

CATECHIST magazine's 54,677 circulation delivers your message to parish schools of religion.

CATECHIST magazine's readership includes Directors and Coordinators of Religious Education in Catholic parish programs as well as national and diocesan catechetical leaders and religion teachers in Catholic schools.

Readers see and respond to YOUR ADVERTISEMENT in CATECHIST magazine.

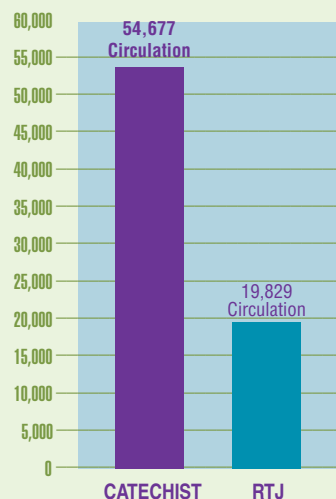
- One in three CATECHIST readers has purchased a product found in the magazine.
- Half of CATECHIST magazine readers have visited a website listed in an article or advertisement.
- Those who receive CATECHIST magazine read and use each issue:
 - ▶ 80% of CATECHIST magazine readers find the magazine plays an important role in their catechetical ministry.
 - ▶ 93% use the magazine when preparing lesson plans.
 - ▶ 87% save their issue.
 - ▶ 84% cut out/copy articles.
 - ▶ 64% pass the issue along to an average of two other people.

A Reader Profile

- The CATECHIST reader has been a catechist for an average of 13 years and has been reading the magazine for an average of 7.5 years.
- 86% use the internet for their catechetical work at least once a month; 69% at least once a week.
- 62% attend classes for spiritual formation.
- 31% have children under 18 living at home.
- 93% of our readership is female.
- 88% read books and articles for spiritual formation.
- 84% spend their own money each year for materials and supplies for their classes. They spend \$75 on average, representing an annual potential market of approximately \$7.56 million.



CATECHIST magazine delivers more than TWICE the paid circulation of any other catechetical magazine.



Source: Statements of Ownership

- ▶ **1 in 3 readers** purchases a product advertised in CATECHIST magazine.
- ▶ More than a quarter of readers visit websites mentioned in an advertisement. The website of **every advertiser** in CATECHIST magazine is listed in the advertisers' index.
- ▶ **More than half** of CATECHIST readers visit websites listed in an article in the magazine.

Source: CATECHIST magazine surveys

