Your interest in the Catholic Exponent is very much appreciated.

As the official Catholic newspaper of the Diocese of Youngstown, the Catholic Exponent functions as a communication and educational vehicle in an area serving 185,087 Catholics throughout our six-county-wide diocese.

The Catholic Exponent is published every other Friday with direct-mail delivery to our subscribers. Our current circulation exceeds 31,000 households. Our full age range of readership consists of highly interested, discretionary readers and consumers. Diocesan churches, hospitals, schools, lay organizations and institutions also subscribe.

The Catholic Exponent has been published since 1944.

SURVEY RESULTS

Results from a recent survey conducted by a well-respected professional survey company, Marketing Analysis Associates of San Diego, California, showed the following results:

- 94% of Exponent readers have lived in the six counties we serve for more than 10 years
- 93% of Exponent readers rate their overall opinion of the paper as "highly favorable" or "generally favorable"
- 63.8% of Exponent readers are married, 8.5% single, 10% widowed
- 74% of Exponent readers are women
- The Exponent is the primary source of Catholic news for 62.8% of our readers
- 78% of Exponent readers have internet access
- Almost 2/3 of Exponent readers (65%) have a college degree or some college training
- 93% of respondents (74%) have two or more persons in the household
- 3/4 of respondents (74%) have two or more persons in the household
- 1 of 3 (28%) plan to buy or replace a truck or automobile within the next 2 years
- 1 of 4 Exponent readers (26%) plan to purchase a home /Television/ DVR in the next 2 years, and 5 of 10 (50%) plan to buy a laptop, tablet or other internet device during the next 2 years.
- 54% plan to do home improvements in the next 2 years

CONTACT US

The Catholic Exponent’s advertising / production departments offer full in-house ad creation capabilities and will gladly assist you in copy writing, layout and art presentation.

Please call 330-744-5251 for complete details.