Liguorian

A Redemptorist Pastoral Publication

Catholic. Pastoral. Trusted



Spreading the Good News for more than 100 Years

2027 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 it's 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.

When you subscribe to a Catholic periodical or purchase a book published by a Catholic organization, you are enabling the continued commitment to authenticity.

The Value of *Liguorian* and Catholic Reading

A Trusted Sanctuary: While social media is often chaotic and fleeting, our readers view our magazine as a "trusted friend." Your brand benefits from this "halo effect" of credibility and authenticity.

The "Slow Media" Advantage: Our readers engage with the printed word as a sensory, even sacred, experience. This means higher ad recall and a longer shelf-life for your message compared to a half-second digital scroll.

Deep Family Integration: Unlike a private smartphone screen, a magazine sits on coffee tables and kitchen counters. It is shared across generations, giving your brand multiple touchpoints within a single household.

Intentional Engagement: Our audience chooses the "fulfillment of the printed word." They are focused, calm, and receptive—the ideal state of mind for discovering your products and services.

The digital world has its place, but print provides the clarity and permanence that modern consumers crave. By supporting Catholic publishing, you aren't just placing an ad; you are joining a centuries-old tradition of excellence and reaching an audience that values quality above all else.

Let's Connect Your Brand with Our Community

Our readers are loyal, mission-driven, and attentive. We invite you to be a part of their household tradition.

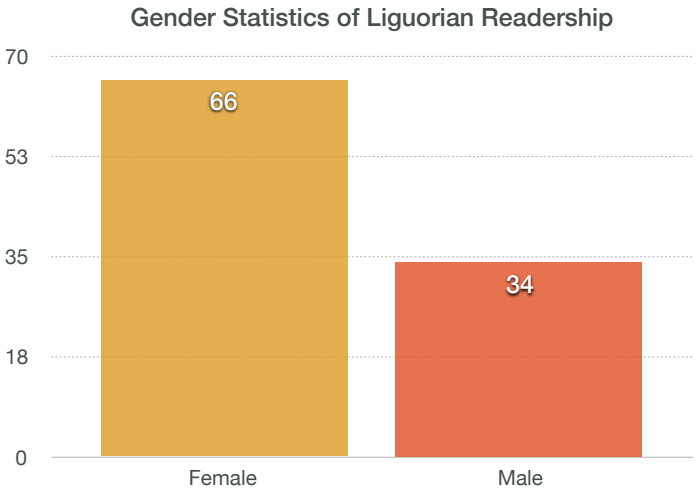
Liguorian Advertising Just Makes Good Sense

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.

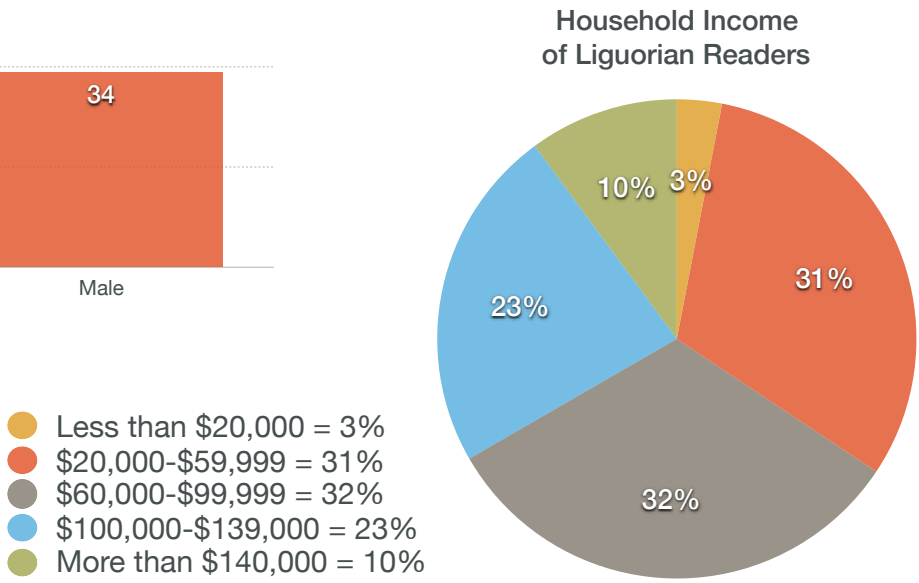
A typical *Liguorian* subscriber is…

- 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.



