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## MARKET RESEARCH: Study results

■ Male/Female Readership	29%/68%
■ Median Age	64.8
■ College Graduates	43%
■ Employed FT	34%
■ Retired	49%
■ At least 1 household member attending Catholic school or university	10%
■ Own at least 1 cell phone	90%
■ Own a single family home	74%
■ Attend Mass more than 1 time a week	81%
■ Spend at least 1/2 hour reading The Catholic Spirit	54%
■ Visit The Catholic Spirit website	5%
■ Read The Catholic Spirit Editorial Page	63%
■ Average time reading The Catholic Spirit	35 minutes
■ Enjoy heart warming stories	90%
■ Engaging, attractive look	73%

SOURCE READEX SURVEY, OCT 2011



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## MARKET RESEARCH: Age breakdown

25-44	8%
45-64	40%
65+	50%

■ Share The Catholic Spirit with others	25%
■ Average Mass attendance per month	6.5 times
■ Donated money to church/non-profit	97%
■ Donates more than \$2,000.	44%
■ Plan charitable donation in next 12 months	92%
■ Median market value of residence	\$233,000

SOURCE: READEX SURVEY, OCT 2011



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NUMBER OF SUBSCRIBERS PER COUNTY

Anoka	7,434
Carver	2,559
Chisago	718
Dakota	11,835
Goodhue	928
Hennepin	23,549
Le Sueur	1,481
Ramsey	12,828
Rice	1,075
Scott	3,380
Washington	6,863
Wright	2,793
Total 12 county subscribers	75,443
Outside Archdiocese border	<u>4,904</u>
<b>TOTAL</b>	<b>80,347</b>

*Effective 02/02/12*



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Anoka	
55005	67
55011	180
55014	717
55070	70
55092	220
55303	1169
55304	1178
55421	653
55432	617
55433	910
55434	534
55448	712
55449	407
<b>Total</b>	<b>7,434</b>

Carver	
55315	115
55317	660
55318	593
55322	146
55339	8
55360	45
55367	10
55368	51
55386	259
55387	461
55388	154
55397	57
<b>Total</b>	<b>2,559</b>

Chisago	
55012	28
55013	134
55032	44
55045	157
55056	177
55069	113
55074	32
55084	33
<b>Total</b>	<b>718</b>

Dakota	
55024	685
55031	128
55033	1503
55044	1311
55057	471
55065	34
55068	689
55075	526
55077	345
55118	1350
55120	276
55121	181
55122	824
55123	934
55124	1117
55150	9
55306	329
55337	1123
<b>Total</b>	<b>11,835</b>

Goodhue	
55009	316
55018	16
55026	1
55027	74
55066	393
55089	33
55946	34
55983	7
55992	86
<b>Total</b>	<b>928</b>

Hennepin	
<b>Total</b>	<b>23,549</b>
<i>See separate sheet</i>	

Le Sueur	
56017	49
56028	20
56050	6
56052	47
56057	182
56058	203
56069	249
56071	633
56096	91
<b>Total</b>	<b>1,481</b>

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<b>Ramsey</b>	
55101	156
55102	575
55103	81
55104	671
55105	1119
55106	692
55107	323
55108	223
55109	1028
55110	1366
55111	3
55112	1066
55113	1227
55114	24
55116	928
55117	926
55119	859
55126	954
55127	607
<b>Total</b>	<b>12,828</b>

<b>Rice</b>	
55019	47
55021	730
55046	170
55052	30
55053	20
55087	7
55088	71
<b>Total</b>	<b>1,075</b>

<b>Scott</b>	
55020	103
55054	56
56011	238
55352	374
55372	951
55378	622
55379	1063
<b>Total</b>	<b>3,380</b>

<b>Washington</b>	
55001	73
55003	55
55016	952
55025	665
55038	546
55042	237
55043	104
55047	50
55055	75
55071	100
55073	73
55082	916
55115	269
55125	1387
55128	824
55129	537
<b>Total</b>	<b>6,863</b>

<b>Wright</b>	
55301	168
55302	187
55313	565
55321	18
55328	336
55349	58
55358	230
55362	336
55363	77
55376	666
55382	43
55390	109
<b>Total</b>	<b>2,793</b>

<b>Outside Archdiocese Border</b>	
<b>Total</b>	<b>4,904</b>

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Hennepin

55305	380	55402	70	55424	352
55311	949	55403	169	55425	110
55316	635	55404	73	55426	438
55327	133	55405	135	55427	503
55331	454	55406	347	55428	639
55340	202	55407	235	55429	444
55343	534	55408	150	55430	263
55344	235	55409	248	55431	536
55345	593	55410	504	55435	309
55346	483	55411	126	55436	578
55347	871	55412	203	55437	641
55357	122	55413	265	55438	585
55359	175	55414	160	55439	366
55364	371	55415	17	55441	476
55369	1042	55416	556	55442	448
55373	71	55417	541	55444	252
55374	439	55418	810	55445	170
55375	154	55419	578	55446	445
55384	38	55420	443	55447	619
55391	385	55422	624	55454	10
55401	89	55423	756		

**Total**

**23,549**

Effective 2/02/12



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## LET US HELP YOU REACH YOUR GOAL!

