
“Where you advertise is as important as what you say.”

When the late media critic Marshall McLuhan said, “the medium is the message,” he showed us that the vehicle you use to deliver your message can have as much influence as the message itself. It’s the same way with individual publications. The tone and orientation of a newspaper implies a great deal about the kind of businesses advertising in it.

When you advertise in the Catholic Courier, that association implies tradition, stability, and most importantly, believability. It makes a difference to our readers...it will make a difference to your potential customers!

Since 1889, Catholic families throughout New York state’s Upstate and Finger Lakes regions have been fortunate to receive a weekly newspaper keeping them informed with the news of their faith. While many things have changed in those 105 years, one thing holds true: the Catholic Courier continues to offer the news of the Catholic faith to its readers.

Advertising in the Catholic Courier is an excellent way to reach these readers. Readers place a great deal of confidence in the businesses that advertise in the Courier. Current advertisers find the newspaper to be a very cost-effective advertising medium.

Each week over 50,000 copies of the Catholic Courier are distributed to paid subscribers throughout the 12-county Diocese of Rochester.

On January 5, 1995, however, every Catholic household in the diocese will receive a copy of the newspaper...that’s over 130,000 copies to be distributed. Based on current demographics, nearly 300,000 people will be reading the Catholic Courier during the first week of 1995!

At regular rates, our cost per thousand is much less than most newspapers serving this part of New York; because of special rates and additional distribution for this issue, our cost per thousand is even lower.

For additional information on advertising in the Catholic Courier, every week, once in a while or just in the special edition scheduled for January 5, call the advertising department at 716-328-4340.

*Send your advertising message
to every Catholic home
in the Diocese of Rochester
on January 5, 1995.*

Distribution to over 130,000 Households!

Deadline: December 12, 1994

Catholic Courier
