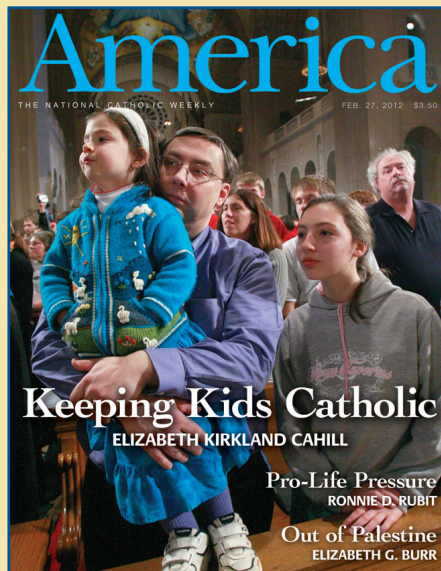
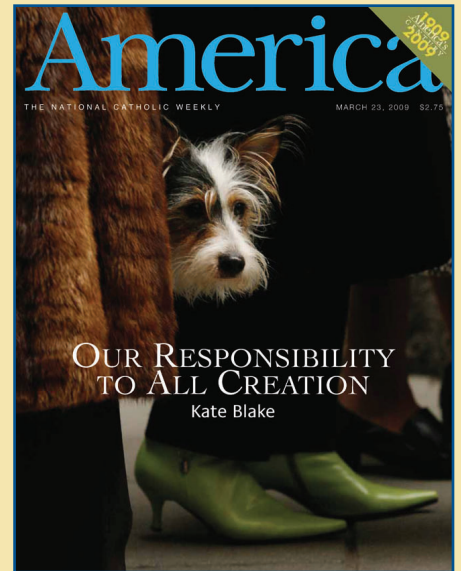
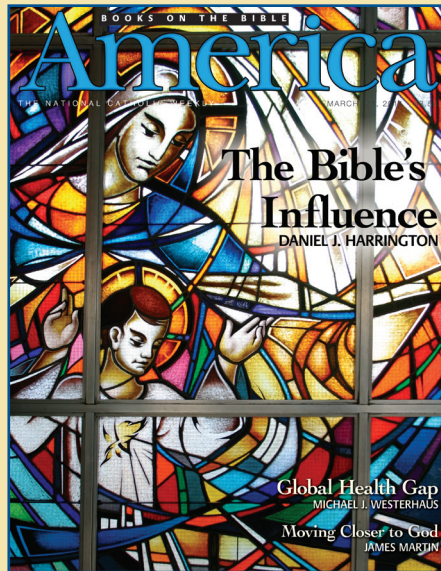
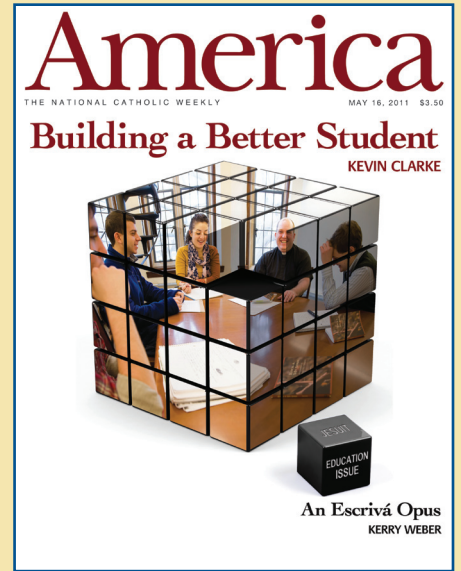
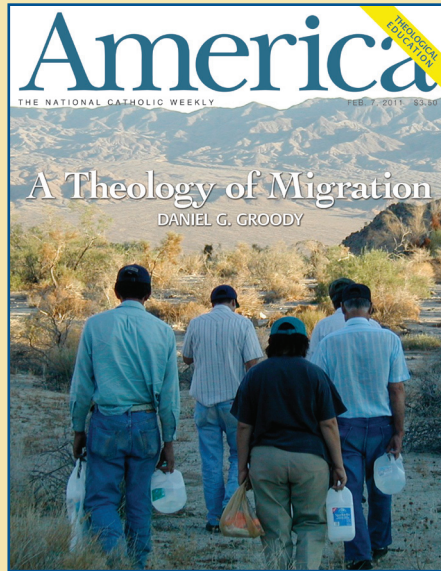
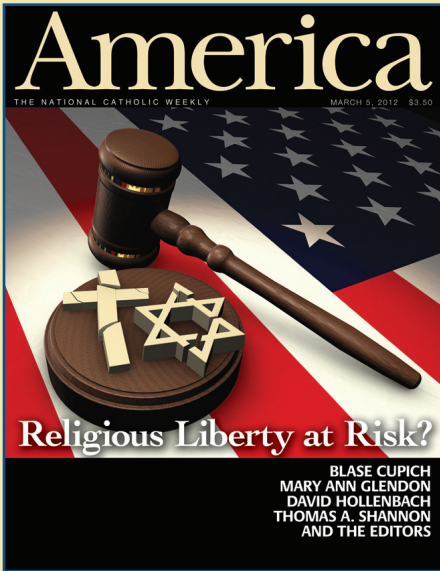


