

# ...GROWING

*Sure we are...*

*because we are the leader in the Catholic magazine field, and we produce substantial results for our advertisers.*

*Now you may have never considered advertising in Catholic Digest. Perhaps you dismissed the idea of advertising in a denominational magazine. You may have had valid reasons. But in fairness to your product, you should reconsider Catholic Digest and its readership of 700,000\* in the United States.*

\*A.B.C. guaranteed circulation



## A

**ACCEPTANCE**—National advertisers as well as mail order advertisers have found Catholic Digest a productive and vital source of new customers.

## B

**BUDGET**—Our Shopping Digest section is geared to meet the needs of the tightest advertising budget. Our 2½" x 2½" unit is only \$190. Since only three ads are usual on our digest size page, your ad has greater impact and readership than is usual in other mail order sections.

## C

**CONFIDENCE**—Our readers have confidence in our editorials and our advertisers because we maintain high standards. These typical American families enjoy comfortable living, have the wherewithal to buy your product. Population wise, our readers are growing 18% faster than the national average.

## D

**DYNAMIC GROWTH**—In the past 26 years, Catholic Digest has grown and prospered by constantly improving its contents, gaining the respect and interest of all its readers (one in seven is a non-Catholic). We are the only Catholic publication with a national newsstand sale of more than 15,000.

## E

**EDITORIAL EXCELLENCE**—Our editors select articles not only from the Catholic press but from the best in mass media. Lively, thoughtful, rewarding, humorous articles cover every field of general interest.

**PLEASE NOTE NEW CLOSING DATE ON OUR RATE CARD**

*LET US  
RESERVE THIS SPACE  
FOR YOUR AD*

If you would like a complimentary copy of Catholic Digest or any further information, write to Cathy Connolly, Catholic Digest, 44 East 53rd St., New York 22, N. Y.

