



# Media Kit

## Catholic Press Advertising Service

*Connecting you to over 5 million families  
in the United States and Canada*

# simplicity.

Not always a word you associate with placing and buying advertising.

Not until now.

Meet the Catholic Press Advertising Service (CPAS), the advertising division of the Catholic Press Association of the United States and Canada.

If you want to reach 5.2 million households in the Catholic market, then Catholic newspapers, magazines, and newsletters are for you. And whether you're looking at a regional buy, multiple states and regions or a major national buy, CPAS will make your life simple.

CPAS is all about simplicity ... the simplicity of *one*.

- **One representative** ... no more multiple calls to multiple publications to track down multiple sales reps.
- **One buy** ... CPAS will work with you to select publications and then provide all the information you need – schedules, frequencies and costs – to make your final decision.
- **One bill** ... as your schedule runs, CPAS will provide one statement outlining your costs.
- **One check** ... and your payment is direct to CPAS.

And there's one more "one" – you. When you place your business through the Catholic Press Advertising Service, you're No. 1 with us.

Life is sometimes complex ... so is advertising.

Let CPAS simplify your advertising buys.

## access.

With more than 230 Catholic Press Association member publications, 149 of which accept advertising, the Catholic Press Advertising Service offers you unmatched access to the lucrative Catholic market.

What's so special about the Catholic market? More than just the largest single Christian faith, more than just people who share a common religion, the Catholic market is one of the most dynamic of all consumer markets. Compared to the general population, Catholics are more likely to:

- Own their home
- Be in professional or managerial positions
- Buy a third car
- Have a college ... and a graduate degree

In fact, Catholics are even more likely to dine out than the population in general.

**Don't ignore this market ... access it through the Catholic Press Advertising Service.**



Catholic Press Advertising Service

A program of The Catholic Press Association of the United States and Canada

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# strength.

- **114**.....CPA newspapers accepting advertising
- **3.9 Million** .....Newspaper circulation
- **35**.....CPA magazines accepting advertising
- **1.3 Million** .....Magazine circulation

Our numbers tell the story and they're hard to beat, but there's "one" more thing – our people.

They're dedicated to CPAS, their own publications and most important, they're dedicated to serving you.

# q&a.

## **How is CPAS related to the CPA?**

CPAS is a program of The Catholic Press Association office. We service advertisers who want to reach Catholic readers through our member media.

## **Who should we contact?**

- For general information, concerns & suggestions about CPAS and CPA, contact Tim Walter, CPA Executive Director, 312.380.6789 or [twalter@catholicpress.org](mailto:twalter@catholicpress.org)
- For orders and questions from potential advertising clients, contact William G. Applegate, CPAS National Account Representative, 415.637.8070 or [wgapplegate@gmail.com](mailto:wgapplegate@gmail.com)