

Introducing a New Publication for the Catholic Marketplace

Advertise in one of the first issues of *New Catholic Books & Media*, a new free-to-consumer publication that debuted October 2010.

New Catholic Books & Media delivers current news and reviews about books, films and new media to your two top target markets:

**Bookstore customers
Church-going Catholics**

Each issue will feature:

- 12 - 24 pages, printed 4-color throughout
- 100% recycled, 50# bright white newsprint
- National distribution to:
 - All 194 diocesan cathedrals
 - Large U.S. parishes
 - Catholic bookstores
 - Libraries
 - Key media and organizations
- Initial distribution of 25,000
- Expert editorial content from:
 - Catholic News Service
 - Association of Catholic Publishers
 - USCCB Office of Film and Broadcasting
 - In-house staff



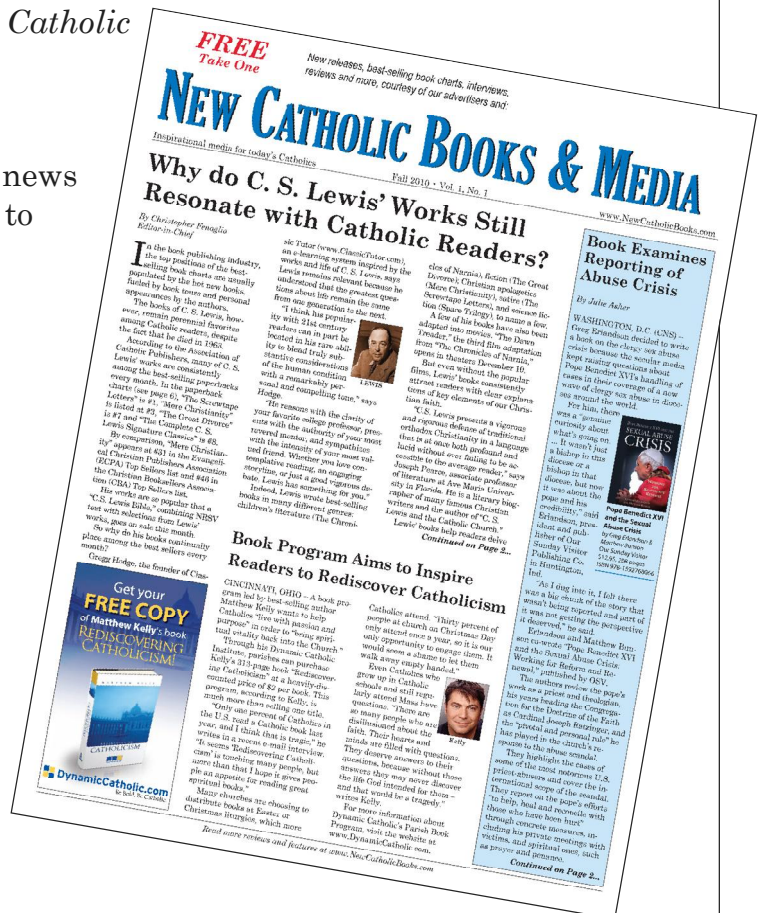
The editor-in-chief of *New Catholic Books & Media* is Christopher Fenoglio, a member of the Catholic press with more than 20 years of editorial, production and marketing experience. A graduate of the University of Notre Dame, Fenoglio regularly reviews books for the Catholic News Service.

Fenoglio's "Reel Life Journeys" column about films, faith and family has been honored by the Catholic Press Association, awarded First Place - Best Regular Column for Culture, the Arts and Leisure in 2009 and 2010.

Promote your new titles in the next issue of *New Catholic Books & Media*. A sample prototype publication is available upon request. Please send ARCs, review copies and new release info to:

New Catholic Books & Media
Stopher Publishing
713 Wagon Drive
Nashville, TN 37221

Editorial Office
E-mail: stopherpublishing@gmail.com
Phone: (615) 943-1244
Fax: (800) 298-3151 toll-free



NEW CATHOLIC BOOKS & MEDIA

Editorial Content

New Catholic Books & Media delivers current news and reviews about books, films and new media to your two top target markets: bookstore customers and church-going Catholics.

Each issue of *New Catholic Books & Media* will feature:

1. Book reviews from the Catholic News Service and in-house sources
2. News, notices and announcements of new releases
3. Catholic author interviews and features
4. Expanded charts of the best-selling hardcover, paperback, youth and Spanish language books from the Association of Catholic Publishers.* The top two best-sellers are featured with a front cover image
5. A variety of advertisement sizes and placements for your marketing efforts
6. Directory of online Catholic radio, TV and new media programs
7. The latest Catholic apps for the iPad, iPhone, Droid, Blackberry and other mobile devices
8. Movie reviews from the USCCB Office of Film and Broadcasting
9. Reel Life Journeys – The CPA award-winning column about films, faith and family.
10. Handy family guide of current movie classifications from the USCCB Office of Film and Broadcasting

And much more in every issue!

*Catholic Bestsellers © 2010 Association of Catholic Publishers

Reviews

Thelma takes readers inside Vatican through Obama's messages

By John M. Carroll

As the Holy See's new ambassador to the United States, Thelma Acosta has a lot to say about the relationship between the two nations. In her first column, she shares her insights on the Holy See's perspective on the Obama administration.

