

# Demographics and *Market Reach*

## Millions served!

The **FLORIDA***Catholic* is the oldest and largest Catholic newspaper in the state of Florida.

### ABOUT US

- The *Florida Catholic* publishes **24 times** a year and is owned by a partnership of three of Florida's Roman Catholic Dioceses: Orlando, Palm Beach and Venice. Separate, zoned editions are published for these dioceses. The paper is formatted for maximum reader interest, carries Catholic and other religious news, general news commentary, features and current events.
- Three editions of the *Florida Catholic* reach approximately **141,000** shared readers twice monthly throughout Central and South Florida. (*Paid publication by subscription. Delivery by U.S. Mail.*)
- A fourth edition reaches more than **115,000** readers once a month (*third weekend of each month*) in the Archdiocese of Miami. (*Dropships to all parishes.*) This edition accepts Spanish-language ads.

### COVERAGE

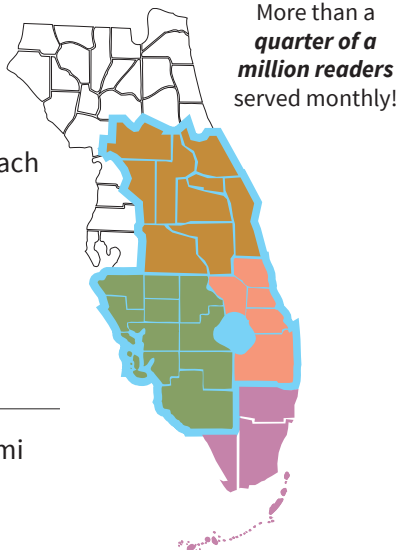
Diocese of Orlando  
**64,430 readers**

Diocese of Palm Beach  
**40,910 readers**

Diocese of Venice  
**35,652 readers**

★ **140,992 readers**  
Shared Coverage

★ Archdiocese of Miami  
**115,000+ readers**  
Publishes monthly  
Ask for rate card.



## Key Facts

### QUALIFIED READERSHIP

Our readers tend to be more loyal, respectful and trusting of their newspaper than the readers of other publications. Harness the buying power of a college-educated readership.

- **71%** are college-educated
- **45%** have children attending colleges
- **94%** attend Catholic functions
- **76%** attend spiritual retreats and conferences
- **70%** are interested in retirement communities and vacation homes and rentals
- **37%** have made a pilgrimage or a group travel tour
- **64%** are likely to purchase a product or service from our advertisers
- **61%** prefer color ads.

2014 *Florida Catholic* Readership Survey Results

### AWARDS



The *Florida Catholic* consistently wins awards on the national level at the Catholic Press Association Media Conference.

# FLORIDA*Catholic*

P.O. Box 4993, Orlando FL 32802-4993

1-888-275-9953

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