MAGAZINE
America

Media Kit



AMERICA MAGAZINE

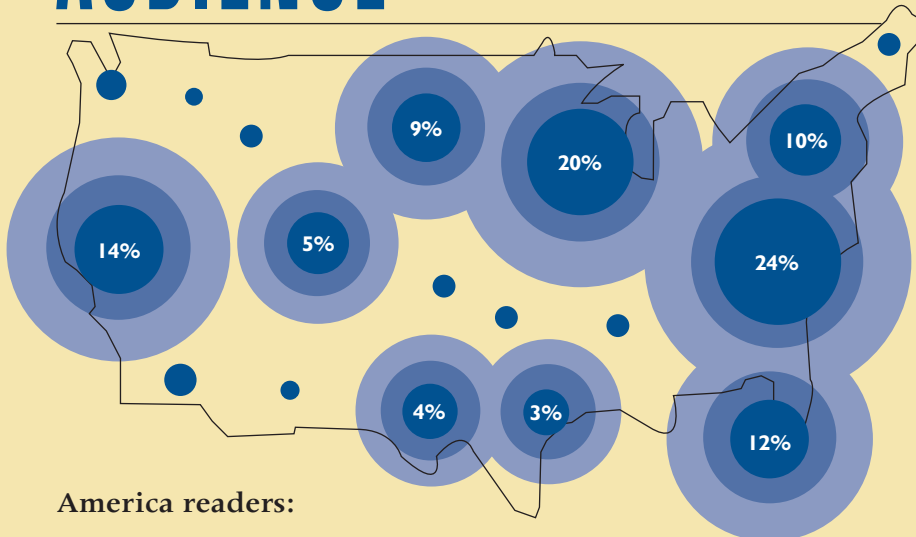
America is a Catholic media ministry connecting the church and the modern world. Published by the Jesuits and in continuous publication for over 100 years, America has become a trusted and respected resource for thought, insight and commentary for thinking Catholics and those who care what Catholics think. Our well recognized and prestigious brand offers multiple platforms for all your marketing needs. Your product, service or organization will benefit from the affiliation.

Winner of over 100 awards from the Catholic Press Association, we remain strong in our mission and our popularity, and hope to share this success with you.

We offer multiple advertising products and marketing services to meet every need. Whether you need to launch a major marketing campaign across multiple platforms, or just run a small ad, we can help put together the perfect advertising package.

WHY CHOOSE AMERICA FOR YOUR ADVERTISING NEEDS?

AUDIENCE



We've been around for over 100 years, and in that time have established a strong reputation and loyal following. Our 2008 reader survey and our 2011 reader lifestyle survey got a great response, and the data illustrates the high quality audience we enjoy and the reasons you should make our audience, your audience.

America readers:

- Active Catholics over 50 with a bachelors degree or higher - 89% have a college education or higher, and 62% have a masters degree or higher.
- Successful and affluent - 55.7% earn \$75,000 or more, with an average household income of \$101,273.
- Loyal, avid readers - 54.5% have subscribed for over 5 years, with an average subscription length of 9.4 years. 78.2% read every issue, 89% read 3 out of every 4 issues.
- Our readers are engaged with political, social justice, and religious issues of our times, are well-read, well-traveled, and environmentally conscious.
- Our readers are likely to respond to ads in America because they trust and care about America - 81% trust America to provide an intellectually well-balanced and objective Catholic viewpoint on contemporary issues.
- Strong sales and ad exposure opportunities available with our unique themes issues, which 91% of our readers said were of particular interest to them.

