

FAITH & FAMILY

THE MAGAZINE OF CATHOLIC LIVING



Pricing & information

Faith & Family magazine is a practical and inspirational guide for Catholic mothers, written for those who cherish their role in nurturing a family home, a culture of living a Catholic lifestyle. *Faith & Family* provides support, inspiration, and encouragement to all Catholic moms and accomplishes this in print and with a vibrant, active website.

Faith & Family magazine has won the prestigious Catholic Press award six consecutive years in the "Best General Interest Magazine" category. Edited by Danielle Bean, a celebrated author, mother, and speaker, both *Faith & Family* and *FaithandFamilylive.com* are the places for your advertisement, where it will be seen by thousands of Catholic readers.

Frequency contract rates

SIZES	1 TIME	2-3 TIMES	4 TIMES
Back cover	\$2,305	\$1,990	\$1,780
Inside covers	1,885	1,675	1,465
Full page	1,675	1,455	1,235
2/3 page	1,445	1,240	1,035
1/2 page	1,180	1,025	890
1/3 page	835	730	655
1/6 page	720	615	510
1/12 page	365	310	260
Web ad	365	310	260
Showcase	400	350	300

Color/bleed/position charges

All prices include full-process color. Add 10% for bleeds and special positions.

Discounts

Multiple-page discounts quoted on request. The 4-time price is automatically earned by religious communities advertising for the sole purpose of attracting readers to religious life.

Pre-printed inserts

Prices upon request.

CONTACT

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Sue Lachapelle
855-809-7903
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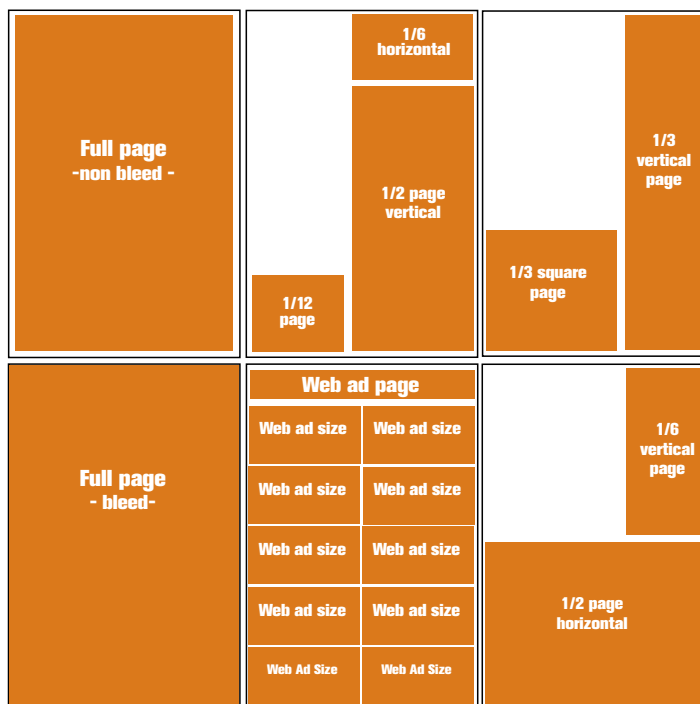
Faith & Family readers have purchasing power

- Average annual income is \$113,700.
- 95% own their own home
- 74% make some purchase after reading an ad in *Faith & Family*
- Readers annually donate \$6000 to charity
- 33% buy five to nine DVDs per year

Ad sizes

AD SIZES (INCHES)	(WIDTH X HEIGHT)
Full page (with bleed)	8.63" x 11.13"
Full page (no bleed)	7.625 x 10.125
2/3 page vertical	4.875 x 10.125
1/2 page vertical [Available on limited basis]	4.875 x 7.5
1/2 page horizontal	7 x 5
1/3 page vertical	2.3125 x 10.125
1/3 page square	4.875 x 5
1/6 page vertical	2.3125 x 5
1/6 page horizontal	4.875 x 2.5
1/12 page	2.3125 x 2.375
Web ad	3.5 x 1.875
Showcase	3.3125 x 4.5625

PUBLICATION TRIM SIZE: 8.375" x 10.875" ■ MARGINS: .375" ■ BLEED: .125"



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↓ Editorial schedule

ISSUE	COVERS	AD MATERIAL	IN HOME	EDITORIAL
Spring 2011	APRIL MAY	4-April	2-May	Open to life, 50 days of Easter
Summer 2011	JUNE JULY AUGUST	17-June	18-July	Vacation on a budget, God and nature
Fall 2011	SEPTEMBER OCTOBER NOVEMBER	26-August	26-September	College guide, Catholic wedding tips
Winter 2011	DECEMBER JANUARY 2012 FEBRUARY 2012	28-October	28-November	Faith and finances, practical parenting

↓ Files accepted/preferred format

Please include name of advertiser and issue date (month of publication).

Preferred materials: Digital Pages on Macintosh formatted disks (CD or DVD accepted, or FTP submissions). **Hi res PDFs via email preferred.**

Software: Indesign CS5 and below, Quark 6 and below, Photoshop, Illustrator. If sending PDF files, they MUST BE Press Ready or PDF 1-X Certified PDFs. Others not accepted.

Black type: If submitting ad with black type, ENSURE that this type is BLACK ONLY, not 4-color black. If sending native application files, include all images and fonts.

Graphics: Scanned no less than 300 dpi. Ensure that the most up-to-date graphics are linked to the files. If sending PDF files, ensure that all fonts and images are embedded. True Type fonts NOT accepted. Use Adobe fonts. Use actual fonts, not stylized fonts. All disks sent will be retained by *Faith & Family* should advertiser want to rerun ad in another issue.

ALL ads submitted to *Faith & Family* MUST be in 4-color process, NO spot colors.

ALL ads MUST have a color or B/W proof sent to Paul Bourque for ad verification.

Please ship material to:

PAUL P. BOURQUE, Director of Production
Faith & Family/div. of Bayard Inc.
1 Montauk Avenue, Suite 200
New London, CT 06320
Phone: 860-437-3012 ext. 855

or email your ad to FFads@bayard-us.com

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Web advertising

POSITION	BANNER SIZE	FLAT FEE
A Top leaderboard	728 x 90 px	\$200
B Right banner #1	300 x 250 px	\$200
C Right banner #2	300 x 250 px	\$200
D Left vertical banner	120 x 240 px	\$200
E Right vertical banner	120 x 240 px	\$200
F Bottom leaderboard	728 x 90 px	\$200



↓ Instructions for web ad submission

- Email ad to FFads@bayard-us.com
- Preferred file formats are JPG & GIF
- Files should be no larger than 20K
- 72 dpi for all ads