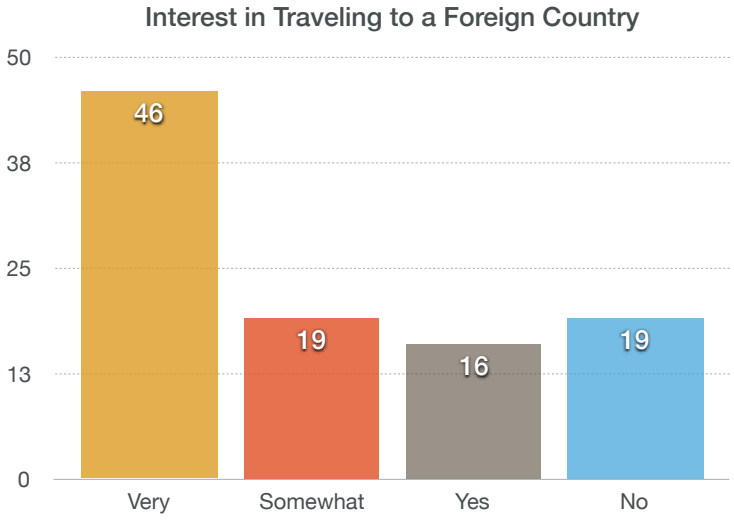


ANNUAL HOUSEHOLD INCOME



PHONE 800-325-9521 | **WEB** Liguorian.org | **EMAIL** adsales@liguori.org

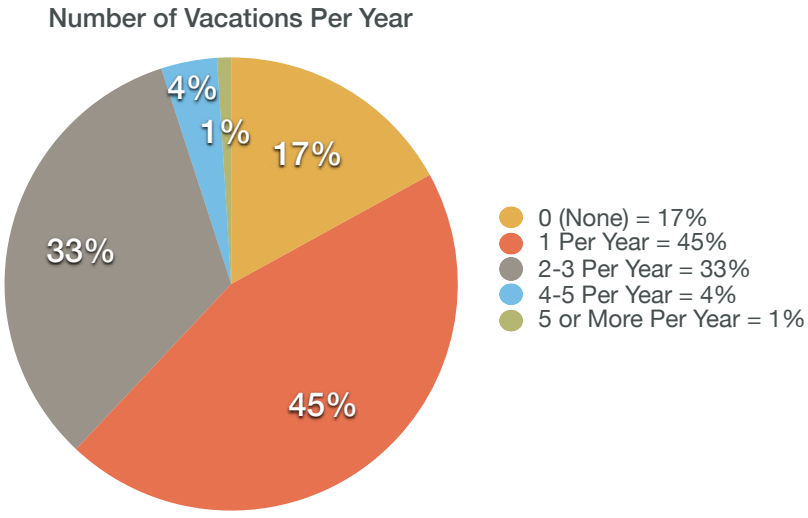
Liguorian





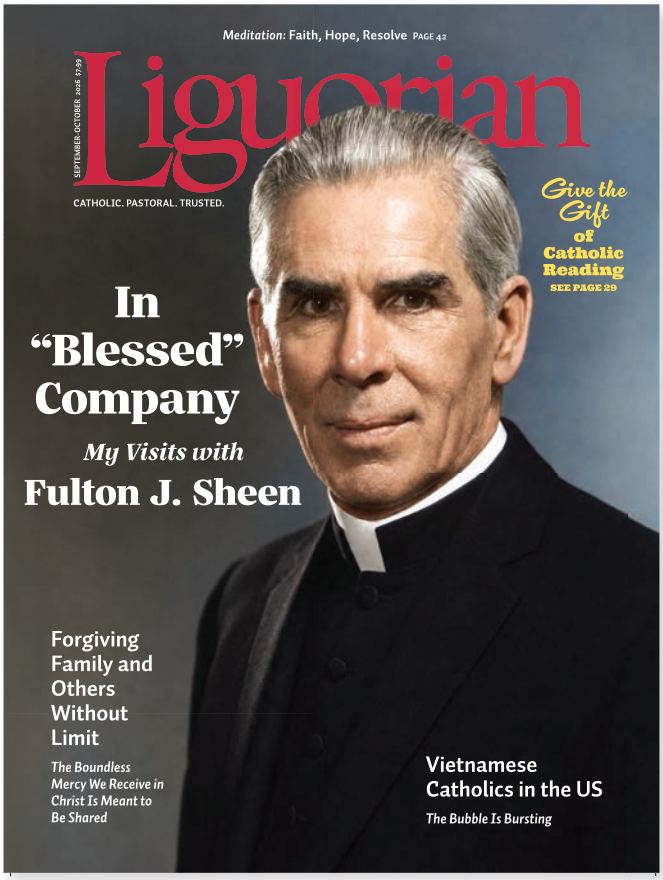
Parts of the World They Most Want to See

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



*Respondents can choose more than one option.