GREAT EXPOSURE AND A LARGE AUDIENCE

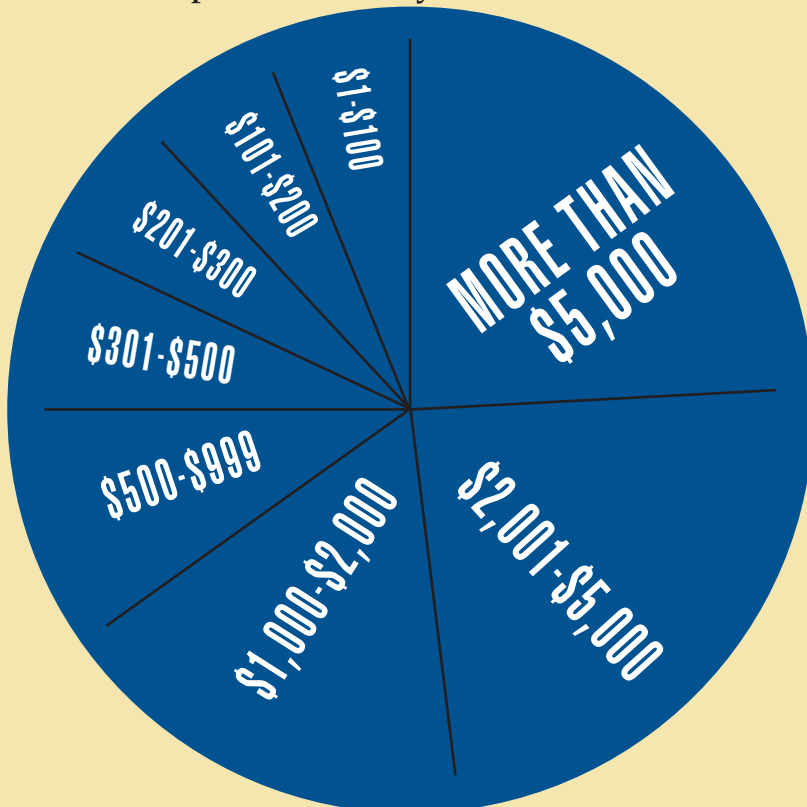
EXPOSURE

In 2012 America had an average of 37,922 subscribers, but our survey shows that at least 2 people read every issue. 45% of our readers pass along their magazine to someone else, and 12.6% leave their copy in a public place.

GENEROUS AND ACTIVE READERSHIP

GENEROUS

Dollar range of America reader contributions to a non-profit or charity in the last 12 months.



If you are seeking to promote a cause, non-profit organization, charity or social interest, America is the perfect place to advertise. Our readers care about their world and their community. As donors they regularly demonstrate their generosity, with reader donations making up between 14% and 16% of America's operating budget in recent years. Our recent lifestyle survey shows that 97% of our readers give to a charity or non-profit each year and are very generous in doing so.

80,000

REACH OVER 80,000

READERS

WITH EACH ISSUE!

GENEROUS WITH THEIR TIME

TIME

They are also generous with their time, and are very active in politics, social issues and in their community and church.

Activities in which America readers have participated in the last 12 months:

- 98.9%** - attended Mass
- 50.2%** - helped in religious education
- 45.2%** - served on parish council or other committee
- 57.8%** - did social outreach (work in shelter, soup kitchen, clothing drive, etc.)
- 80.0%** - volunteered
- 53.3%** - wrote to an elected official about some matter of public business
- 83.0%** - voted in an election
- 41.9%** - circulated e-mails or printed material to promote a cause or spread information

A GREAT ADVERTISING VALUE

VALUE

At America we understand the need to work within a budget to meet your advertising needs. Our rates are very competitive, with special frequency discounts available. We also know that when selling a service or product, results count. Our readers aren't just successful, they also spend their discretionary income, making an ad in America a great value!

