

**faith**  
CATHOLIC

*Connecting*

**people with Jesus  
and his Church**

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**PUBLISHING**

**INTEGRATED MARKETING**

**WEBSITES AND  
DIGITAL SERVICES**

**COMMUNICATIONS CONSULTING**

**PARISH PRODUCTS**



“FAITH Catholic’s mission is the mission of the Church – to bring people closer to Christ. We help dioceses, parishes and Catholic organizations evangelize by giving them innovative ways to share the timeless message of the Gospel. At FAITH, our core purpose is to connect people with Jesus and his Church.”

– ELIZABETH M. SOLSBURG,  
President and CEO

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## We serve the Catholic Church

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DIOCESES

CATHOLIC ORGANIZATIONS

SEMINARIES

CATHOLIC SCHOOLS

RELIGIOUS CONGREGATIONS





# Custom Publishing with FAITH Catholic

FAITH Catholic, the nation's largest publisher of Catholic magazines, works with dioceses and Catholic organizations to help them create powerful publications. These magazines typically are the only Catholic content in the home, which is why they are crucial for inspiring and forming everyday Catholics.

## Our Vision: Content Evangelization

We believe that the purpose of all Catholic media is to evangelize. We help dioceses and Catholic organizations create magazines, websites, and digital media to:

- Grow disciples who go evangelize
- Provide tools for disciples to share the Good News of Jesus Christ

We call this Content Evangelization.

“I invite everyone to be bold and creative in this task of rethinking the goals, structures, style and methods of evangelization ...”  
– POPE FRANCIS

## Services

- Editorial planning
- Access to award-winning evangelizing content for use in magazine and online
- Access to Spanish content
- Award-winning graphic design
- Proofreading, printing and mailing services
- Publication business planning and consultation
- Marketing and advertising support
- Competitive pricing based on the purchasing power of a strong publishing partnership
- Staffing Services

## Total client control

Each of our client publications is completely unique and 100 percent client-controlled. Clients decide:

- Size
- Content
- Staffing
- Pages
- Advertising
- Frequency

### What do readers say about FAITH publications?

FAITH readership surveys prove that using the Faith Framework is effective:

88%

“Makes me feel more connected to my Catholic faith”



71% say the magazine “helps me explain my faith to family and friends”

89%

of adults ages 30 to 49 find the magazine interesting

80%

“Moves me to be more interested in spiritual growth”



64% spend more than 15 minutes reading

### What does the research say about magazine media?

94% of adults under age 25 have read magazine media in the past six months.

93% of adults age 35 or under have read magazine media in the past 6 months.

73% of adults feel that reading a printed magazine is more enjoyable than reading on an electronic device, even a majority of millennials prefer paper-based reading.

\*MPA Magazine Publishers Association  
2019 Magazine Media Factbook

# More services from FAITH Catholic

## INTEGRATED MARKETING

Catholic entities increasingly rely on marketing strategies to evangelize and promote programs, services, and ministries. FAITH Catholic's integrated marketing team helps clients set goals, develop strategies and tactics to reach those goals, and build marketing plans that make the most of limited resources.

- Catholic school marketing
- Catholic Charities marketing
- Vocations marketing/communications
- Diocesan ministry marketing
- E-newsletters and social engagement

For more information visit [faithcatholic.com](http://faithcatholic.com)

## WEBSITES AND DIGITAL SERVICES

FAITH Catholic is one of the largest providers of diocesan and Catholic websites. Whether clients are seeking an updated diocesan website, a new organizational site, a microsite to promote a specific ministry or service, or a digital content plan, we have the skills and experience to meet our clients' needs.

- Large diocesan websites
- Diocesan ministry websites
- Religious order websites
- Event and apostolate websites