Liguorian Subscribers Are Generous



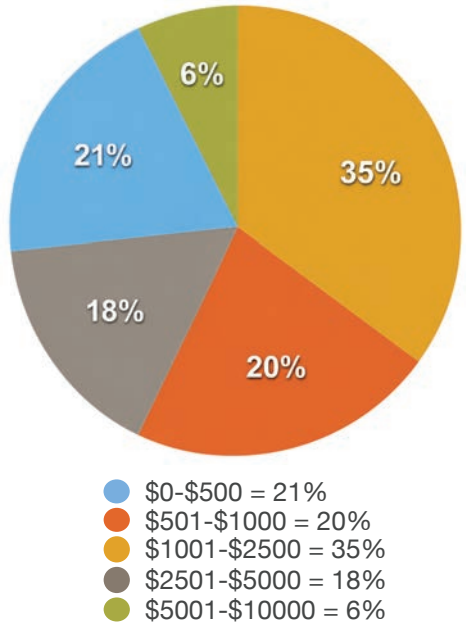
60% of *Liguorian* subscribers donate between $1,000 and $10,000 annually to their parish. Almost **50%** would be likely to contribute to a community charity as well. *Liguorian* readers are very charitable… they're quick to give and volunteer their time.

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

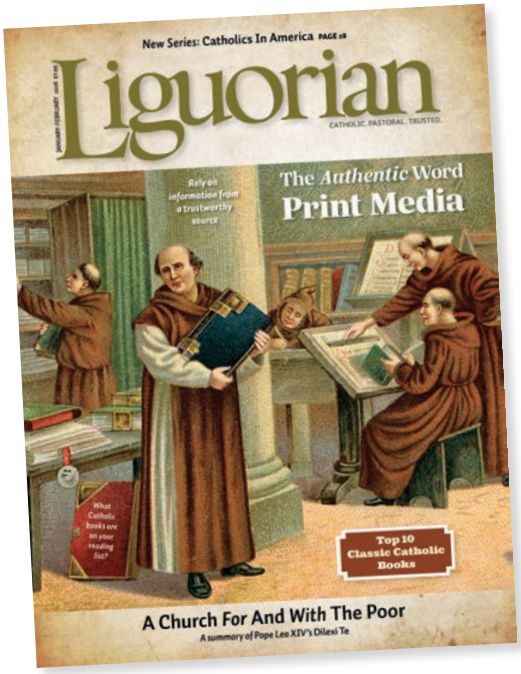


Charities Most Likely to Donate To*

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



41% 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…

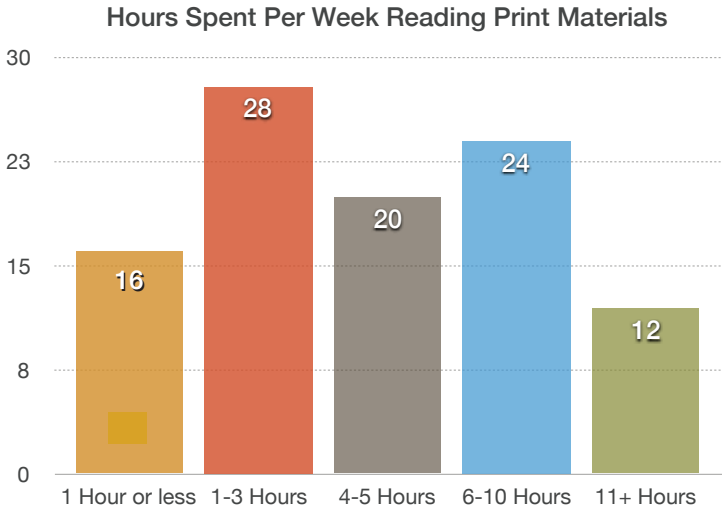
- 62% have completed college
- 29% have obtained a master's degree or doctorate
- 25% will likely have a child attending college in the next year
- 41% are considering a Catholic university for their son or daughter

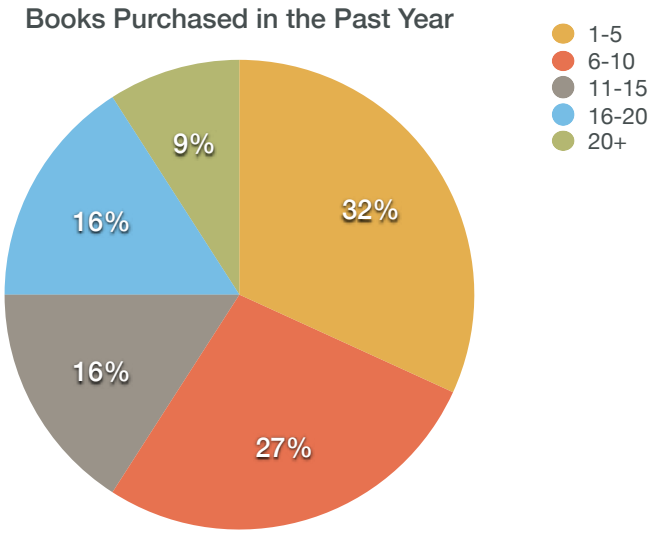
Current Circulation of *Liguorian*

- 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





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.

