

Reach more than 5,000 influential Catholic CEOs and bishops with Legatus

Your ad will impact thousands, including CEOs, top executives and their spouses, cardinals, bishops and other influential Catholics around the world



Beginnings

An encounter between the world's most influential spiritual leader and a successful entrepreneur provided the impetus for Legatus. Just hours after meeting Pope John Paul II in 1987, the inspiration for Legatus hit Tom Monaghan like a lightning bolt.



As the former owner of Domino's Pizza and the Detroit Tigers, Tom valued his experience in the Young Presidents' Organization. Legatus captures the YPO dynamic for Catholic CEOs and their spouses by combining business, faith and family in one package.

Influence

Legatus members in the United States, Canada, Ireland, Poland, and around the world lead medium and large businesses, including **FORTUNE 500** companies. Our members are an

elite group that drive billions of dollars of business every year. Ethics are front and center as our members strive to study, live, and spread the faith.

Legatus Magazine

The official membership publication of Legatus since 1987, **Legatus Magazine** furthers the our mission to help members deepen their

relationship with God and discover how the Catholic faith helps them meet the challenges they face daily. Spouses are full members, so Legatus provides opportunities to enhance members' marriages and family life. **The magazine has won 12 international awards from the Catholic Press Association since 2006.**



Readership

Legatus Magazine is mailed to nearly 4,000 members' households. We send courtesy copies to bishops, archbishops, cardinals, chaplains, colleagues and supporters of the 75 Legatus chapters in the United States, Canada and Europe. Our total readership is well over 5,000.

Members range in age from 30 to 80. Most are college graduates and spend more than 15 minutes per month reading the magazine (based on a 2006 survey). Many read it cover to cover!

Publishing schedule

Legatus Magazine is published monthly (10 times per year) with combined issues in July/August and December/January. We welcome advertising from Catholic and secular organizations.

We also have ad opportunities with our weekly e-newsletter, **The Legatus Insider**, and our magazine website: legatusmagazine.org. Both are widely read by Legatus members.

2011 Editorial Calendar

(Annual special issues indicated in gold; calendar subject to change without notice.)

Copy Deadline	Editorial Focus	Copy Deadline	Editorial Focus
February	01/04/11 Winemakers	July/August	06/01/11 The Church Is Young
March	02/01/11 Taking Hollywood	September	08/01/11 Catholic Colleges
April	03/01/11 Pro-Life	October	09/01/11 Catholic Health Care
May	04/01/11 Mary	November	10/03/11 Philanthropy
June	05/02/11 Family	Dec/Jan	11/01/11 Legatus' 25 anniversary

(See reverse side for more information.)



2011 Rate Card

Format: 8.5" X 11" finished size

Frequency: Monthly (10 issues per year)

Press Run: 3,600

Color: No extra charge

Advertising Rates:

Full-Page Display Ad		
Inside Front Cover/Inside Back Cover 10X \$1700	6X \$1800	1 X \$1900
Outside Back Cover 10X \$2000	6X \$2100	1 X \$2100
Inside Full Page 10X \$1500	6X \$1600	1 X \$1700
Half-Page Display Ad		
10X \$850	6X \$900	1 X \$950
One-Third Page Display Ad		
10X \$650	6X \$700	1 X \$750
One-Quarter Page Display Ad		
10X \$550	6X \$600	1 X \$625
One-Eighth Page Display Ad		
10X \$300	6X \$350	1 X \$375

Legatus Insider Weekly News Digest (e-newsletter)

Large Ad (one month minimum) -- \$250*
660 pixels X 140 pixels (horizontal or vertical)

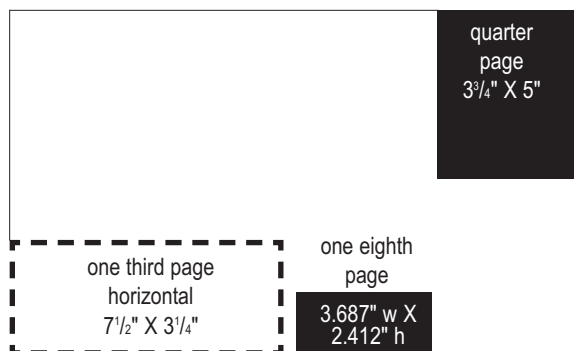
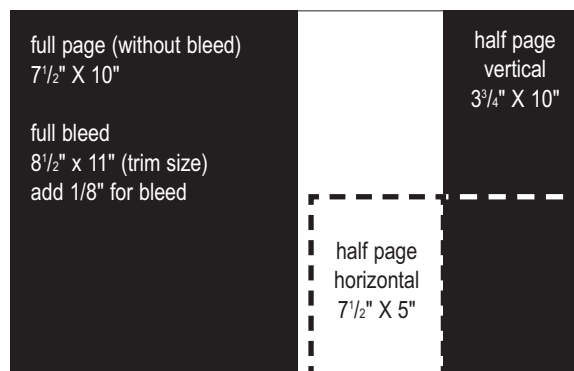
Legatus Magazine website (legatusmagazine.org)

Banner Ad (940 pixels X 100 pixels) -- \$250/month*

Bookmark Ad (120 pixels X 600 pixels) -- \$250/month*

Discounts: Legatus members deduct 15% from the above rates.
*Legatus members advertising in two or more locations receive 15% off magazine ads and 25% off online ads. Non-members: 15%.

Standard Page Size	Width	Height
Full Page (live area with bleed)	8.5"	11"
Full Page (no bleed)	7.5"	10"
1/2 page horizontal	7.5"	5"
1/2 page vertical	3.75"	10"
1/3 page horizontal	7.5"	3.25"
1/4 page	3.75"	5"
1/8 page	3.687"	2.412"



Advertising Policies and Artwork Specifications

FORMAT

- PDF saved at 300 dpi
- TIF saved at 300 dpi
- Ads should be saved in CMYK

DEADLINES

All ads must be received by the first business day of the month preceding publication date.

PUBLICATION SCHEDULE

Legatus Magazine is published 10 times per year with issues mailed during the last week of every month (or sooner). We publish combined issues in December/January and July/August.

COLOR ADS

All 2, 3, or 4-color ads must be produced in CMYK. There is no extra charge for color.

AD POLICIES

- Legatus Magazine reserves the right to refuse ads that violate either the teachings of the Catholic Church or Legatus' bylaws.
- Ads may be used to relate information about a company, organization or service, but they may not directly request donations or other support (other than prayer), which would be in violation of Legatus' non-solicitation policy.

For questions or advertising information, please contact Patrick Novocosky, Publications Director

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legatusmagazine.org

