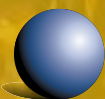


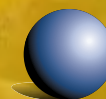
Three quarters of a
million Catholic readers
can't be wrong.

CIRCLE
MEDIA



432 Washington Ave.
North Haven, CT 06473
800.356.9916

CIRCLE
MEDIA



Advertising Buyer's Guide

Circle Media doesn't just satisfy massive numbers of Catholic readers.

We turn massive numbers of Catholic readers into **better, more motivated Catholics.**

- More motivated to evangelize
- More motivated to catechize
- More motivated to purchase from Catholic advertisers — like you



Our readers. Your prospects. One and the same?

Pardon the pun, but the print and web outlets of Circle Media reach out and touch *masses* of joyfully faithful, uncomplicatedly Catholic readers.

But the numbers only tell part of the story of our audience.

Informed on the issues of the day. Active in the life of the Church. Loyal to the Pope and Magisterium. Successful in careers and settled in family life.

All these attributes describe our fired-up following of subscribers and fans.

As you might imagine, Catholics like these are highly motivated to purchase goods and services from joyfully faithful, uncomplicatedly Catholic vendors and merchants.

Does your company or organization fit into this category?

If so, you deserve prime space in Circle Media publications and websites.



Fact:
85% of Register readers own their own home.

Fact:
The average annual income of Faith & Family readers is \$113,700.

Fact:
One-quarter of Faith & Family readers live in households earning more than \$100,000 per year.

Top 5 Reasons to Place Your Insert in a Circle Media Publication

5. Circle Media readers read Circle Media inserts
4. Circle Media readers *save* Circle Media inserts
3. Circle Media readers trust Circle Media advertisers
2. Circle Media readers buy tons of Catholic stuff
1. Circle Media readers. Period. 'Nuf said. Any questions?

1 (800) 356-9916

SAVE UP TO
65%
IN POSTAGE COSTS
(VS. DIRECT MAIL)

Better by the bundle.

If you're thinking about advertising in a Circle Media outlet — the *National Catholic Register* newspaper, *Faith & Family* magazine, NCRegister.com, Catholic.net, Zenit news service or the all-new *Faith & Family Live!* weblog — you need to know that there's never been a better time to advertise in all of them.

At once.

Why? Because our award-winning, exclusive editorial content now has the potential to command the attention of three-quarters of a million active Catholics.

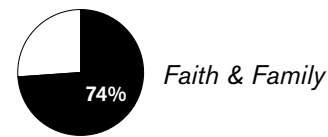
That's a lot of purchasing power.

And, while there's surely some overlap among our audiences, each of our products fills a unique and exclusive niche. Thanks to the power of market segmentation, you reach a different demographic with every outlet.

We'll never discourage advertisers who prefer to pick and choose just one or two Circle Media outlets, or to mix and match several.

But we believe that our full lineup of publications and websites — working together as an integrated media showcase — offers the best bundled buy available to Catholic advertisers today.

Percent of Readers Acting on Ads



Sales happen.

Need proof that Circle Media readers put their money where their eyes are? Our recent reader survey revealed that 66% of *Register* readers take some purchase-oriented action after reading advertisements in the pages of the *Register*. Meanwhile *Faith & Family* readers do the same to the tune of a whopping 74%. Compare this with the national average, 51%, according to Affinity's Vista Print Effectiveness Rating Service.

Fact:
93% of Register readers have ordered merchandise by mail, Internet or telephone.

Fact:
99% of Faith & Family readers have purchased merchandise by mail, Internet or telephone.

Fact:
Of every five *Register* readers, one buys 10 to 14 books a year — and 18% of *Register* readers annually purchase 20 books or more.

Fact:
Each year, the average *Faith & Family* reader buys more than nine books for self or spouse — and more than 10 books for children.

Fact:
Each year, close to 40% of *Register* readers spend between \$1,000 and \$4,999 on leisure travel.

Fact:
95% of Faith & Family readers own their own home.

Real journalism — fair, balanced and faithful.

Who reads the *National Catholic Register* biweekly newspaper?

Only the most demanding, discerning and “tuned in” Catholics in the country.

Register subscribers and their “pass-along” recipients know that, when it comes to applying the mind of the Church to the issues of the day, no other source of Catholic news and views is more practical or more valuable.

With an unparalleled combination of journalistic clarity, doctrinal precision and unwavering fidelity to the Pope and Magisterium, the *Register* equips its readers to evangelize and catechize at the water cooler, on the town square and in their living room.

Meanwhile, *Register* advertisers know that news consumers this committed to the truths of the Catholic faith make for loyal, repeat-business customers.

Fact: Nearly half of *Register* readers give at least \$1,000 per year to charitable organizations. More than 30% donate \$5,000 or more.

Fact: On average, *Faith & Family* readers annually donate just under \$6,000 to charity.

Double Exposure

Now there are two ways to put your product or service in front of this peerless audience: our traditional print biweekly and our digital edition, **NCRRegister.com**.



The *Register Online* offers readers full access to all the print version’s news, features and commentary, a searchable archive of virtually everything we’ve published in the 2000s, and a wealth of fresh and extended content available only to our online readers.

