

CULTIVATING CONNECTIONS IN CHRIST: REFLECTIONS OF FAITH IN THE DIOCESE OF DES MOINES

The Catholic Mirror

MAXIMIZE YOUR OUTREACH

Support the work of
the Catholic Church in
Des Moines with
The Catholic Mirror
magazine

SANDY RIESBERG

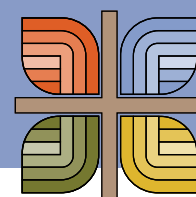
515-237-5046

communications@dmdiocese.org

DMDIOCESE.ORG



► WHY ADVERTISE?



HIGH IMPACT

Total circulation is approximately **30,000 homes** in the Diocese of Des Moines, consisting of the **23 counties** in central and southwest Iowa.

DISCOUNTS

- **25%** discount for parishes and diocesan schools.
- **10% discount** for anyone buying **3** or more ads and a **15%** discount for anyone buying all **6** ads for a year.

NOTE

The Catholic Mirror does not publish advertisements that solicit funds or are political in content.

CURRENT ADVERTISING SCHEDULE

ISSUE	AD DUE	ESTIMATED MAIL DATE
Jan/Feb	11/11/25	1/16/26
Mar/Apr	1/27/26	3/13/26
May/June	3/17/26	5/8/26
July/Aug	5/22/26	7/10/26
Sept/Oct	7/28/26	9/11/26
Nov/Dec	9/28/26	11/13/26

WHAT DO READERS SAY ABOUT THIS FORMAT?

89%

Makes me feel more connected to my Catholic faith.

94%

Read the most recent issue of the magazine.

31%

I share a copy with my friend.

64%

Spend more than 15 minutes with an issue.

87%

Find the magazine interesting.

▶ ADVERTISING GUIDELINES

TERMS AND CONDITIONS

- *The Catholic Mirror* reserves the right to reject, discontinue, or revise an advertising or portion thereof.
- *The Catholic Mirror* does not accept political ads.
- A written agreement (email is acceptable) to place an ad order.
- *The Catholic Mirror* reserves the right to adjust its advertising rates upon 30 days notice in writing.
- Invoices payable 30 days following publication.

BILLING AND CREDIT TERMS

Payment terms are net 30. After 30 days, if payment is not made, the legal finance charge of 1.5% will be added to all outstanding balances.

PRINTING SPECIFICATIONS

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to "Press Quality").
- Ads also can be accepted in EPS, PDF, JPEG, Adobe® Illustrator® and Photoshop® files. These files must include true type fonts and art.
- All ads must be exact size at 100%, 300 dpi.
- Submit files by email to:
communications@dmdiocese.org

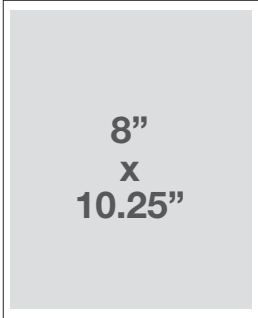
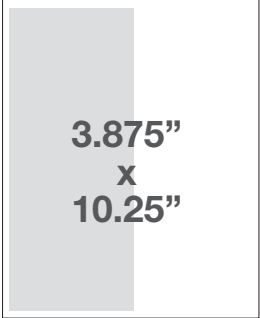
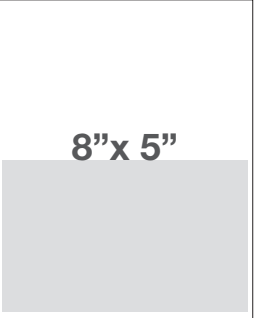
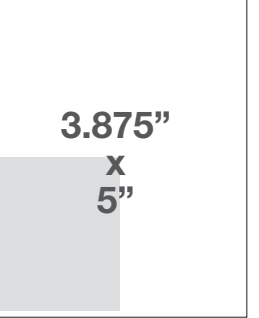
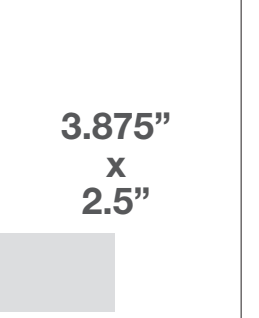
FULL COLOR **bimonthly: 6 issues a year / digital newsletter twice monthly**

▶ ADVERTISING RATES AND SIZES

SIZE	COST	EXTRA VALUE — E-NEWSLETTER
Full page	\$2,000	Digital ad in 4 editions
Half page	\$1,000	Digital ad in 2 editions
Quarter page	\$500	Digital ad in 1 edition
Eighth page	\$100	

NOTES:

Cost is per insertion. All prices are for camera-ready material submitted to *The Catholic Mirror* according to advertising guidelines. *The Catholic Mirror* also offers design and production services for your convenience.

Full Page	Half Page	Half Page	Quarter Page	Eighth Page
				

DIGITAL ADVERTISING: 600x300px or an ad ratio of 2:1 with 600px being the minimum size.