



Parable

THE MAGAZINE OF THE DIOCESE OF MANCHESTER

2024-2025 Digital Media Kit

When the Lord Jesus revealed the truth about the Kingdom of God, he did so through parables. In every parable, he shared with us the healing, forgiving and caring aspects of the Father's great love for us. In imitating the Lord in this way, *Parable* magazine is an instrument for the Diocese of Manchester to tell the Good News of Jesus Christ through the stories of the faithful in New Hampshire.

The 32-page print magazine will be mailed six times per year to nearly 90,000 registered Catholic households and institutions, reaching more than 225,000 people. In addition, our digital presence will broaden this reach for those who choose to read the magazine on a personal device.



WHAT MAKES US *Different*

VALUED

93% of our surveyed readers say they find the magazine interesting.

38% say they spend 16-30 minutes reading each issue.

34% spend 31-60 minutes on each issue.

INSPIRING

Parable has inspiring, informative and encouraging stories in each issue. It's a perennial Catholic Media Award winner, honored with over



92 awards since 2007.

TRUSTED

Parable readers look to us to help them deepen their faith. They trust our content, including advertising, to help them do so.

91% say reading the magazine encourages them to support advertisers and sponsors.

STATS

90,000



HOUSEHOLDS and INSTITUTIONS

540,000



COPIES PER YEAR

Complimentary for registered parish households in the Diocese of Manchester.

OUR PRINT MAGAZINE READERS



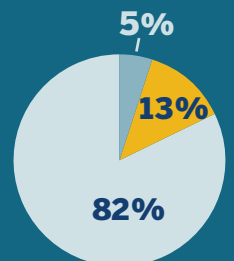
69% WOMEN



31% MEN

AGE

- 65+
- 45-64
- 18-44





SPONSORSHIPS

Why sponsor *Parable*

- ◆ At nearly **90,000**, we have one of the highest circulations in the state. This offers phenomenal access and possibilities for brand awareness and exposure.
- ◆ We reach a devoted, Catholic audience who is attuned to Catholic values. This is likely your target audience and we provide a unique way to reach them.
- ◆ Our surveys indicate readers value our publication and those who are part of it. More than **91%** said they supported advertisers in the magazine. That's a wonderful ROI.
- ◆ We have a limited number of sponsors by design. It puts you in the company of an elite group, but also allows you to stand out for your contribution.
- ◆ Our content is focused on faith and evangelization — we feature the kinds of stories that you would be proud to be associated with.

Parable Supporting Sponsorship

Platinum Level - \$40,000

- 700 word, provided column
- ½ back page advertisement
- Listed in issues as “Major Sponsor”
- Website link on *Parable* and Diocese of Manchester websites
- Staff-written Feature article on an employee or member of your organization twice a year

Gold Level - \$35,000

- 600 word provided column
- ½ page advertisement
- Listed in issues as “Major Sponsor”
- Website link on *Parable* and Diocese of Manchester websites
- Staff-written Feature article on an employee or member of your organization once a year

Silver Level - \$30,000

- 500 word provided column
- ¼ page advertisement
- Listed in issues as “Sponsor”
- Website link on *Parable* and Diocese of Manchester websites
- Staff-written, online feature article on an employee or member of your organization once a year

Bronze Level - \$25,000

- 400 word provided column
- 1/8 page advertisement
- Listed in issues as “Sponsor”
- Website link on *Parable* and Diocese of Manchester websites
- Staff-written, online feature article on an employee or member of your organization once a year

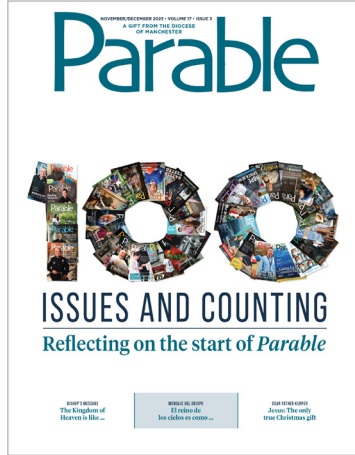
Mission Partner - \$20,000

- 300 provided word column or 1/8 page advertisement
- Listed in issues as “Mission Partner”
- Website link on *Parable* and Diocese of Manchester websites

ADVERTISING CALENDAR 2024/2025

Rate Card

Nearly 90,000 copies of each issue of *Parable* are mailed directly to Catholic households, hospitals, nursing facilities, colleges, schools and other organizations.



