 Redemptorists in 1913, *Liguorian* has been a leading Catholic magazine for over 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.



Awards



Liguorian has regularly been recognized by its peers, specifically the Catholic Media Association [formerly Catholic Press Association], a trade association serving and uniting the Catholic press worldwide for more than a century. Summarized below is a sample of our recognitions over the years.

Best Layout of Article or Column—First Place: Irena's Jar by Nancy B. Martel; May-June 2018, p. 14

Judges Comments: A deeply engaging and moving piece with a layout that facilitates an easy flow through the story and images that add life and context.

Best Guest Column/Commentary—First Place: To Whom Shall We Go? By Fr. Patrick Keyes, CSSR; October 2018, p. 15

Judges Comments: A well-timed and salient topic discussed from a perspective not always available in the press. Written with grace and clarity of thought in a well-structured response to a Church exigency.

Best Coverage - Ecumenical/Interfaith Issues—First Place: Lighting the Way to Interfaith Peace series by Carole St. Laurent-January 2018; "The Heart of the Mystery," by Barbara Hughes-March 2018; "Stories From the Field: Persevering for Peace," by Carole St. Laurent-November 2018.

Judges Comments: These well-written pieces highlight the importance of interfaith peace. Nice storytelling and a strong focus on how readers can promote interfaith peace in their day-to-day lives. Well done.

Personality Profiles - Religious Leader—First Place: Blessed Stanley Francis Rother: The First American Martyr by María Ruiz Scaperlanda; October 2018, p. 20

Judges Comments: A powerful story about how you sometimes encounter tragedies and fail, before finding happiness.

Best Short Story—First Place: Bellyachers-Fiction by Jim Auer; January 2018, P. 30

Judges Comments: A clear and simple prose allows for the true emotional depth of this story to shine. Story structure and details are crafted in such a way as to keep the reader engaged all the way until the true lesson presents itself in the closing.

Best Multiple Picture Package - News—First Place: Everyday Impunity by Jun Santiago, CSSR; April 2018, P. 20

Judges Comments: Moving, and gripping photos that tell the story in a meaningful way.

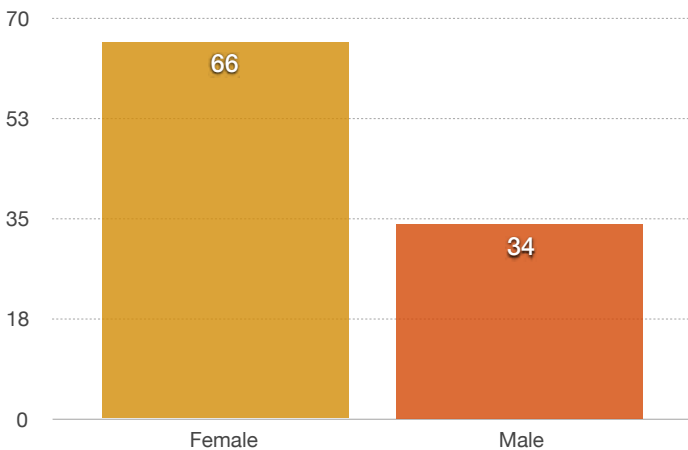
Liguorian Advertising Just Makes Good Sense

For more than 100 years, *Liguorian* has been providing Catholic readers with thought-provoking and influential religious articles. They look just like your customers and they're mail and email responsive.

