

YOUR AUDIENCE YOUR CATHOLIC HERALD

Affordable, effective advertising



The Catholic Herald informs, forms and inspires a 10-county family of 550,000 Catholics in southeastern Wisconsin to learn, grow and share our faith. Our biweekly 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.



189
PARISHES

WHO READS THE CATHOLIC HERALD?

Catholics invite the Catholic Herald into their homes 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 189 parishes and 101 Catholic schools.

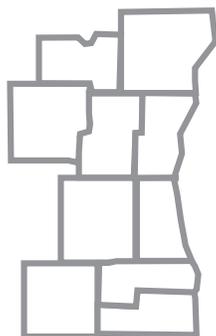


101
CATHOLIC
SCHOOLS

Catholic Herald readers are homeowners, investors, leaders of their faith, business leaders, volunteers, service-oriented and faithful to their biweekly 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

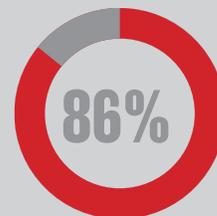
Close to 550,000 Catholics reside in the 10 counties of southeastern Wisconsin served by the Catholic Herald: Dodge, Fond du Lac, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha.



550,000
CATHOLICS RESIDE
IN THE 10 COUNTIES
OF SOUTHEASTERN
WISCONSIN

WHO WE ARE

Published 28 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, Senior Focus, Building and Renovations, and Respect Life.



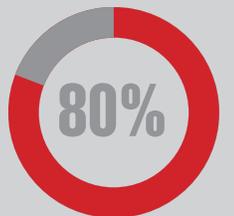
of subscribers give financial support to Catholic parishes and schools



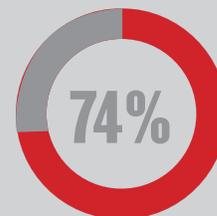
subscribe in order to have a credible source of Catholic information



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 and/or manages the Catholic Herald in the Madison and Superior Dioceses. The three editions combined are subscribed to by nearly 34,000 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.



LIVE LINK YOUR AD IN OUR E-EDITION!

Our digital E-Edition, which offers the same content as our print paper, gives you the opportunity to link directly to your website through your advertisement for a small, additional fee.

Live Link is affordable and effective!



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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