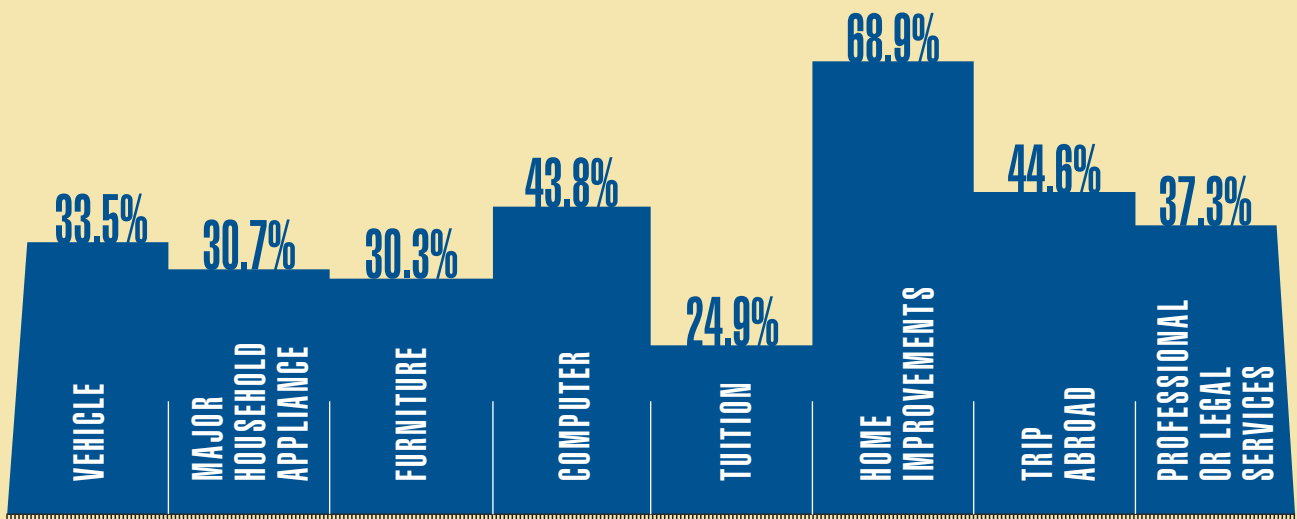
Our readers are the perfect market to approach to sell a large variety of services and products. Our lifestyle survey shows that in addition to their interest and involvement in the community and in the church, they are involved and active in a wide variety

of secular interests like attending live performances, watching and participating in sports, exercise and fitness, gardening and outdoor activities, music, art, film, travel, literature and much more.

If you would like to learn more about how our readers' interests and habits are in sync with your marketing plans, our staff would be delighted to help.

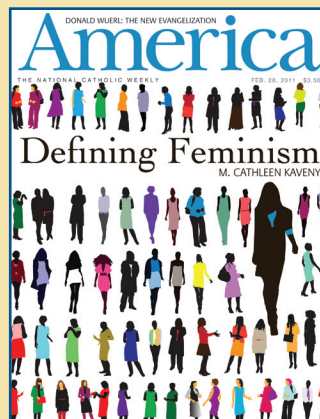
The range of our readers' spending fit many markets as well, from major, high-end purchases and investments as well as more routine spending.

Major purchases anticipated by America readers in the next 2 years.



35.5%

OF OUR READERS BOUGHT MORE THAN 15 BOOKS IN THE LAST 12 MONTHS



Number of magazine subscriptions

America

readers plan to buy in the next 12 months

33.6% 1-2

39.0% 3-5

15.7% More than 5

AUDIO PURCHASES



Music and audio (audio CDs, recordings, cassettes or downloads) America readers expect to purchase in the next 12 months.

LOTS OF DEMOGRAPHIC AND READER DATA

DEMOGRAPHICS

At America, we want your advertising efforts to be as successful as possible. Some of the charts included here can help you get a feel for who you will be reaching and help you target your audience and shape your campaign. Our readers range from homemakers to students, parish priests to foundation directors, university presidents and trustees to cardinals and archbishops.

We have plenty of other information available from both our reader survey and our lifestyle survey, and would be happy to share that with you. Just give us a call at 212-515-0102.



SUBSCRIBER INFORMATION

52.9% MALE 47.1% FEMALE

SINGLE, NEVER MARRIED 41.2%

MARRIED 48.9%

AGE 44 AND UNDER 5.4%

AGE 45-54 14.2%

AGE 55-64 24.7%

65 YEARS OR OVER 55.7%

AVERAGE AGE 64.5 YEARS

LAITY 73.4%

RELIGIOUS OR CLERGY 27.3%

AN AWARD-WINNING, WELL TRAFFICKED WEB SITE

ONLINE

In 2012 our web site won best the web site award from the Catholic Press Association for the fifth straight year. Completely updated in 2008, America's web site is attracting more activity than ever! In addition to over 2,000 web-only subscribers, every print subscriber has full access to all web site content. In addition, much of our content is open to everyone, so there is substantial non-subscriber traffic as well. Each month America's site receives an average of 120,000 unique visits, with over 500,000 web pages viewed.

Featuring videos, blogs, web-only articles and podcasts, America's web-only content not only continues to distinguish it from the print version, but also drives new visitors to the web site daily.

