

faith
CATHOLIC

Connecting

**people with Jesus
and his Church**

PUBLISHING

MARKETING

**WEBSITES AND
DIGITAL SERVICES**

PARISH PRODUCTS

COMMUNICATIONS CONSULTING



“Everything we do at FAITH Catholic is to help Catholic dioceses, organizations and parishes with their mission to evangelize using media. Our mission is to connect people with Jesus and his Church.”

– PATRICK O’BRIEN,
President and CEO

We serve the Catholic Church

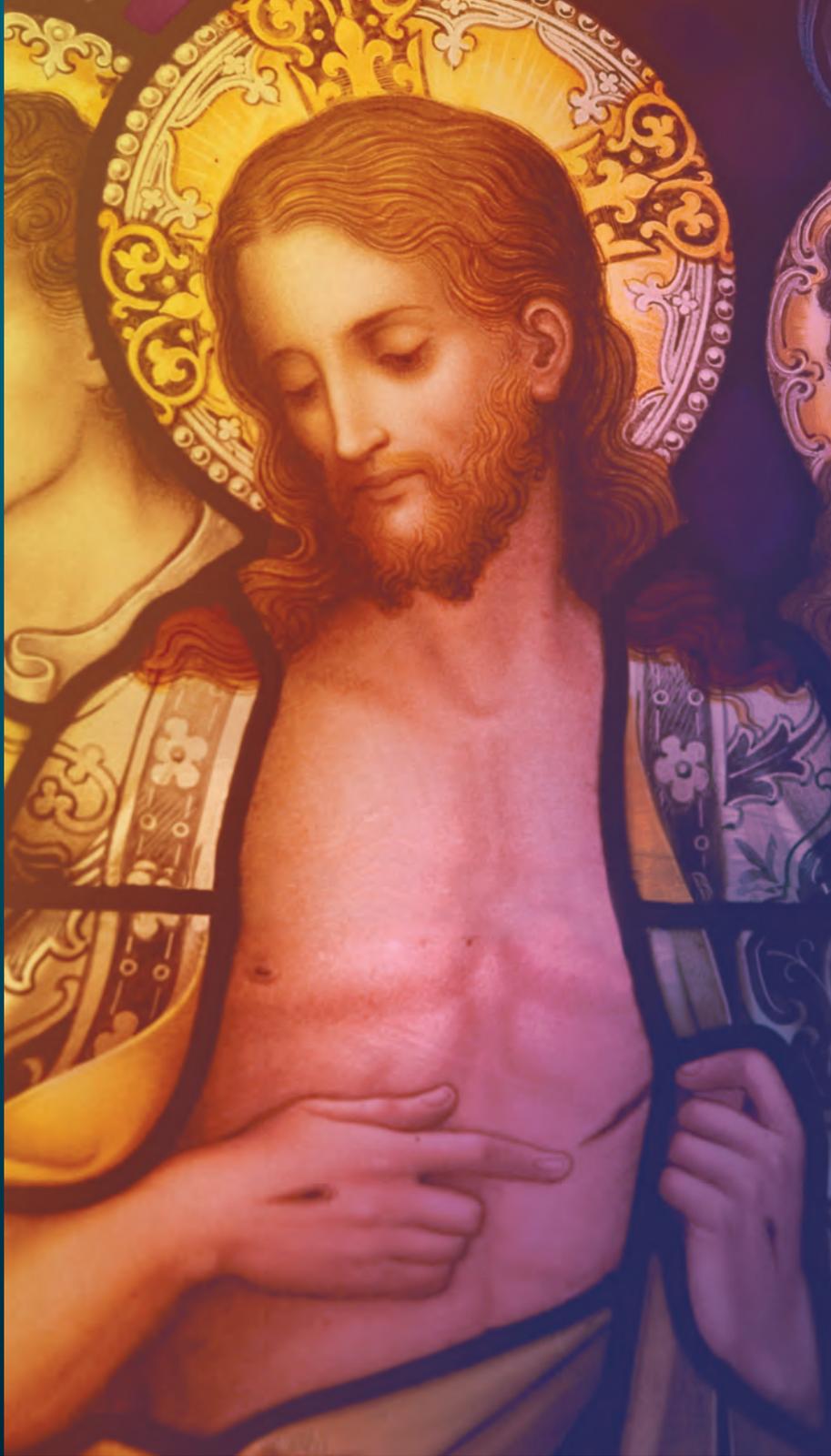
DIOCESSES

CATHOLIC ORGANIZATIONS

SEMINARIES

CATHOLIC SCHOOLS

RELIGIOUS CONGREGATIONS



PUBLISHING



MARKETING



WEBSITES AND
DIGITAL SERVICES



COMMUNICATIONS
CONSULTING

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

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:

84%

of people find the magazine “interesting”

86%

“Makes me feel more connected to my Catholic faith”

78%

“Moves me to be more interested in spiritual growth”

94% of adults ages 30 to 49 find the magazine interesting

74% say the magazine “helps me explain my faith to family and friends”

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

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

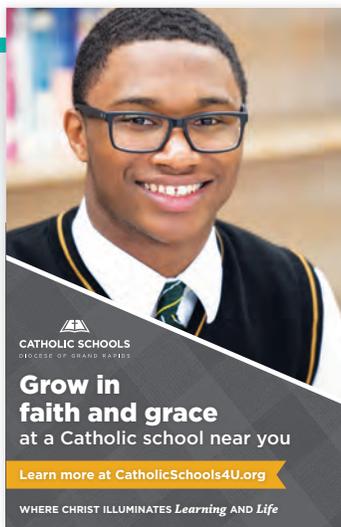
DIGITAL PUBLISHING SERVICES

- Publication websites
- E-newsletters
- Social media

COMMUNICATIONS CONSULTING

Catholic Strategies, FAITH Catholic's communications and crisis consulting service, helps dioceses and Catholic organizations respond to urgent communications challenges. Our team of seasoned Catholic communicators helps dioceses and Catholic entities assess their current status, create integrated strategic plans, train and support staff and develop response assets.

- 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



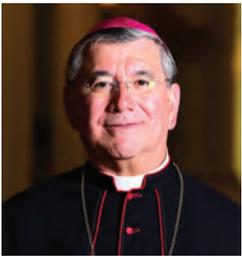
FAITH CATHOLIC IS AN ENGAGED WORKPLACE

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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