Its weblog provides incisive, **up-to-the-minute** analysis of breaking news as it happens.

And the website offers advertisers a chance to exponentially expand their exposure to “*Register* Catholics.”

Advertise in the *Register* in both media — print and digital — and watch your sales gain *mass* appeal.

Where the Catholic moms are.

The celebrated novelist Walker Percy was once asked why he had converted to the Catholic faith. His reply: “What else is there?”

Many a Catholic wife and mother would give the same reply if asked “Why do you subscribe to ***Faith & Family*** quarterly magazine?”

For no other periodical gives modern Catholic moms better support, inspiration and encouragement to live out the female familial vocation — or shows them how to do so with such distinctly Catholic joy, wisdom and know-how.

Best of all for advertisers, *Faith & Family* is one “book” you can judge by its cover. Each issue is a keepsake — a glossy work of art so beautiful that many readers can’t bring themselves to throw it away even after they’ve read it cover to cover.



Don’t take it from us. The Catholic Press Association voted it the best general-interest magazine six years in a row.

Because its content is so exclusive and its presentation so attractive, *Faith & Family* benefits advertisers two ways.

First, a *Faith & Family* ad puts your goods in front of thousands of Catholic wives and mothers.

And second, just being seen in *Faith & Family* builds your brand and your identity as an orthodox, trustworthy and highly professional supplier of quality Catholic products.

Isn’t that exactly the kind of company today’s active Catholic mothers want to keep?

Rally ‘round the online ‘clothesline.’

We like to think of our innovative, state-of-the-art weblog for Catholic mothers as the Internet equivalent of the old backyard clothesline. Why? Because ***Faith & Family Live!*** is a place young, family-raising Catholic women come to chat, share and compare notes on home, hearth and life in general.



It’s more than just a digital version of *Faith & Family* print magazine. And it’s far more than just another blog hosting lively “combox” discussions. With daily posts from a team of Catholic mothers handpicked by the editors of the magazine, *Faith & Family Live!* — online at **FaithandFamilyLIVE.com** — offers unique content readers can’t get anywhere else.

Among its many dynamic highlights:

- A constantly changing “most recent comments” section on the home page, posts ranked by popularity according to hits and comments, extensive categorization to help

moms find exactly what they need, photographs and ongoing reader polls

- An extensive collection of exclusive articles from recent back issues of *Faith & Family* magazine, reproduced in full and offered at no cost to blog readers
- A wealth of resources geared to helping Catholic mothers help their families — and themselves — to grow spiritually, emotionally and intellectually

We only recently rolled out *Faith & Family Live!*, but it’s already found a large, growing and enthusiastic following — and established itself as the place to be for Catholic mothers.

Which makes our virtual clothesline a place you can’t afford *not* to be if your target demographic includes young and active Catholic wives and mothers.



Downtown, everything's waiting for you.

Only a few Catholic sites on the Internet are dynamic enough to deliver advertisers a virtual storefront in a bustling “downtown” — a diverse yet cohesive community of like-minded “netizens” who don’t just read. They participate.

In myriad ways.
In multiple languages.
Just like in an actual city center.

And what else do folks do when they go downtown?
They buy stuff.

With more than 1 million unique visitors each year, many of them highly active in apostolic endeavors, **Catholic.net** is the cream of the crop among Catholic web portals.

Its content offerings are so broad and its interface so dynamic, web surfers find it a hard place to leave once they've arrived. The average duration of visit is more than six minutes — a virtual sojourn in Internet time.

And why not? With everything from the news of the day to interactive forums to resources delving into every aspect of Catholic life, Catholic.net is the only website many Catholics feel they need on a daily basis.

Bottom line: If you want to be where the most passionate, high-fidelity Catholics congregate, you need to be “downtown” — on Catholic.net.



Fact:
38% of Register readers share each issue with at least one other reader. Close to a quarter share their copy with at least two other readers.

Fact:
More than one-third of Faith & Family readers buy five to nine DVDs a year.

Fact:
Almost a quarter of Register readers spend five to nine hours on the Internet each week.

This just in from the wire.



In journalism’s golden olden days, newswire services worked not for the public but the press. Newspapers purchased articles

from “wire companies” in order to round out their own, exclusive coverage. (Think of old-media content providers like Associated Press or United Press International and you get the idea.)

No more. Thanks to the Internet, wire services now reach news consumers *directly*.

To a certain extent, this sets up a competitive relationship between wire services and their publishing partners. Why read an AP story in *USA Today*, for example, when you can go straight to AP’s website?

The world of Catholic media is a little different.

How so? We’re all mission-driven.

So it was with great excitement that Circle Media’s advertising department recently jumped on the opportunity to offer customers banner space on the website of a wire company that serves thousands of media outlets — including our own *National Catholic Register*.

For this is no ordinary provider of “wire copy.” It’s **Zenit**, the premier multilingual, Rome-based Catholic news service.

Zenit’s tagline, “The World Seen From Rome,” pretty much says it all. It’s where the best-informed Catholics in the world look for news, views and information on the Pope, the Vatican and Catholics around the globe working to build up the Mystical Body of Christ, the Church.

