

why advertise?

High impact

FAITH West Tennessee is a high-quality publication produced 10 times per year and is mailed to homes throughout the Diocese of Memphis. It is the largest distributed publication in Memphis with a Catholic readership of more than 100,000.



Passionate readers

Two independent readership audits confirm that the format for FAITH West Tennessee – which is designed to uplift and inspire through compelling, people-based stories – is passionately read by a wide range of age groups.

National awards

FAITH West Tennessee is based on a national award-winning format.

2013–2014 Editorial Schedule

Issue	Theme	Ad Due	Mail Date
Sept	Why I am Catholic	7/24/13	8/30/13
Oct	Single Young Adults	8/16/13	9/25/13
Nov	Blended Families	9/16/13	10/25/13
Dec	Multi-Generational Issues	10/15/13	11/25/13
Jan/Feb	First Commandment	11/8/13	12/19/14
March	Second Commandment	1/15/14	2/24/14
April	Third Commandment	2/13/14	3/24/14
May	Fourth Commandment	3/18/14	4/25/14
June	Fifth Commandment	4/16/14	5/23/14
July/Aug	Sixth Commandment	5/15/14	6/24/14
Sept	Seventh Commandment	7/17/14	8/25/14
Oct	Eighth Commandment	8/19/14	9/26/14
Nov	Ninth Commandment	9/16/14	10/24/14
Dec	Tenth Commandment	10/15/14	11/24/14

- The largest distributed Catholic magazine in Memphis
- Full color ads
- Premium ad positions
- High pass-along rate
- Proven readership
- Appeals to all ages
- Establishes credibility in your market
- Award-winning publication
- Design services available

how effective

IS THE FAITH WEST TENNESSEE 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

FAITH West Tennessee appeals equally to all age groups.

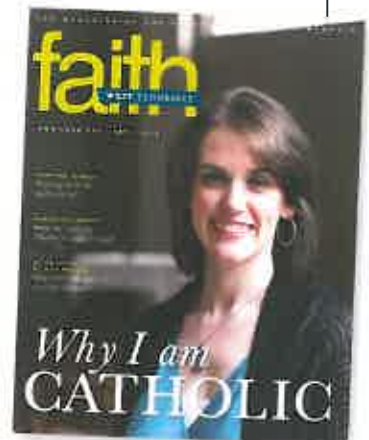
In some respects the editors ... have found the Holy Grail long sought by their colleagues in the Catholic press. They have shown that it is possible to publish a diocesan publication that appeals equally to all age groups.

– Publishers Information Center

Comments from a range of everyday readers:

When I picked up the new issue of FAITH, I expected to browse through a parochial religious publication. Instead, I found a **refreshing look** at the local Catholic community. It offers a standing invitation that **gives me hope.**

– A business executive



“FAITH magazine serves as a great **communication** vehicle that delivers the **Catholic message** very well. The magazine presents a wide assortment of local articles that are very informative.”

– A marketing executive

“Congratulations! FAITH is a wonderful source of **knowledge** and **inspiration**. I look forward to reading each issue. The style and format is very **creative** and informative. I must admit that every issue of FAITH gets better.”

– An artist

advertising GUIDELINES

Terms and Conditions

- FAITH West Tennessee 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 FAITH West Tennessee.
- FAITH West Tennessee reserves the right to insert the word "advertisement" above or below any copy.
- We reserve 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 FAITH West Tennessee except where a request for a specific preferred position is acknowledged by FAITH West Tennessee 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: fwt.editor@cc.cdom.org

Ad Specifications

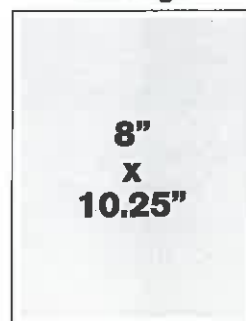
FULL COLOR Monthly: 10 issues a year

Number of Issues	Per Issue Cost					
	full	half	quarter	eighth	inside back cover	back cover
1	\$1,100	\$660	\$396	\$238	\$1,210	\$1,540
2 to 9	\$990	\$594	\$356	\$214	\$1,089	\$1,386
10	\$842	\$505	\$303	\$182	\$926	\$1,178

Ad Details

Cost is per insertion. All prices are for camera-ready material submitted to FAITH West Tennessee according to advertising guidelines. FAITH West Tennessee also offers design and production services for your convenience.

