

# CONTENT EVANGELIST

## WHITE PAPER

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### The Financial Case for Diocesan Magazines

At FAITH Catholic, we mostly talk about the advantages for a diocese to publish a magazine over a newspaper from an evangelization standpoint, such as the longer shelf-life and high impact of magazines over newspapers. We talk about the fact that even though only 21% of Catholics attend Mass each week, 84% who receive magazines using our format find them interesting, 86% say it helps them understand our faith better, 74% say it helps them evangelize by being better able to explain their Catholic faith to family and friends, and 83% say it increases their awareness of what the diocese is doing. But for this blog post, we are going to talk about the financial advantages of working with FAITH Catholic to produce a magazine for your diocese.

1. Purchasing power saves money: FAITH Catholic is America's largest publisher of Catholic periodicals. That means we have tremendous buying power. Plus, we partner with the world's largest print procurement firm. That means we not only get high-quality printing at the lowest price, we have the most stable pricing. In nearly 20 years of publishing for Catholic dioceses, we have only had to pass along a single modest price increase. That's right, only once. It's an astonishing track record of FAITH Catholic's purchasing power to create fiscal stability for our client dioceses.
2. Being more efficient: For 53% of the dioceses that work with FAITH Catholic, they employ one editor, who is able to produce the entire publication. That person is often also the communications director. For all dioceses working with FAITH Catholic, we are able to help them free up their communications and publications staff. No matter how large the staff, working with FAITH Catholic frees up your diocesan staff up to focus on producing local content. It saves money when dioceses don't have to invest in capabilities that can be done elsewhere for much less such as graphic design, production, digital publishing and other work that FAITH Catholic can do more efficiently.
3. It encourages stewardship: FAITH Catholic readership surveys show that the dioceses working with our magazine framework are able to encourage stewardship and inspire giving. Percentage who say, "My diocesan magazine from FAITH":
  - a. Encourages me to support my parish financially 66%
  - b. Inspires me to use my gifts and talents at my parish 64%
  - c. Encourages me to give to the diocesan appeal 55%
4. High impact for a low cost: Since FAITH Catholic serves more dioceses than any other Catholic publisher, the average production cost is very low. For a beautiful, full-color, custom, local diocesan magazine from FAITH Catholic, which includes access to our content, design and printing, a digital edition is \$4.90 per year per Catholic home. Because the average diocesan cost for producing a magazine is less than \$5 per year, per subscriber, most of our client dioceses are able to afford to reach every Catholic home with their magazine.

With FAITH Catholic, each diocese has 100% control over its magazine content. Each magazine can be 100% local. And it works. FAITH Catholic magazines that replace diocesan newspapers are popular and effective. We work with your existing newspaper staff to help them make the model work for your diocese. For some newspaper editors who were initially resistant to changing to a magazine format, most have come to love working with FAITH Catholic and love their magazines. They have come to see their jobs as critical to the mission of evangelization because of the positive feedback from the people and clergy. People love these magazines. They share them and keep them.

## 5 reasons why print beats digital for diocesan evangelization

We all know that digital communication is essential to sharing the Gospel message of Jesus Christ in the digital age. But is digital communication a better option than print for diocesan evangelization? Certainly, email, websites, social media, and even traditional media can be cost-effective and useful in reaching the people of God where they are — on cell phones, tablets, laptops and through TV and radio. But if the goal is to reach a majority of Catholic households with content that evangelizes, it turns out there's still no better method than print. Moreover, FAITH's diocesan magazine framework demonstrates why print magazines can be the best tool for clear, consistent, and compelling diocesan communication.

1. Very few Catholics actually engage with Catholic digital media. FAITH's extensive 2017 State of Diocesan Media report combined with CARA's research showed just how few people follow diocesan Twitter (2%) and diocesan Facebook (3.5%), visit diocesan websites (4%), watch Catholic television (7%), or listen to Catholic radio (5%).
2. Diocesan print media reaches 24% of Catholic households — more than all digital media combined. That number has remained constant since 2007, due primarily to the growth of diocesan magazines. Fifty-seven dioceses reach 100% of their Catholic households by sending their publications to all registered homes. Print publications are the only avenue to reach 100% of registered Catholic households within a diocese.
3. People of all ages read magazines! Newspapers are declining in circulation, including Catholic newspapers, while magazines continue to be a consistent media for most people, including young people. According to the Magazine Publishers Association 2019 Magazine Media Factbook, 94% of adults under age 25 have read magazine media in the past six months, and 73% of adults, including a majority of millennials, feel that reading a printed magazine is more enjoyable than reading an electronic device.
4. Compelling Catholic magazines inspire, educate and inform their readers. FAITH Catholic conducts regular readership surveys for its publications. For publications that use the FAITH Catholic framework, 94% of adults age 30 to 49 find the magazine interesting, and 74% say the magazine “helps me explain my Catholic faith to family and friends.”
5. Magazine content is ideal for using digitally! FAITH Catholic promotes the concept of “content evangelization,” the practice of using and sharing Catholic content to spread the good news of the Gospel. Content created for publication in a magazine is meant to be read and shared, either by passing along the printed magazine or by sharing digital versions of the content via social media, email, etc. For this reason, a publication with a companion website, along with a comprehensive social media and email strategy, is the “gold standard” for diocesan evangelization.

Print magazines remain the cornerstone of the FAITH model for diocesan publishing. However, adding a publication website allows magazine content to be digitally repurposed for content evangelization, which enables Catholics to live out their call to evangelization by sharing their faith with others.

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Contact:

Patrick M. O'Brien, President & CEO

[pobrien@faithcatholic.com](mailto:pobrien@faithcatholic.com)

(517) 853-7601