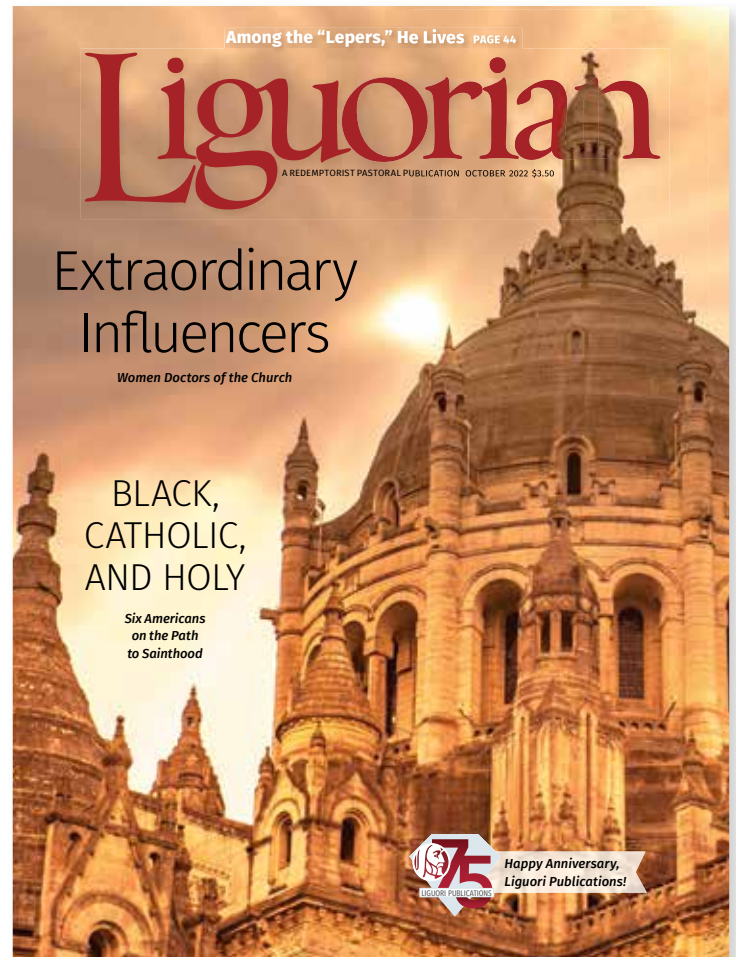
A typical *Liguorian* subscriber is...

- 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 who 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.

Gender Statistics of Liguorian Readership

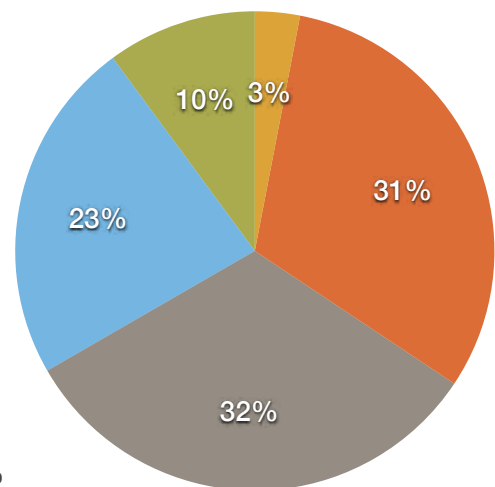


- Less than \$20,000 = 3%
- \$20,000-\$59,999 = 31%
- \$60,000-\$99,999 = 32%
- \$100,000-\$139,000 = 23%
- More than \$140,000 = 10%



