

# Powerful Reach

- The Catholic school system is a **\$15.6 billion market** educating nearly **2.2 million students**.
- *Today's Catholic Teacher* is distributed to **49,247 Catholic school teachers and principals**.
- Copies of the magazine go into every Catholic school in the country. That's **100% of Catholic schools**.



Reach **100%** of Catholic Schools

## READER PROFILE

- ▶ **100%** of our readers have at least a bachelor's degree; 88% have done at least some post-graduate work.
- ▶ **92%** of our readership is female.
- ▶ The *Today's Catholic Teacher* reader has been reading the magazine for an **average of 7.5 years**.
- ▶ The *Today's Catholic Teacher* reader passes each issue on to an average of 5.4 individuals, bringing the **readership to more than 272,000**.
- ▶ Readers have taught in a Catholic school for an average of **10+ years**.
- ▶ **One in three readers chose to be a Catholic school teacher** because he or she feels a calling to share the faith with students.

Source: Mark Clements Reader Research Study

## In Print, Online, In Hand

Reach even more Catholic educators at [todayscatholicteacher.com](http://todayscatholicteacher.com)

[Todayscatholicteacher.com](http://Todayscatholicteacher.com) is the companion website to *Today's Catholic Teacher* magazine. Reach the most influential teachers and principals in Catholic schools with your web advertising. Create brand awareness, drive traffic to your site, and increase sales!

## OUR READERS

See and respond to **YOUR ADVERTISEMENT** in *Today's Catholic Teacher*

- ▶ **One in three readers** has purchased a product or visited a website from an advertisement in the magazine.
- ▶ **Half of our readers** visit a website mentioned in an article in the magazine.

**READ AND USE** each issue

- ▶ **52%** use the magazine when preparing lesson plans.
- ▶ **77%** save their issues.
- ▶ **63%** cut out or copy articles.

Source: Mark Clements Reader Research Study