In the bargain they get interviews with Catholic movers and shakers in every sphere of orthodox apostolic activity, along with cutting-edge coverage of social, political and religious issues at the heart of contemporary public debate.

All for free.

That’s an offer an awful lot of Catholic newshounds can’t refuse.

Which is why **Zenit.org** ought to be an offer Catholic advertisers can’t refuse.



Fact:
More than half of Faith & Family readers download music or audio files from the Internet.

Fact:
More than a third of Register readers graduated from a four-year college — and 1 in 5 holds a doctoral degree.

Fact:
More than half of Faith & Family readers are fulltime homemakers.

Editorial Mission and Vision

The secular press has grown cold to the liberating truths about God and man. Shortsighted, too. Driven by the profit motive, often beholden to advertisers promoting corrosive agendas, the mainstream media present today’s events in the context of what happened yesterday and what could happen tomorrow. End of story.

Active and orthodox Catholics need media outlets that survey the societal landscape from a higher vantage point — one that affords a view not of time randomly unfolding but of Christ actively working in and through his Church.

This is why Circle Media exists. Our mission: Equip readers to evangelize boldly and catechize confidently wherever they go.

Armed with the assurance that the distorting darkness of the culture of death will never overcome the clarifying light of Catholic teaching, Circle Media readers aren’t afraid to tell people that Christ is the answer to both the world’s most pressing problems and the daily news’ most disheartening headlines.

It’s for them that Circle Media provides the means to follow the example set by St. Paul the Apostle in Athens and recorded in Acts 17:21:

“Now all the Athenians as well as the foreigners residing there used their time for nothing else but telling or hearing something new ...”

Ad-Acceptance Policy

At Circle Media, we believe the primary “secret” of our success is the deep and abiding trust our readers invest in each of our outlets. Uncomplicatedly Catholic in identity as well as activities, the people we serve know they can depend on our content to reflect unwavering fidelity to the Magisterium of the Catholic Church and wholehearted love for her supreme shepherd, the Pope.

Of course, that’s not all our readership expects of us. The Circle Media brand has earned a reputation for credibility, fairness, wholesomeness and high aesthetic standards, too.

It’s a special bond we enjoy with our readers, and we could not sustain it without the full cooperation of our advertisers.

So it is that, to protect the integrity of our outlets and safeguard our good name, we require our advertisers to present ads that are absolutely free of material that, in our judgment,

- is ugly, explicit, offensive or otherwise unfit for publication in a family publication or website;
- misleads or deceives readers as to the value, price, quality, substance or existence of an advertised product or service;
- degrades, demeans or discriminates against any subset of the population;
- overtly or covertly promotes immorality;
- directly or indirectly attacks, insults or undermines Church officials or teachings; or
- facilitates the sale of tobacco, alcohol or illicit drugs.

Circle Media reserves the right to investigate complaints from readers regarding advertisements in our print or web pages. If we deem the complaints substantive and valid, we will reject the offending ad and may decline to accept any future submissions from the individual, company, organization or agency behind it.

Circle Media expects its advertisers to demonstrate sales and marketing practices that are honest, respectable and fair. Mail-order advertisers should deliver purchased products within four to six weeks of sale date.

Circle Media will not be held liable for claims leveled at advertisements for libel, unfair trade practices, or infringement of copyrights, patents or trademarks.

Circle Media reserves the right to insert the designation “Paid Advertisement” atop and/or at the bottom of any advertisement. Except for furnished film, all materials submitted for publication become the sole and absolute property of Circle Media Inc.

Circle Media reserves the right to classify, correct or reject any advertisement for any purpose at any time and without liability. This includes ads that were previously accepted. Publication of an advertisement constitutes its acceptance but does not imply an agreement for future acceptance.

Circle Media advertising professionals enjoy working with their client advertisers to maximize the creativity and effectiveness of ads while remaining mindful of these guidelines.

It is our joy to build and maintain relationships based on ethical business practices and rooted in personal trust — the same kind of trust that can turn our loyal readers into your loyal customers.

Our Advertisers Speak

“I knew I would be advertising with Circle Media from my first phone call. Their expertise, professionalism and genuineness were immediately apparent. They didn’t just want my advertising dollars – they sincerely wanted their readers to experience my music. It took just three weeks for me to see orders from 14 different states.”
— Joseph Moorman
Catholic Recording Artist

“Since we started advertising with Circle Media, we have seen a dramatic increase not only in traffic but also in memberships. Our media consultant guided us every step of the way. ... Advertising with Circle Media allows us to reach our target audience and maximize our advertising dollar.”
— David Britt
PiusMedia.com

“The *National Catholic Register* has been an excellent avenue for us to promote our NFP classes, home-study course and seminars for priests. Priests and laypeople have told me they read the *Register* from cover to cover.”
— John Du Mont
Couple to Couple League



CIRCLE MEDIA

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National Catholic Register
NCRegister.com
Faith & Family
FaithandFamilyLIVE.com
Catholic.net
ZENIT.org

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