

Advertise with us

Reach all of southeastern Pennsylvania

The CATHOLIC STANDARD & TIMES
 THE OFFICIAL NEWSPAPER OF THE ARCHDIOCESE OF PHILADELPHIA www.cst-phi.com

Poor and hungry in Bucks Co.
 By Elizabeth Fisher

Happy birthday, St. John Neumann!
 By Christie L. Chicone

Archbishop Wood girls, Neumann-Goretti boys repeat as state basketball champs, pages 18, 19

The Catholic Standard & Times newspaper

catholicphilly.com
 online

THE MAGAZINE OF THE CATHOLIC ARCHDIOCESE OF PHILADELPHIA

"For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future." -Jeremiah 29:11

Phaith

November 2010
www.cst-phi.com

ready, set, go!

Faith talks with young people about making decisions for the future

Spiritual Fitness
 If you want to be great you must be a servant

How Catholic Charities
 in the Archdiocese of Philadelphia helps people in need

Person of the Month
 Blessed John Neuman - A man for our times

Phaith magazine

Why *Phaith* magazine?

What *Phaith* is about

The new monthly magazine uplifts and inspires readers through compelling, real-life faith stories of people living within the local Philadelphia market. Since every Catholic home in Southeastern Pennsylvania will receive the magazine, it's sure to be read and valued by a wide range of adult age groups.

High impact

Phaith is a high-quality magazine produced 10 times per year (printed and digital) and mailed to more than 350,000 homes throughout southeastern Pennsylvania.



- **Reach more than 350,000 homes in southeastern Pennsylvania with the area's largest monthly magazine.**
- **Full color ads**
- **Premium ad positions**
- **High pass-along rate**
- **Proven readership**
- **Appeals to all ages**

County/Publication	Monthly circulation (households)
PHILADELPHIA COUNTY	
<i>Phaith</i> magazine	122,333
<i>Philadelphia Daily News</i>	110,000
MONTGOMERY COUNTY	
<i>Phaith</i> magazine	85,583
<i>The Times Herald</i>	12,292
DELAWARE COUNTY	
<i>Phaith</i> magazine	71,490
<i>Delco Times</i>	42,365
BUCKS COUNTY	
<i>Phaith</i> magazine	75,857
<i>Bucks County Courier Times</i>	67,094
CHESTER COUNTY	
<i>Phaith</i> magazine	51,622
<i>Daily Local News</i>	25,244
TOTAL CIRCULATION	350,000 projected

for more information contact **Matthew Ferrare:** 215.587.3662 mferrare@adphila.org or **Sherri Miller:** 215.587.3673 smiller@adphila.org or **Alex Dashkiwsky:** 215.587.3674 adashkiw@adphila.org

Why The Catholic Standard & Times newspaper and catholicphilly.com?