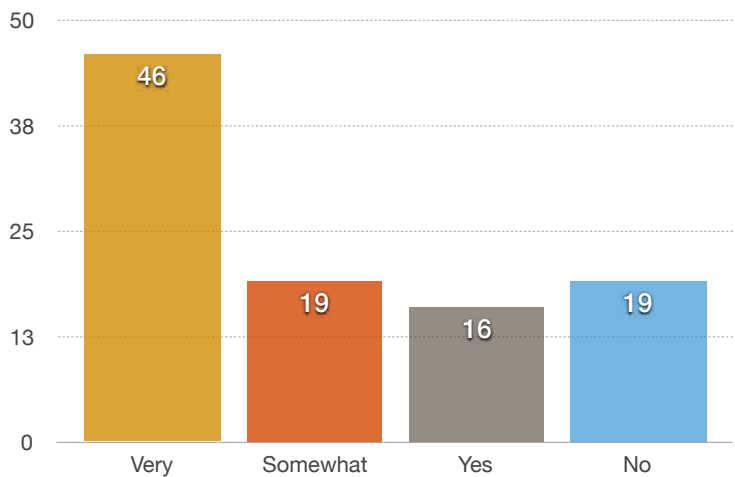
ANNUAL HOUSEHOLD INCOME

Household Income of Liguorian Readers



Liguorian Subscribers Are Responsive

Interest in Traveling to a Foreign Country

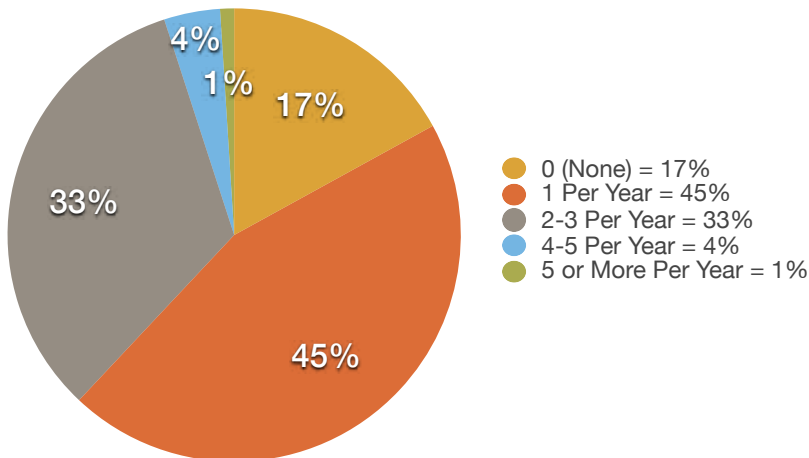


Parts of the World They Most Want to See

LOCATION	PERCENTAGE
Western Europe	67
United States	84
Mediterranean	52
Holy Land	59



Number of Vacations Per Year



*Respondents can choose more than one option.

Liguorian Subscribers Are Generous



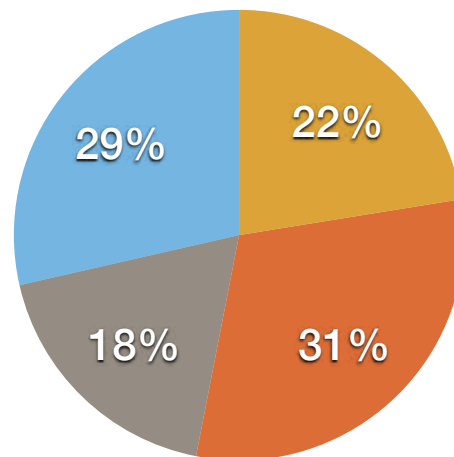
60% of *Liguorian* subscribers donate between \$1,000 and \$10,000 annually to their parish. Almost 50% would be likely to contribute to a community charity as well. *Liguorian* readers are very charitable...they're quick to give and volunteer their time.

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.

Over a 12 month period...

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

Annual Donations



- \$501-\$1000 = 20%
- \$1001-\$2500 = 35%
- \$2501-\$5000 = 18%
- \$5001-\$10000 = 6%

Charities Most Likely to Donate To*

Organization	Percentage
Children's Rights	11
Poverty Fighting	15
Human Rights	9
Hunger Relief	14
Local and Community	21

*Respondents can choose more than one option.

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.

