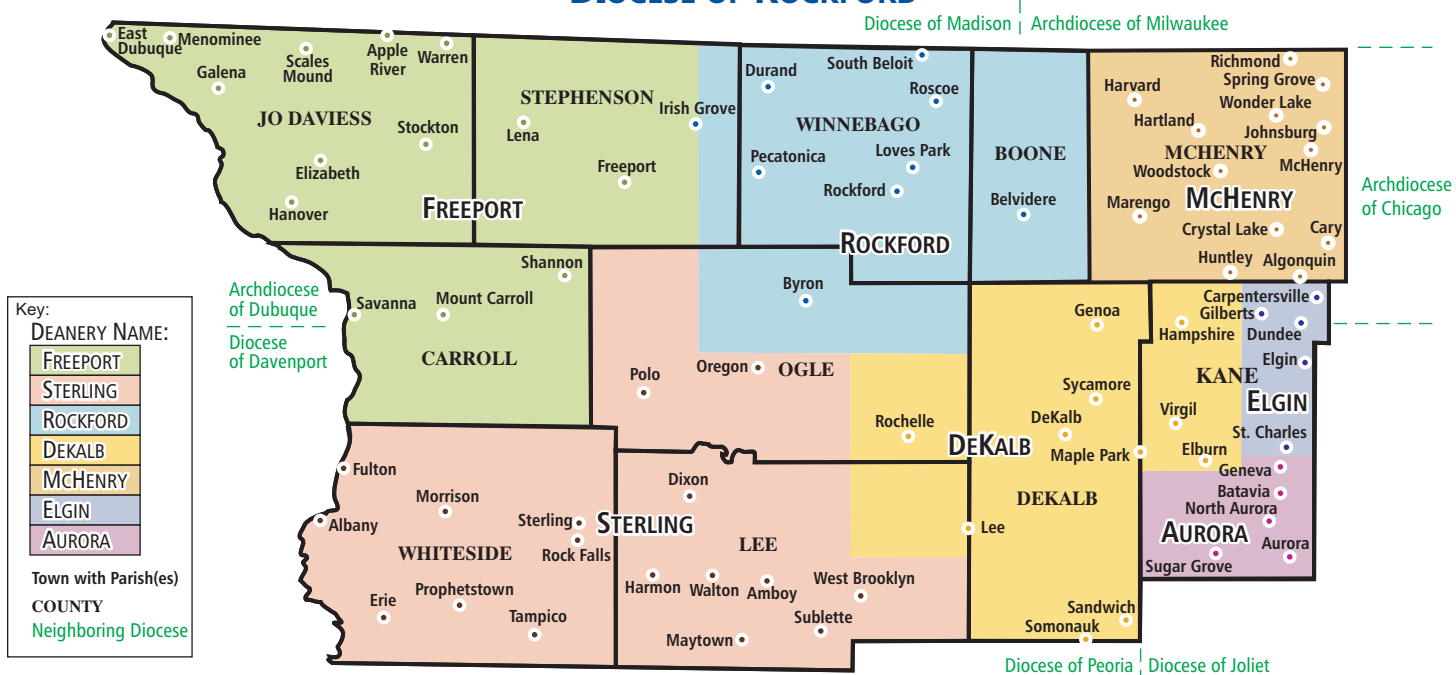




MARKET COVERAGE REACH THE CATHOLIC MARKET IN THE DIOCESE OF ROCKFORD

DIOCESE OF ROCKFORD



The Observer is the official newspaper of the Diocese of Rockford, Illinois. It was established in 1935 and serves more than 400,000 Catholics. It comprises 11-counties in the Northern Illinois area, ranging from the far northwest and southwest Chicago suburbs along the Fox River on the east to the Mississippi River west; from the Wisconsin state line on the north to the southern borders of DeKalb, Kane, Lee, and Whiteside Counties. Catholics represent approximately 26% of the total population within the Rockford Diocese.

About The Observer

- The Observer is published weekly, on Fridays, as per dates listed on our Advertising Schedule/Editorial Calendar page. Also, the digital edition of The Observer is posted online every Thursday.
- It is delivered by direct-mail to well over 58,000 readers* in approximately 25,000* households.
- Our readership is extremely loyal. 94% told us they read the last issue they received; 87% told us they read the last 4 issues received (compared to 65-75% nationally).
- The Observer editorial and content includes timely stories and topics about, and pertinent to, its churches and people throughout the Diocese.
- Issues regularly include news about the Diocese, World/Nation, Media/Arts, What's Up, Applause, Opinion, Forum and For The Record sections, with special editorial emphasis and features scheduled for specific issues throughout the year on youth, families, and senior citizens.
- The Observer writers/staff are consistently recognized with writing/photography and design awards from the Catholic Press Association of the United States and Canada, the Northern Illinois Newspaper Association and the Illinois Woman's Press Association.

* Average weekly circulation for 12 months ending 9/16/13 was 25,694, includes 1 special circulation issue.

READERSHIP STATISTICAL PROFILE

- Gallop surveys indicate that Catholics represent a prime group representing 23% of the total population and are among the most upwardly-mobile of any group in the nation.
- Our readers tend to be among today's leaders in business, commerce and professions. They are likely to be college graduates, white-collar workers and homeowners with better than average family incomes in their key earning and buying years.

ADVERTISING IS A GOOD INVESTMENT

- Don't ignore the Catholic market!
- Compared to the general population, Catholics are more likely to:
 - Enjoy higher incomes
 - Own their home
 - Attain higher levels of education
 - Travel more in the U.S. and abroad
 - Eat out more frequently
 - Read the newspaper they receive