

FACTS ABOUT OUR NEWSPAPER

Your interest in the **Catholic Exponent** is very much appreciated.

As the official Catholic newspaper of the Diocese of Youngstown, the **Catholic Exponent** functions as a communication and educational vehicle in an area serving 216,151 Catholics throughout our six-county-wide diocese.

The **Catholic Exponent** is published every other Friday with direct-mail delivery to our subscribers. Our current circulation exceeds 36,000 households. Our full age range of readership consists of highly interested, discretionary readers and consumers. Diocesan churches, hospitals, schools, lay organizations and institutions also subscribe.

The **Catholic Exponent** has been published since 1944.

Results from a recent survey conducted by a well-respected professional survey company, Marketing Analysis Associates of San Diego, California, showed the following results:

- **94%** of Exponent readers have lived in the six counties we serve for more than **10 years**
- **63.8%** of Exponent readers are married, **8.5%** single, **10%** widowed
- **74%** of Exponent readers are women
- The Exponent is the primary source of Catholic news for **62.8%** of our readers
- **86%** of Exponent readers own a single-family home, **4%** own a condo, **2%** own a mobile home
- **54%** of Exponent readers have internet access
- Almost 2/3 of Exponent readers (**65%**) have a college degree or some college training
- **93%** of Exponent readers rate their overall opinion of the paper as “highly favorable” or “generally favorable”
- 3/4 of respondents (**74%**) have two or more persons in the household
- 1 of 3 (**28%**) plan to buy or replace a truck or automobile within the next 2 years
- 1 of 4 Exponent readers (**26%**) plan to purchase a home /stereo /TV/ DVD in the next 2 years, and 2 of 10 (**20%**) plan to buy a home computer during the next 2 years. **21%** plan to buy a digital camera in the next 2 years
- **54%** plan to do home improvements in the next 2 years

The **Catholic Exponent's** advertising / production departments offer full in-house ad creation capabilities and will gladly assist you in copy writing, layout and art presentation.

Please call **330-744-5251** for complete details.