

# YOUR AUDIENCE YOUR CATHOLIC HERALD

Affordable, effective advertising



The Catholic Herald informs, forms and inspires a 10-county family of 600,000 Catholics in southeastern Wisconsin to learn, grow and share our faith. Our weekly newspaper is full of content and advertisers geared toward families, support, assistance, guidance and faith, and reflects the values we share within our strong Catholic community.

Milwaukee is one of the top five most Catholic cities in the nation, and the Milwaukee Catholic Herald is the perfect tool for any advertiser seeking those who are seeking.



**195**  
PARISHES

## WHO READS THE CATHOLIC HERALD?

Catholics invite the Catholic Herald into their homes each week because it nourishes their faith and affirms family values, Catholic social teaching, the teachings of the Church, and continued formation through the Good News with the Archdiocese of Milwaukee: local hot topics, individual stories, and sharing the progress and news within our 195 parishes and 107 Catholic schools.

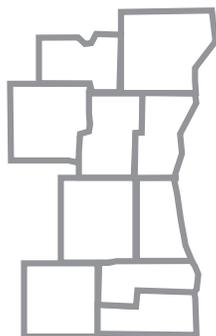


**107**  
CATHOLIC  
SCHOOLS

Catholic Herald readers are homeowners, investors, leaders of their faith, business leaders, volunteers, service-oriented and faithful to their weekly resource. They rely on the Catholic Herald to provide services and information they can trust. Our publication serves older Catholics, young adult Catholics and, especially, Catholic families.

## WHERE THEY LIVE

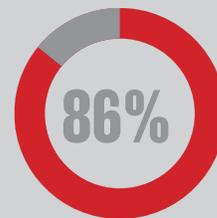
More than 600,000 Catholics reside in the 10 counties of southeastern Wisconsin served by the Catholic Herald: Dodge, Fond du Lac, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha.



**600,000**  
CATHOLICS RESIDE  
IN THE 10 COUNTIES  
OF SOUTHEASTERN  
WISCONSIN

## WHO WE ARE

Published 43 times per year and mailed to paid subscribers, with a strong pass-along readership. The Catholic Herald is a subscription-based publication offering many special issues throughout the year, such as: Family, Graduations, Health and Wellness, Catholic Marriage, Senior Focus, Building and Renovations, and Respect Life.



of subscribers give financial support to Catholic parishes and schools



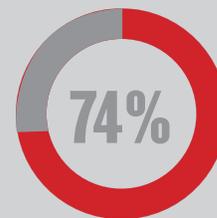
subscribe in order to have a credible source of Catholic information



subscribe to receive local Catholic news



view the Catholic Herald as a community newspaper and/or weekly catechism

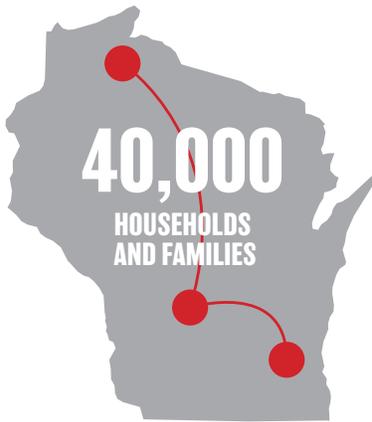


are involved in their parishes



of readers are female

“ The Catholic Herald is a wonderful print, electronic and web-based communication vehicle — helping to impact lives through their thought-provoking articles, interviews and news items. ”



## REACH BEYOND THE ARCHDIOCESE

Learn more about the Catholic Herald and how it can introduce your business or service to the Catholic market. The Milwaukee Catholic Herald is part of the Wisconsin Catholic Media Apostolate, which also publishes the Catholic Herald in the Madison and Superior Dioceses. The three editions combined are subscribed to by nearly 40,000 households and families.

“The Herald gets to the people we need to reach.”



### BEYOND PRINT: REACH CUSTOMERS ONLINE

Let our creative services department create an affordable, effective ad that will get consumers' attention on our website.

**Web advertising starts at as little as \$125 per month, and YOUR AD IS VISIBLE ON EVERY PAGE**

**File Requirements:** .jpg, .gif

**Size:** Ads should be less than 100k, optimum less than 50k.



### ADVERTISE IN OUR NEW E-EDITION!

In addition to print advertising, we now also offer linked advertising to our **new e-edition** for a small, additional fee.



### PRINT SPECIFICATIONS

**Material Requirements:** InDesign file or flattened, ready-for-print, high-resolution PDF

**Photo Requirements:** All photos should be saved as TIFF or EPS, saved as B/W or CMYK with a resolution of at least 300 dpi.

**Unacceptable File Formats:** QuarkXpress, Adobe Pagemaker, Microsoft Publisher, Microsoft PowerPoint

**Liability:** Catholic Herald reserves the right to replace any font in any ad that defaults or causes problems for the printer. We cannot print low-resolution images. If any ad file is sent in an unacceptable format, Catholic Herald reserves the right to make any necessary changes for best output and readability for print.

# CATHOLIC HERALD

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