120,000

UNIQUE VISITS PER MONTH

WEB SITE

500,000

WEB PAGES VIEWED



COMMENTS FROM OUR READERS

COMMENTS

"America is far and away the best opinion and commentary magazine in America, 'pun' intended. I can be always assured of insightful, thought-provoking commentary on every aspect of life. Your book reviews are most helpful in deciding what I should be reading."

"I look forward to each new issue of America... The magazine frequently challenges me to think with a new perspective...thank you for often courageously bringing us well-written articles with those diverse perspectives."

“ THE MAGAZINE IS A CONSISTENTLY HIGH CALIBER COLLAGE OF THOUGHTS AND OPINIONS ON A GOOD SAMPLING OF TOPICS THAT NEED STUDY AND DISCUSSION IN THE 21ST CENTURY ”

PRODUCTS AND SERVICES WE OFFER

CHOICE

Choose from a variety of platforms and services across our brand to design the perfect marketing package. For more information on any of these, a calendar of publication and advertising pricing, see our advertising information insert or our web site. We always welcome your calls and e-mails.



Print and web advertising

Our weekly publication frequency gives you many opportunities each year to reach our audience with 11 different ad sizes and very competitive prices. We also feature several popular theme issues each year which may be perfect for the product or service you seek to promote. Our web site offers column and banner ad placements on its scripture blog and run of site with flexible schedules.

Magazine inserts

An insert in our magazine is the ideal way to make your ad stand out, or to provide a direct

response reply card. Our very reasonable rates and frequent publication makes this an easy way to really advance your marketing strategy.

Classified ads

Looking to post an employment ad or public notice? Our weekly publication and website allow you to do so in a very timely way.

Sponsor a podcast

Every week America interviews some of the most interesting figures in American Catholicism. Peter Steinfeld, Joyce Rupp, Ron Hansen, Mary Gordon and Richard Rohr, among many others, have been guests on our weekly podcast. Subjects of discussion include the legacy of Vatican II, the historical Jesus and the lessons of our Lady of Guadalupe. The podcast is also home to America's book club, a series of conversations on notable novels, and the editors' roundtable, a new feature in which America's editors discuss items in the news and culture. Learn more about our podcasts at americamagazine.org/podcast. A promotional message and thanks from America can be read at the beginning and end of the podcast – a memorable way to really stand out in your marketing campaign.

Sponsor a video

Follow America's commentary on news and culture on our weekly video feed. Every week the editors offer America's unique take on politics, religion and culture from America House in New York. Hear from James Martin, S.J., Editor Matt Malone, S.J., and other members of the America staff. You can watch our videos at youtube.com/americamag. A promotional message and thanks from America can be displayed at the beginning and end of the video.

WHAT MAKES AMERICA SO SPECIAL

SPECIAL

In addition to all of the other attractive features of advertising with America, advertisers can benefit from the fact that our readers are drawn to the magazine by our superb editorial staff, our regular contributors as well as one of the more well known Catholic writers in the country, James Martin, S.J.

Fr. Martin is well known, not only for his best selling books, most recently *Between Heaven and Mirth: Why Joy, Humor and Laughter Are at the Heart of the Spiritual Life*, which was named one of publishers weekly's best books of the year, and *The Jesuit Guide to "Almost" Everything*, which was a NY Times best seller, but also his many appearances in the media. But no need to go looking for him in the NY Times, CNN or the Colbert Report, he's right here in America magazine.

America is recognized and appreciated not just by its print and online readership, but by our colleagues in the industry as well, having won over 100 awards from the Catholic Press Association. Including, most recently:

2012 FIRST PLACE

- Best Essay - National general interest magazines : "A Hidden Sorrow" by Christopher Pramuk
- Best Coverage of Immigration: "A Theology of Migration" by Daniel G. Groody
- Best Review Section: "Books and Culture"
- Best Magazine or Newsletter Web Site - Best stand-alone site separate from diocese or publisher: "America Website" by Staff
- Best Online Blog: "In All Things" by Staff

2011 FIRST PLACE

- America Magazine, New York, N.Y., "In All Things" by Staff
- Best Investigative Writing: "Our Moral Duty in Iraq," Gerard F. Power
- Best Review Section: Fall Books II (November 3)
- Best Online/Multi-Media Presentation of Visuals: "Artful Contemplation," Karen Sue Smith

America

AMERICA MAGAZINE

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www.americamagazine.org

All demographic and reader data taken from our 2008 and 2011 reader surveys.