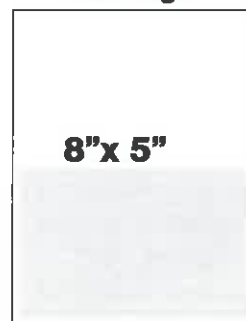
Full Page



Half Page



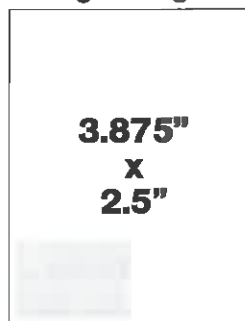
Half Page



Quarter Page

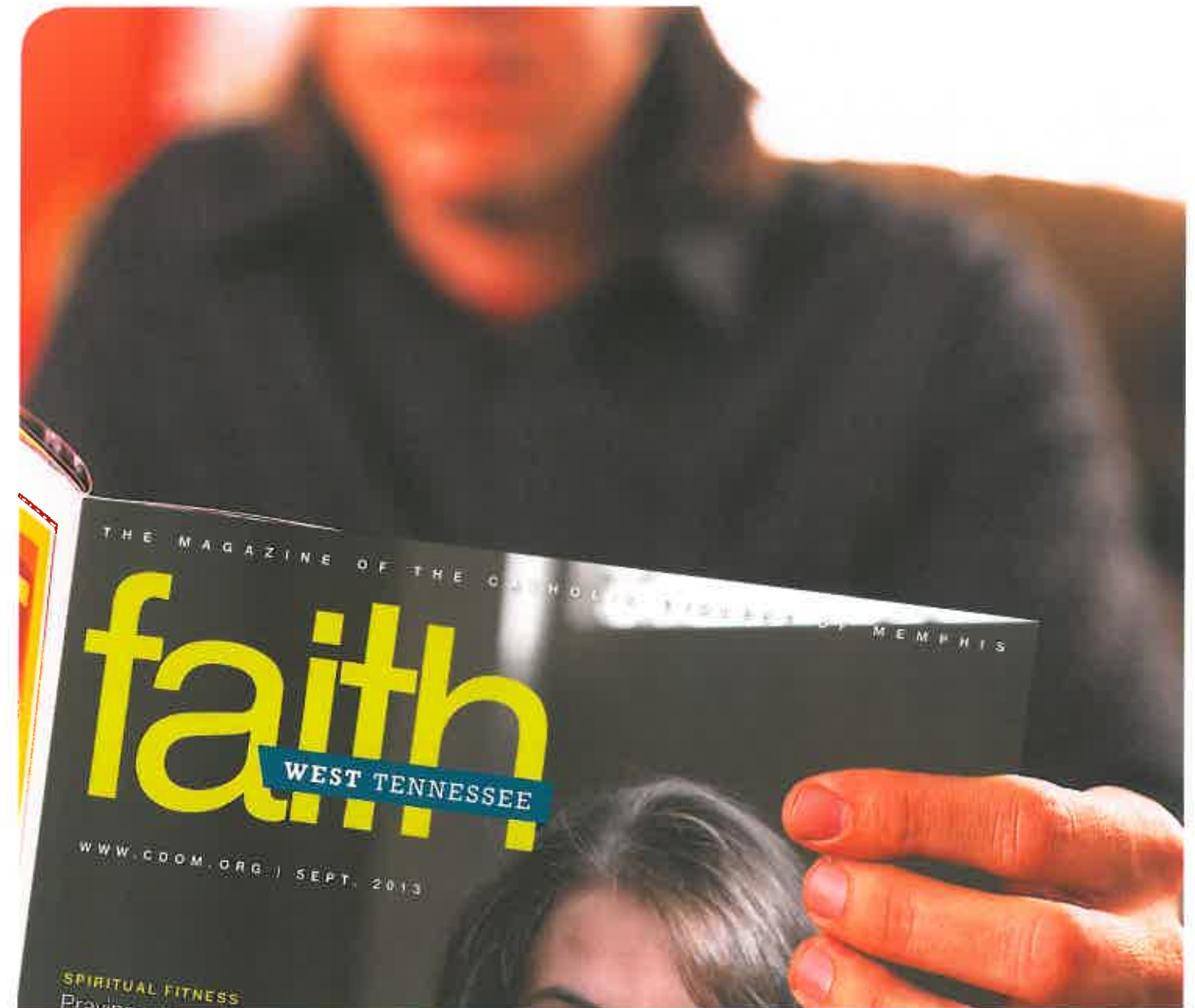


Eighth Page



faith
WEST TENNESSEE

the magazine of the Catholic Diocese of Memphis



Maximize your business
potential with Memphis'
largest Catholic magazine

faith
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