



## Connect to the *Catholic Parish Market*

### A host of services to bridge your marketing needs

For more than three decades, CATECHIST magazine has been the trusted and reliable marketing resource for marketers wanting to reach Catholic parish religious educators. As a major education magazine publisher, we have developed a wealth of information about the market and can help you enhance your advertising message on a number of levels.

### e-Marketing

Half of CATECHIST readers say they have visited a website listed in an article or ad in the magazine. One in three has purchased a product found in the magazine.

- **Advertising** on CATECHIST magazine's companion website is an effective part of your overall marketing plan.
- **Email communications.** Deliver your message directly to the in-boxes of Catholic parish decision makers from our highly effective, extensive subscriber list.
- **Web survey sponsorship.** Gain powerful, effective customer insight with electronic surveys targeted to parish educators.

### Telemarketing

Our comprehensive understanding of the education market ensures you maximize your marketing dollars and reach your goals. Let our experienced telemarketing specialists develop and implement a program to help you with:

- Research
- Outbound sales
- Inbound order taking
- Fulfillment
- Or, to supplement your in-house staff

### Direct Mail Lists

Build one-to-one relationships with key buyers in the Catholic catechetical market.

### Trade Shows and Associations

- Product/trade show distribution
- News releases

### Market Studies and Surveys

Get up-to-date information and analysis of the education market with

- Market overview
- Product awareness studies
- Reader surveys
- Inquiry follow-up
- Focus groups

## INNOVATIVE WAYS TO DELIVER YOUR MESSAGE

- ▶ **Special Covers** - The front cover is the most visible page of the magazine. A variety of cover options are available—French Door, Cover Flap, Gatefold—that allow you to take advantage of this premium position.
- ▶ **Post-it® Notes** - Draw attention to your full-page ad and provide readers with a removable reminder of your message.
- ▶ **Inserts** - Your customized promotional piece can be tipped or bound into our publications. You supply the printed piece, or we can print it for you.
- ▶ **Gatefold Ad** - Need more than a spread to tell your story? Consider a gatefold ad—it gives you six pages of advertising space.
- ▶ **Bind-In Cards** - A great call to action to accompany your space advertisement. Bind-in cards can be used as an order form or lead-generation piece.
- ▶ **Polybagged Ride Along "Outserts"** - Perfect for your mini-catalog or brochure, ride along outserts allow your promotional materials to be polybagged with our magazine and mailed to our readers at a discounted postal rate that is much less expensive than standard presorted rates. You supply the printed piece, or we can print it for you.
- ▶ **Customized Editorial/Advertorial Supplements and Reprints** - Have a story to tell? We can create a customized editorial piece—from a two-page spread to a multi-page supplement—that our readers can use in their classroom or parish and that will help promote your company's image and credibility.