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re a way of getting under a kid's skin. ssons, youth sports, child care or by values rule. And, it's an experience call 546-5500 now for information. eave a big mark on your kids.

A of Greater Rochester

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

Including the Catholic Courier in your media mix is a wise investment. No other newspaper—secular or religious—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 otherwise who may have fallen through the cracks.

Our readers are part of today's most desirable target market. When you advertise in the Courier, you reach both the early baby boomers and the mature market. More than a quarter of survey respondents also have children living at home, and another quarter are single. Our readers represent diverse demographic groups.

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.

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 notice your ad amid the news they want to know.

Discover how the Catholic Courier can garner more business for you. To get additional information about our advertising program, or to place your advertisement, call the Courier's advertising department at 716-328-4340. You'll be glad you did!