



THE CATHOLIC PARISH RELIGIOUS EDUCATION MARKET



It's a dedicated market.

- There are 67.1 million Catholics in the U.S. (22% of the population) served by 18,890 parishes. 14,981 parishes have parish schools of religion.
- The average parish serves 3,553 members, or 1,388 families.
- The average parish school of religion teaches religious education to 249 Catholic pre K-12 children. Parish schools of religion teach religion to more than 3.7 million children.
- The average parish school of religion has 23 volunteer catechists reporting to the Director of Religious Education.
- There are 14,891 parish DREs and approximately 350,000 catechists actively teaching in U.S. Catholic parish schools of religion.

CATECHIST magazine is the leading Catholic parish religious education publication, reaching more than twice as many decision makers as any other magazine.

Source: Official Catholic Directory

The Catechetical Decision-Making Team

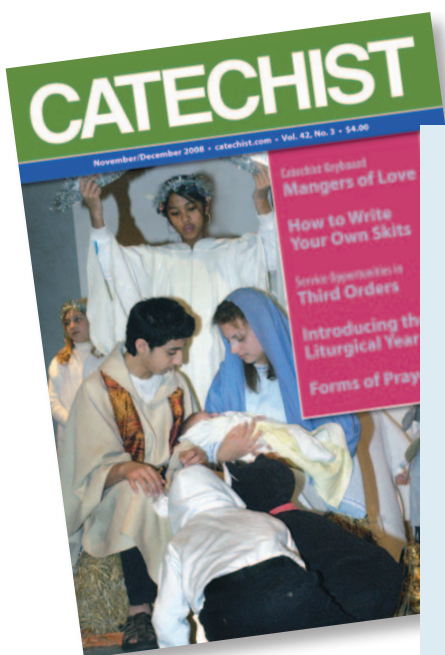
Here's who makes the purchasing decisions in parish schools of religion

CATECHIST magazine offers a simple and effective approach to parish catechetical marketing. We help you understand how catechists and parish decision makers select products, services, and resources.

Did you know ...

- **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



Who Are the Decision Makers?

The **Director of Religious Education (DRE)** is the administrator of the total religious education and formation program for children and adults in the Catholic parish. The DRE recruits, trains, supervises, and evaluates all religious education personnel, both paid and volunteer, and makes many of the decisions regarding education and formation programs for the parish.

The **Coordinator of Religious Education (CRE)** generally coordinates one or more specific areas of the parish religious education program and reports to the DRE.

The **catechist** is generally a volunteer position. The catechist is called to be involved in nurturing and preparing young children, youth, and/or adults in the faith and preparing them for sacraments.