



# THE CATHOLIC ECHO

THE OFFICIAL MAGAZINE OF THE CATHOLIC DIOCESE OF YOUNGSTOWN

## [About *The Catholic Echo*]

*The Catholic Echo* reaches all 52,000 parishioner households across all six counties of the diocese – Ashtabula, Columbiana, Mahoning, Portage, Stark and Trumbull, as well as additional subscribers locally and nationally. It publishes ten times per year, offering diocesan and parish news, event information, faith resources and feature stories on the people, groups and institutions that contribute to Catholic life in northeastern Ohio.

*The Catholic Echo* magazine is just one media product offered by the Diocese of Youngstown. In addition to the magazine, the diocese also offers local television and radio programming, podcasts and online-exclusive content, which can all be accessed online at [www.CatholicEcho.org](http://www.CatholicEcho.org).

Please contact Karen Mason at [kmason@youngstowndiocese.org](mailto:kmason@youngstowndiocese.org) to inquire about advertising for any of the Diocese of Youngstown's print and multimedia products.

## [Advertising Guides]

Each issue of *The Catholic Echo* magazine features at least one unique advertising guide, which includes editorial support based around an advertising theme. Unlike traditional magazine guides, where ads are placed together in one section that readers can easily skip over, *Catholic Echo* guides are different. With the exception of our Greetings and Celebrations Guides, all other guide ads are always placed on spreads with editorial and are distinguished by their design, rather than their placement.

# *Echo Guides* [2023/24]

May 2023 **Healthcare**

June / July 2023 **Destinations**

August 2023 **Back to School**

September 2023 **Celebrations Issue\***

October 2023 **Vocations**

November 2023 **Death & Grieving**

December 2023 / January 2024 **Catholic Schools Week & Christmas Greetings\***

February 2024 **Finance & Investment**

March 2024 **Senior Living 50+**

April 2024 **Wedding & Marriage & Easter Greetings\***

*\*The Celebrations Issue (September), Christmas Greetings (December 2023 / January 2024) and Easter Greetings (April 2024) guides are the only issues that feature eighth-page ads.*