

TRUST

in the Catholic Courier...

OUR READERS DO!

Our readers have more respect and greater confidence in the Catholic Courier and its advertisers than they do in the secular press...that's the kind of credibility money can't buy.

In a recent study of Catholic Courier subscribers, 73 percent of the readers surveyed said they trust the businesses that advertise in the Catholic Courier. In fact, 43 percent stated that they have more confidence in a business that advertises in the Courier. Even better, 28 percent said the ads they see in the Courier influence which businesses they patronize.

The Courier is an excellent way to supplement your advertising. Including the Catholic Courier in your media mix is a wise investment. The Courier can supplement your advertising plans without straining your budget or duplicating area readership. There isn't another newspaper, secular or religious, that reaches as many homes in as wide an area of New York state. That means the Catholic Courier offers you a great way to catch readers who may have otherwise fallen through the cracks.

Our readers are part of today's most desirable target market. With a median reader age of 48 years, two-thirds of Courier readers are over 55. When you advertise in the Courier, you reach both the early baby boomers and the mature market. In the future, businesses neglecting the importance of this market will feel the pinch in sales. Add to that more than a quarter of survey respondents have dependent children living at home, and another quarter are single, and you will discover that our readers portray diverse demographic groups.

Courier readers offer significant buying power, too. Our readers offer a higher household income than that of the national average, with 40 percent of respondents reporting earnings of more than \$45,000 per year.

And, our readers spend a lot of time with us! Nearly 75 percent report reading every issue, with the average reader spending over 30 minutes reading each issue and nearly a quarter spending over 40 minutes.

These figures represent a picture far above national averages, even for much larger newspapers. Such strong interest means your advertisement won't get glossed over. Readers will see your ad in the midst of the news they want to know.

Each week, the Courier reaches 50,000 paid subscribers throughout the Western, Finger Lakes and Southern Tier regions of New York state. Our circulation area encompasses 12 counties and 7,100 square miles. The Courier represents 169 parish and mission churches, 63 parochial elementary and secondary schools, three Catholic hospitals, six specialized homes as well as numerous other religious institutions.

The Courier is "News for Today's Catholics." Our readers are important to us. Aren't they important to you? Don't you think it's time to advertise?

Yes, I would like more information about advertising in the Catholic Courier. Please contact me.

Business Name _____

Type of Business _____

Address _____

City, State, Zip Code _____

Telephone _____ Fax _____

Your Name _____

Send to:

Advertising ■ Catholic Courier ■ 1150 Buffalo Rd. ■ Rochester, NY 14624-1899 or call 716-328-4340.