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

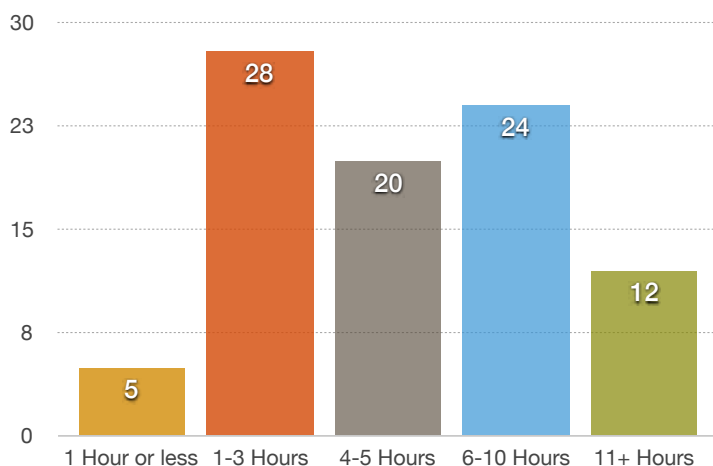
Current Circulation of Liguorian

- Readership is between 35-40K for each issue.
- The print edition is received in all 50 states and in parts of Canada.
- California is the state with the most subscribers.
- 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.

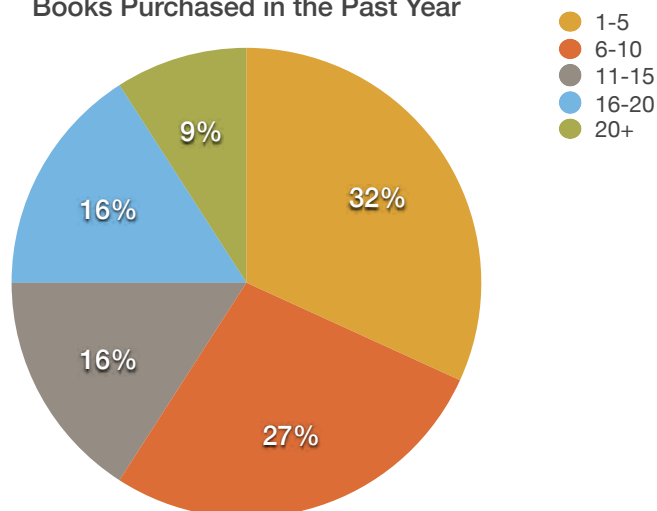
Age of Liguorian Readers

AGE GROUP	PERCENTAGE
Under 25	1
25-29	3
30-39	11
40-49	24
50-59	30
60-69	22
70+	9

Hours Spent Per Week Reading Print Materials



Books Purchased in the Past Year



Advertising on Liguorian.org Website

Placement Location

Liguorian offers several locations to advertise on the Liguorian.org.

- Column and regular feature article placement
- Banner placement
- Sidebar placement

Ad space is billed monthly.

We're flexible. Propose your idea and we'll work with you!

Contact your *Liguorian* Advertising Representative for details: adsales@liguori.org

Image Dimensions (Pixels)

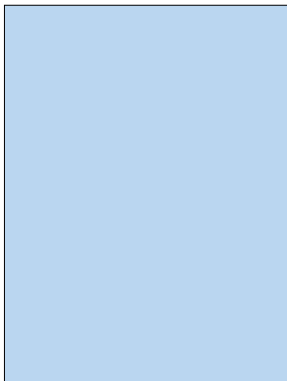
72 DPI / RGB format for static ads.

Image Formats

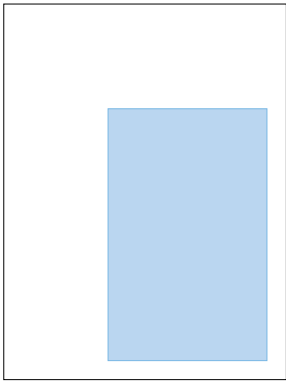
- GIF
- PNG
- JPG

Animated Ad Formats

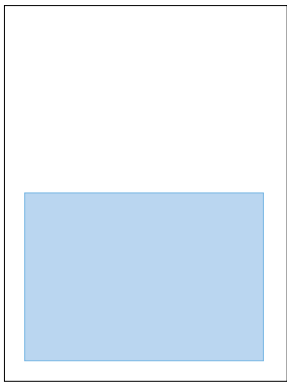
We will work with you to accomodate your ad formats. Please contact adsales@liguori.org with your questions