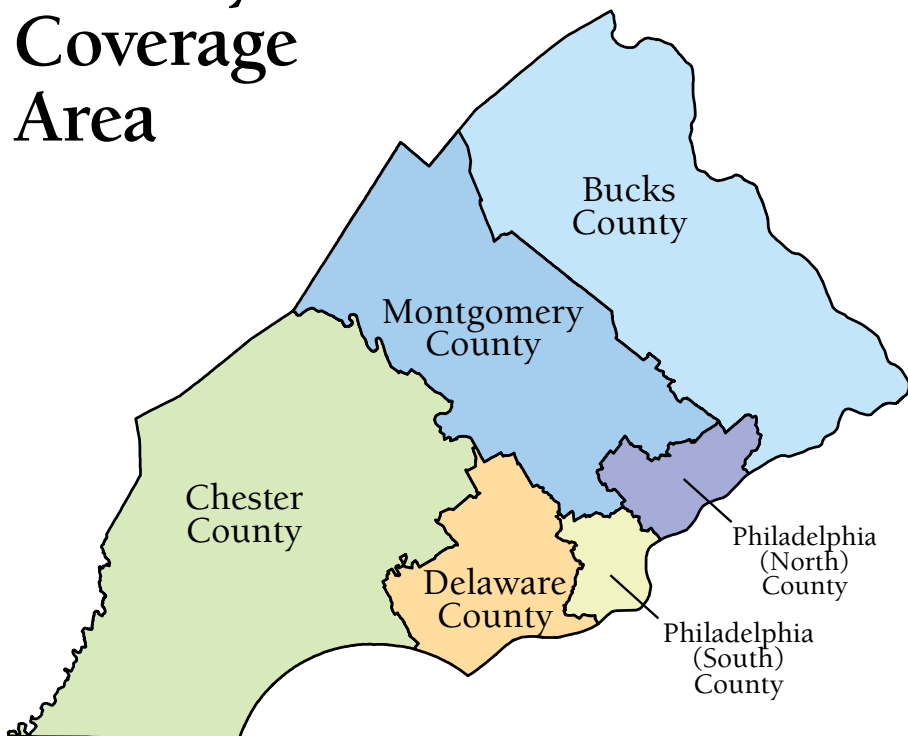


Advertise online
catholicphilly.com



Advertise in print
The Catholic Standard & Times newspaper

Primary Coverage Area

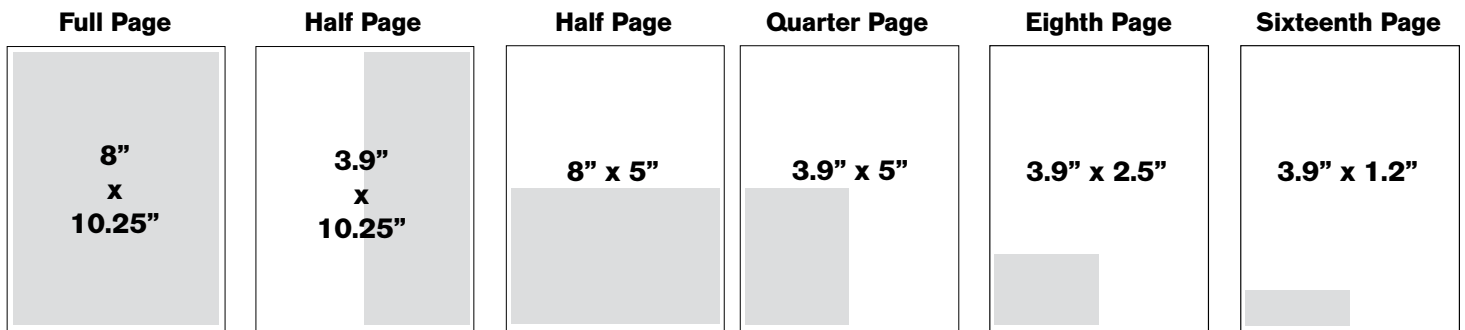


- **Over 60,000 monthly readers** – Ensures your message will be seen.
- **Mailed directly to homes** – Assures your message will reach its audience.
- **115 years of service to the Philadelphia Catholic community** – Your message gains credibility you will not find anywhere else. Our loyal readers trust us and our advertisers.
- **A diverse, intelligent, and affluent audience**

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Advertising sizes and rates

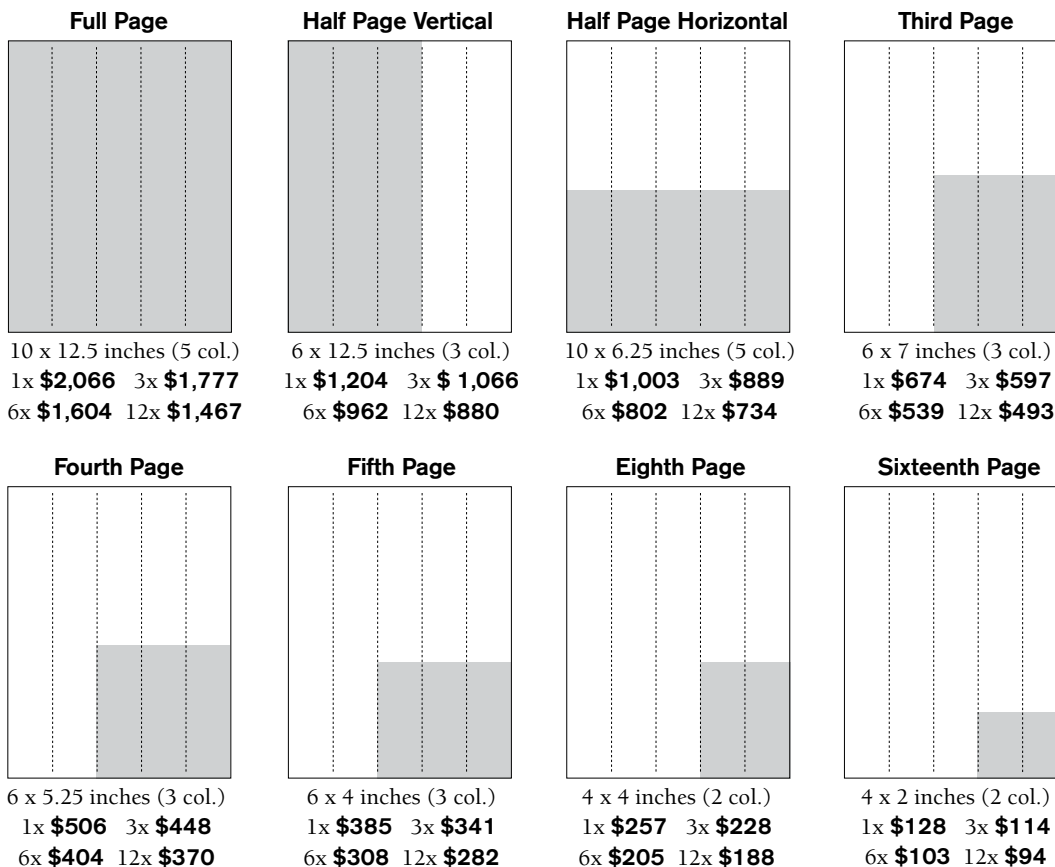
Phaith magazine • ad sizes



Phaith magazine • ad rates • **FULL COLOR INCLUDED** • **Monthly: 10 issues a year**

Number of issues	Per Run Cost						
	Full	Half	Quarter	Eighth	Sixteenth	Inside front cover	Bottom-half back cover
1 issue	\$5,376	\$2,800	\$1,440	\$756	\$380	\$5,914	\$7,526
3 issues	\$4,906	\$2,555	\$1,314	\$690	\$347	\$5,396	\$6,868
6 issues	\$4,502	\$2,345	\$1,206	\$633	\$318	\$4,953	\$6,303
10 issues	\$4,166	\$2,170	\$1,116	\$586	\$295	\$4,583	\$5,833

The Catholic Standard and Times and catholicphilly.com • ad rates • **Monthly: 12 issues a year**



“Hot Block” Ad

Embedded in the content of one of the Top Stories each week.

\$185 per month
\$2,220 per year

Banner Ad

Full page width along the bottom of the home page.

\$160 per month
\$1,920 per year

Tower Ad

Along the right side of the homepage

\$185 per month
\$2,220 per year

Open rate

\$32.11 per col. inch
3x \$28.44 per col. inch
6x \$25.67 per col. inch
12x \$23.48 per col. inch

Add color for \$200 per ad.

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