Catholic Best Sellers

Hardcover

Rank	Title	Author	Price
1	The Passion and Perseus	Matthew Kelly	\$14.95
2	The Holy Eucharist	John M. Carroll	\$14.95
3	The Way, Way Back	John M. Carroll	\$14.95
4	The Holy Eucharist	John M. Carroll	\$14.95
5	The Holy Eucharist	John M. Carroll	\$14.95

Paperback

Rank	Title	Author	Price
1	The Holy Eucharist	John M. Carroll	\$9.95
2	The Holy Eucharist	John M. Carroll	\$9.95
3	The Holy Eucharist	John M. Carroll	\$9.95
4	The Holy Eucharist	John M. Carroll	\$9.95
5	The Holy Eucharist	John M. Carroll	\$9.95

Film Reviews & Ratings

Reel Life Journeys

Perfect Cast

Rank	Name	Role
1	John M. Carroll	Author
2	John M. Carroll	Author
3	John M. Carroll	Author
4	John M. Carroll	Author
5	John M. Carroll	Author

NEW CATHOLIC BOOKS & MEDIA

Advertising Specifications

Full Page Advertisements:

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Trim Size 11" x 15"

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Why is C. S. Lewis still so popular with Catholic readers?

By the author of the best-selling *Why is C. S. Lewis still so popular with Catholic readers?*...

Jim Caviezel reprises role of Jesus in new audio bible

The new audio bible...

Front Page Corner

Reviews

Thillier takes readers inside Vatican, through China's eyes

Review by John A. Farrell

Author: Michael J. Thillier

Analysis of Oval Office faith professions

Review by Mary Brantley

Half Page Horizontal

Reviews

Thillier takes readers inside Vatican, through China's eyes

Review by John A. Farrell

Author: Michael J. Thillier

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Review by Mary Brantley

Half Page Vertical

Reviews

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Author: Michael J. Thillier

Analysis of Oval Office faith professions

Review by Mary Brantley

Quarter Page

Reviews

Thillier takes readers inside Vatican, through China's eyes

Review by John A. Farrell

Author: Michael J. Thillier

Analysis of Oval Office faith professions

Review by Mary Brantley

Half Page Horizontal

Half Page Vertical

Chart Banner

Quarter Page

Eight Page

Catholic Best Sellers

Rank	Title	Author
1	The Pope and the Power of Money	Michael J. Thillier
2	The Secret of the Holy Eucharist	Michael J. Thillier
3	The Secret of the Holy Eucharist	Michael J. Thillier
4	The Secret of the Holy Eucharist	Michael J. Thillier
5	The Secret of the Holy Eucharist	Michael J. Thillier
6	The Secret of the Holy Eucharist	Michael J. Thillier
7	The Secret of the Holy Eucharist	Michael J. Thillier
8	The Secret of the Holy Eucharist	Michael J. Thillier
9	The Secret of the Holy Eucharist	Michael J. Thillier
10	The Secret of the Holy Eucharist	Michael J. Thillier

Chart Banner

Quarter Page 4.875" x 6.75"

Quarter Page 4.875" x 6.75"

Quarter Page 4.875" x 6.75"

NEW CATHOLIC BOOKS & MEDIA

Production Schedule

Issue	Space Reservations	Art Due	Publication Date
Spring 2011	1/5/2010	1/14/2011	2/1/2011
Summer 2011	4/6/2011	4/15/2011	5/1/2011
Fall 2011	7/6/2011	7/15/2011	8/1/2011
Winter 2011	10/5/2011	10/14/2011	11/1/2011
Spring 2012	1/4/2012	1/13/2012	2/1/2012

Advertising Sizes & Rates

Rates effective July 1, 2010

Size	1 x	2 x	3 x	4 x
Full Page	\$1,125	\$1,069	\$1,013	\$900
Half Page Horizontal	\$760	\$722	\$684	\$608
Half Page Vertical	\$760	\$722	\$684	\$608
Quarter Page	\$450	\$428	\$405	\$360
Eighth Page	\$280	\$266	\$252	\$224
Chart Banner (2)	\$730	\$694	\$657	\$584
Front Page Corner	\$450	\$428	\$405	\$360

DISTRIBUTION

New Catholic Books & Media is distributed to consumers in more than 250 bookstores and churches nationwide. Additional copies are sent to libraries and key media representatives. Current paid circulation is 25,000.

CANCELLATION POLICY

Cancellations will not be accepted after the ad reservation date. A minimum of 50% of the ad cost will apply as penalty for any cancelled ad after this date.

POSITIONING

No position is guaranteed, except for the Chart Banners and the Front Page Corner advertisement. We will make every effort to position all advertisements advantageously for our advertisers.

NONCOMMISSIONED RATES

All New Catholic Books & Media advertising rates are net.

TERMS

Upon publication, tear sheets and Net-30 invoices will be mailed to all advertisers.

VALUE-ADDED WEB ADVERTISEMENTS

Each print advertisement receives a free, one-month rotation on the New Catholic Books & Media website at www.NewCatholicBooks.com.

Please send Insertion Orders and billing inquiries to:

Anna LeMaire
Advertising Sales
New Catholic Books & Media

Phone: (337) 981-0908
Email: NewCatholicBooks@cox.net