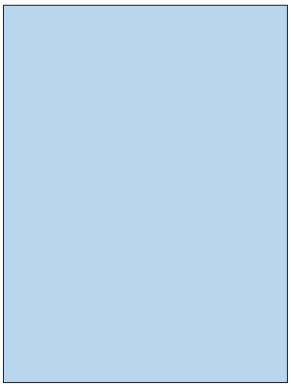
Image Formats

- GIF - PNG - JPG

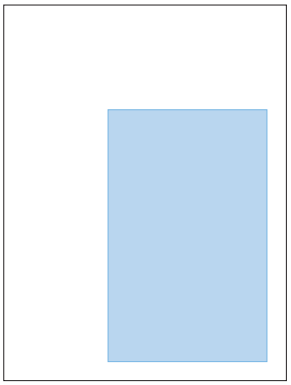
Animated Ad Formats

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

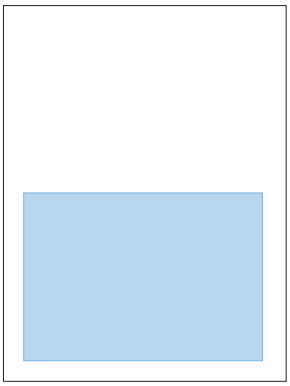
2027 Advertising Rate Card



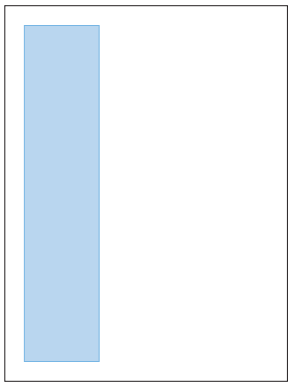
1 Page: 8 x 10⅝
Cover 4: 8 x 8⅝



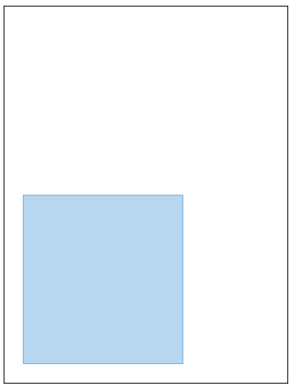
½ Page Island:
4½ x 7⅛



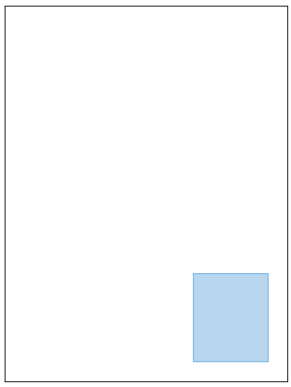
½ Page Horizontal:
6$^{13}/_{16}$ x 4¾



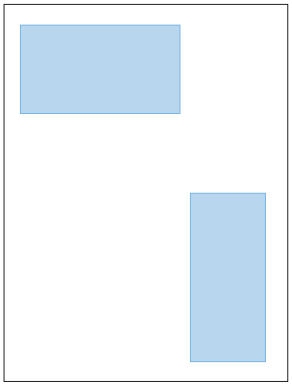
⅓ Page Vertical:
2⅛ x 9$^{5}/_{16}$



⅓ Page Square: 4½ x 4½



$^{1}/_{12}$ Page: 2⅛ x 2¼



$^{1}/_{6}$ Page Horizontal:
4½ x 2¼

$^{1}/_{6}$ Page Vertical:
2⅛ x 4¾

Size	1-time	3-time	6-time
Cover 4	$1600	$1400	$1250
Cover 2 &3	$1400	$1275	$1150
2 Page Spread	$2300	$2100	$1400
1 Page	$1200	$1050	$750
1/2 Page	$875	$775	$625
1/3 Page	$685	$650	$575
1/6 Page	$425	$375	$350
1/12 Page	$275	$250	$175

Inserts

Bind Ins: Contact us at adsales@liguori.org today for a quote. (Note: Perforations must be ⅛" 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 2027

Issue	Reservation	Materials Due	Mail Date
January-February 2027	11/11/2026	11/17/2026	12/28/26
March-April 2027	1/12/2027	1/20/2027	2/25/2027
May-June 2027	3/11/2027	3/18/2027	4/26/2027
July-August 2027	5/11/2027	5/18/2027	6/25/2027
September-October 2027	7/12/2027	7/18/2027	8/26/2027
November-December 2027	9/10/2027	9/17/2027	10/26/2027
January-February 2028	11/11/2027	11/17/2027	12/28/2027

Dates subject to change. Please contact adsales@liguori.org 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 ⅛" 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.