

Catholics make good customers

Advertising with *Arkansas Catholic* is a great choice for advertisers. The average reader is a married woman who makes the day-to-day household purchasing decisions. The average reader is well-educated and has a strong financial base.

Nearly 60 percent have graduated from college, compared to 27 percent of the general population. Our readers are more likely to have money market funds, CDs, IRAs, investments and tax shelters.

- More than half our readers are between ages 25 and 54 (52 percent); 48 percent are 55 and older.
- Two-thirds of readers who received the last four issues read all four issues.
- More than three-quarters of our readers spend 15 minutes or more with every issue.
- Eight out of 10 subscribers are married.
- More than half (57 percent) earn at least \$60,000 a year. Forty-two percent have income of \$75,000 or more. More than eight of 10 owns their own home.
- Seven out of 10 contribute to religious charities.
- Readers are well traveled, being three times more likely to have taken a sea cruise and traveled abroad.

— Simmons Market Research Bureau, 2000

— National Catholic Readership Survey, 2005

— Arkansas Catholic Readership Survey Online, 2007

Our readers trust us

Founded in 1911 as *The Southern Guardian*, *Arkansas Catholic* is celebrating 101 years of service. The paper is widely respected by readers and in the Catholic press as a credible source of important news and information.

Those good feelings “rub off” on advertisers, both because we set standards for acceptable ads, and because readers appreciate those who support their newspaper.

Circulation

■ **Arkansas Catholic is a weekly** newspaper, published 46 Saturdays per year. Readers perceive such a newspaper as timely and feel a sense of urgency to read it promptly when it arrives.

■ **Circulation** averages 7,000 per issue, with readership over 15,400.

■ **Each issue** is mailed directly to subscribers as a periodical, receiving expedited postal handling.

■ **Bonus distribution** is provided for many issues, directly to people most interested in the content of a special feature, section or supplement. Just a few examples include:

Extra copies go to **Catholic school teachers and administrators** for distribution at their annual Professional Day.

More than 3,800 extra copies of a February issue are sent for **hand distribution in parishes** at their request.

The current issue is distributed at special events throughout the year, such as the **Mass for Life, Bible Institute** and **Catechetical Day**.

■ **During the school year**, 375 copies of each issue are read and used to support lessons in Catholic school classrooms across the state, paid for by the Knights of Columbus state council.

■ **450 priests, deacons, religious** and other parish and diocesan decision-makers read each issue, thanks to complimentary subscriptions paid for by donations.



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