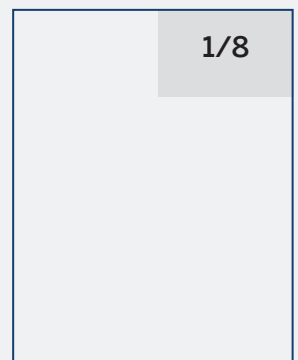
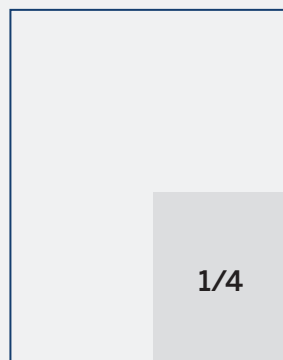
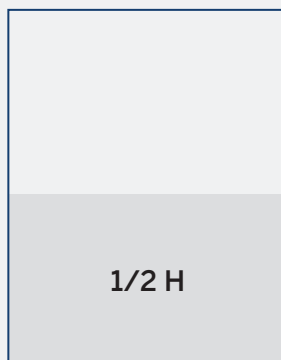
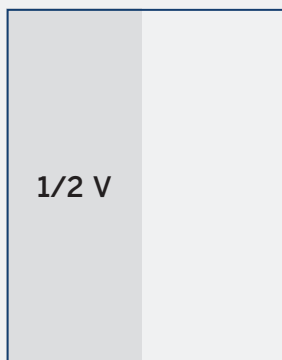
ADVERTISING RATES/SIZES

July 1, 2024 — June 30, 2025

Cost is per insertion. All prices are for camera ready material submitted to *Parable* according to advertising guidelines.

Space & Copy Rates

	DIMENSIONS	1X	3X	6X
FULL PAGE	8" X 10.25"	\$3,500	\$3,000	\$2,500
HALF PAGE (Vertical)	3.875" X 10.25"	\$2,500	\$2,000	\$1,500
HALF PAGE (Horizontal)	8" X 5"	\$2,500	\$2,000	\$1,500
QUARTER PAGE	3.875" X 5"	\$1,000	\$900	\$800
EIGHTH PAGE	3.875" X 2.5"	\$700	\$650	\$600





DEADLINES

ISSUE	ARTWORK DEADLINE	PUBLICATION IN THE MAIL
January/February 2025	10/21/24	12/16/24
March/April 2025	12/23/24	2/17/25
May/June 2025	2/17/25	4/21/25
July/August 2025	4/21/25	6/23/25
September/October 2025	6/25/23	8/25/25
November/December 2025	8/25/25	10/20/25

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 Diocese of Manchester
 153 Ash St., Manchester, NH 03104

RATE AND ADVERTISING GUIDELINES

JULY 1, 2024 – JUNE 30, 2025

Terms & Conditions

- *Parable* reserves the right to reject, omit or discontinue any ad copy and/or advertiser considered objectionable, contrary to the teachings of the Roman Catholic Church or not recognized by the Bishop of the Diocese of Manchester.
- Advertising in each issue of *Parable* cannot exceed 10% of the magazine's total 32 pages. New advertisers should reserve ad space at least a month in advance of the artwork deadline. *Parable* reserves the right to refuse an ad should advertising in a particular issue exceed the 10% limit. This does not apply to sponsors, long-term advertisers and advertisers who already committed to multiple ad runs.
- All copy and design is subject to the approval of *Parable*.
- *Parable* reserves the right to insert the words "paid advertisement" above or below any copy.
- We reserve the right to adjust rates at any time upon 30 days written notice.
- Cancellation or changes in orders may not be made by the advertiser or its agency after the reservation closing date.
- Positioning of advertisements is at the discretion of *Parable* except where a request for a specific preferred position is acknowledged by *Parable* in writing.

Billing & Credit Terms

- Invoices are mailed via USPS within 10 days after the magazine is published.
- Payment terms are net 30 days and can be made by check. Any transactions with credit card will be charged a 3% fee.

Printing Specifications

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to "Press Quality").
- Ads can also be accepted in EPS, Quark Xpress, Adobe Illustrator, and Photoshop files. These files must include true type fonts and art.
- All ads must be exact size at 100%, 300 dpi. See sizes on the Advertising Rate.
- Bleed allowance: We do not allow for bleed on ads.
- Submit files by email to editorparable@rcbm.org.

Ad Creation

- If your company is in need of design assistance, *Parable* can provide a designer for no fee for the first ad. For all changes after the first ad is created, there will be a fee.
- Send basic ad information, company logo and any other pertinent information at least two weeks prior to the ad reservation deadline.