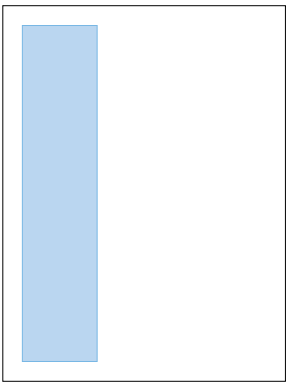
1 Page: 8 x 10⁵/₈
Cover 4: 8 x 8⁵/₈



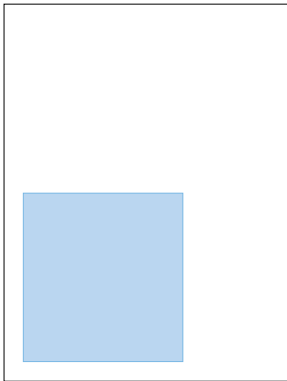
1/2 Page Island:
4¹/₂ x 7¹/₈



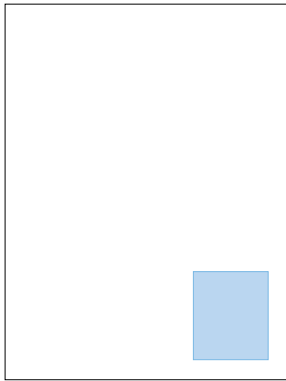
1/2 Page Horizontal:
6¹³/₁₆ x 4³/₄



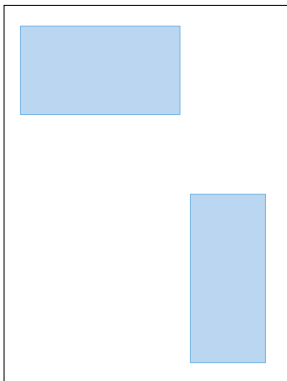
1/2 Page Vertical:
2¹/₈ x 9⁵/₁₆



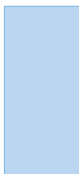
1/3 Page Square: 4¹/₂ x 4¹/₂



1/12 Page: 2¹/₈ x 2¹/₄



1/6 Page Horizontal:
4¹/₂ x 2¹/₄



1/6 Page Vertical:
2¹/₈ x 4³/₄

Size	1-time	3-time	6-time
Cover 4	\$1,210	\$1,112	\$1,000
Cover 2 &3	\$1,125	\$1,031	\$900/500
2 Page Spread	\$1,855	\$1,695	\$1,400
1 Page	\$962	\$875	\$600
1/2 Page	\$695	\$620	\$500
1/3 Page	\$548	\$520	\$450
1/6 Page	\$335	\$305	\$275
1/12 Page	\$220	\$195	\$150

Inserts

Bind Ins: Contact us at adsales@liguori.org today for a quote.
(Note: Perforations must be 1/8" from the binding.)

Extended Reach - App Advertising

Circulation includes the print and digital editions of the Magazine. All advertisements will run in both editions. Your digital ad will include one link at no charge. Multiple links can be added for an additional charge.

Animated ads and Video ads

We will work with you on your preferred formats. Contact us at adsales@liguori.org today for a quote.

Liguorian Advertising Due Dates			
Issue	Reservation	Materials Due	Mail Date
January-February 2024	11/8/2023	11/20/2023	12/27/2023
March-April 2024	1/10/2024	1/19/2024	2/27/2024
May-June 2024	3/10/2024	3/14/2023	4/26/2024
July-August 2024	5/10/2024	5/13/2024	6/27/2024
September-October 2024	7/10/2023	7/13/2024	8/28/2024
November-December 2024	9/10/2024	9/13/2024	10/25/2024
Dates subject to change. Please call to confirm due dates.			

Digital File Requirements

Preferred file format is 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.

Sending files

Please send all ads via email or ftp.
Contact your sales rep for information.

Any other questions?

Contact us today at adsales@liguori.org.

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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.

Composition and Special 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. 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.