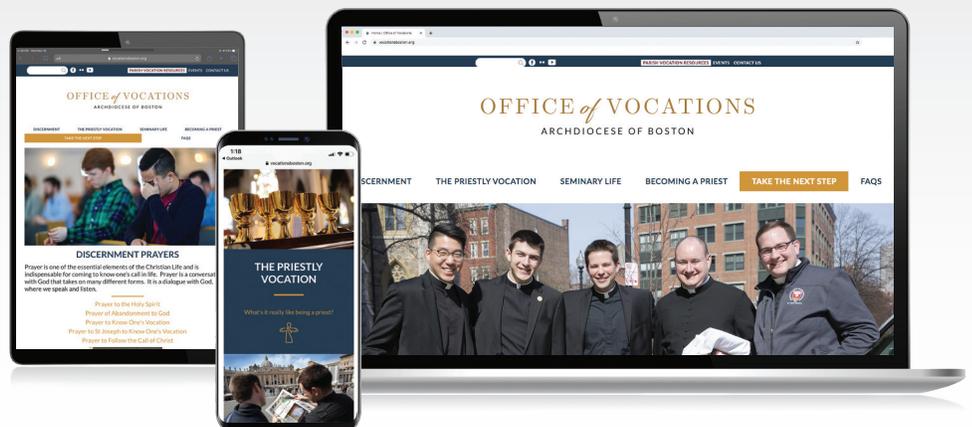
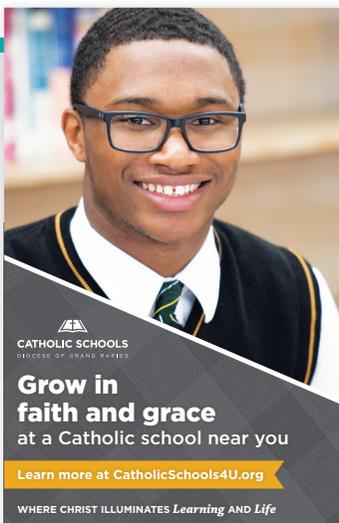
## DIGITAL PUBLISHING SERVICES

- Publication websites
- E-newsletters
- Social media

## COMMUNICATIONS CONSULTING

FAITH Catholic's communications and crisis consulting services help dioceses and Catholic organizations respond to urgent communications challenges. Our services include marketing or crisis strategy, project management and execution, web and digital solutions, and engagement research.

- Assessment and consultation
- Crisis communications plan development
- Integrated diocesan communications plan development
- Consultation for diocesan leaders and communications staff
- Message creation
- Dedicated websites for ongoing communications



We share  
your  
mission



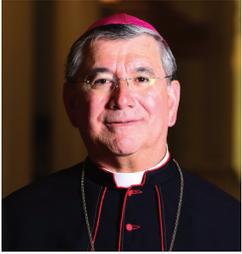
### **FAITH CATHOLIC IS AN ENGAGED WORKPLACE**

Gallup has ranked FAITH Catholic in the top 1 percent among all the companies they survey for employee engagement. At FAITH Catholic, we believe our God-given gifts allow us to serve our clients and help them succeed.



# Working with FAITH Catholic

## WHAT FAITH CATHOLIC CLIENTS SAY



“*La Fe*, the magazine of the Diocese of Laredo, plays a vital role in our communications and evangelization efforts. When the faithful were asked, “What does the diocese do well?”, they overwhelmingly responded by lauding the efforts of *La Fe* magazine. No other diocesan ministry ranked higher ... *La Fe* supplements Catholic teachings with practical columns and vignettes, evangelizing the reader, who is empowered to share the faith with others. The magazine becomes a cost-effective way to be a content evangelist, with an appealing and contemporary product that has a long shelf life.”

- Bishop James Tamayo, DIOCESE OF LAREDO



“This outreach is invaluable. It’s a way to evangelize, catechize, and promote the Church in a beautiful, attractive format. What an amazing product for evangelization for all ages. ... When I’m out and about in the archdiocese, I hear wonderful stories of what people have read in the magazine or chatting about an article they liked best. FAITH helps all of us to be great evangelists.”

- Nancy Werner, CHANCELLOR, ARCHDIOCESE OF ST. LOUIS



“In addition to benefiting from the knowledge, experience and expertise of the talented communications professionals at FAITH Catholic, we have gained an invaluable partner who is invested in our success. The staff goes well beyond what is expected, meeting and exceeding our hopes and desires. I have been blessed in many ways working with FAITH Catholic. I highly recommend the organization.”

- Erin Carlson, DIRECTOR OF COMMUNICATIONS, DIOCESE OF SAGINAW

FAITH Catholic is a nonprofit corporation sponsored by the Diocese of Lansing and established to serve the Church.

## Connect with us today

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[masstimes.org](https://www.masstimes.org)  
MASS TIMES FOR TRAVEL

Powered by FAITH Catholic