- Connect with nearly 300,000 metro area adults with a proven record of giving to charity.
- Promote your worthy cause to a waste-free audience — our readers are looking to give.
- Get more for every dollar invested in fundraising or outreach. Contact us and we will show you how.
- Special advertising incentives are available for those who choose to advertise over time by investing in The Catholic Spirit throughout the year.
- Online packages available — promote your organization with a constant presence on TheCatholicSpirit.com.

### **Special rates apply when you combine newspaper and online advertising!**

More than ever, Catholic Spirit readers are looking for new and trustworthy organizations to share their gifts and resources!

**Call us today and be amazed  
at how we can help you reach them!**

**Ask for Advertising Department  
651.291.4444  
or fax:  
651.291.4457**



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Attention Insert Advertisers

## Time and Again Rewards

The Catholic Spirit offers insert advertisers a reward program. Your insert now earns frequency discounts, just like our display advertising program.

Each time you run two or more full run inserts in The Catholic Spirit, you'll earn discounts of 5% — 25%.

### Here is how:

Our fixed/one time insert rate is \$47/M.  
Take 5% off for 2 inserts and the rate is \$44.65/M for each insert.

Run more than two inserts per year, and earn the following discounts:

- 10% off for 3 inserts (\$42/M)
- 15% off for 4 inserts (\$39.95/M)
- 20% off for 5 or more inserts (\$36.75/M)

**Call us today to take advantage of this special offer:**

**651.291.4444**





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**What if you could save thousands  
of dollars in direct marketing costs each year?**

***You can!***

Consider an insert program to target The Catholic Spirit's audience of nearly 300,000 people — your prospective customers — and you can save thousands of dollars each year.

**Hard to Believe?**

Pre-printed inserts cost just 4.7 cents per piece in The Catholic Spirit.

**Exclusivity**

The Catholic Spirit limits the number of inserts in each issue and does not pair up competing organizations.

**How does your direct marketing  
program stack up?**

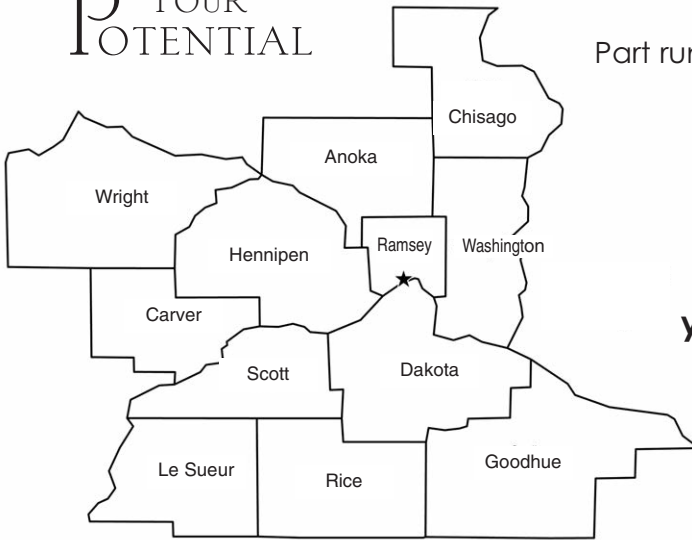
**The Catholic Spirit may save  
you money on your next promotion!**

Want to know more?

**Call 651.291.4444**



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**Only need limited geographic coverage?**

**With The Catholic Spirit**

***You can!***

Consider an insert program targeted to specific zip codes in

**The Catholic Spirit**

— and you can save thousands of dollars each year.

**Hard to Believe?**

Part run pre-printed inserts cost just 6.1 cents per piece  
in The Catholic Spirit.

**How does your direct marketing  
program stack up?**

**The Catholic Spirit may save  
you money on your next promotion!**

Want to know more?

**Call 651.291.4444**

**The Catholic Spirit**

[www.TheCatholicSpirit.com](http://www.TheCatholicSpirit.com)



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Some interesting insights about our Facebook page.

83% of our 'reach'  
(people who saw any of our FB content)  
is under the age of 55.

AGES

12-24 — 13%

25-34 — 20%

35-44 — 24%

45-54 — 26%

55+ — 17%

56% - Female\*

43% - Male\*

\*Some Facebook users do not identify gender,  
hence the total is not 100%.

The 18-24 and 25-34 age groups were the  
only ones with more males than females.

**Total Sample Size: 1,826 individuals.**

*Source: Facebook insights, 2012*