

Magazine Concept Pitch

Production and Distribution Plan

Mission of this magazine

This magazine specifically works to empower Catholic men to live their faith at **home**, in their **parish**, at **work**, and in their **community**. *Every area of the mission statement is reflected in the content.*

Our target audience only reaches out to Ukrainian Catholic men in the Red Deer area. All content in this magazine reaches different age groups of this demographic. A few examples:

Praying for Grandchildren - Men aged 65+

Smooth Sailing to Church and Exploring Red Deer - Fathers

Building Strong Marriages - Men in their 30s

Brotherhood in Faith, Finding Stillness, Tips for Creating Prayer Routine, Embracing Solitude, Why am I Ukrainian Catholic - Single men

Purpose

To produce, advertise, and publish a one-time magazine for men at St. Vladimir Parish and demonstrate what an active community our Knights of Columbus council is. This would be a 'head-turner' initiative that creates buzz and excitement.

Innovation policy

This one-time magazine is unique compared to regular content produced by Ukrainian Catholics as it's:

- Focused on modern design to demonstrate we're forward-looking.
- The content is all focused on actionable life issues with faith responses. Articles take everyday life issues and produce a faith response - as tested by eeparchy.com these articles are always the most popular. Content is written in a very modern way.
- Unlike similar Knights of Columbus content, this magazine only contains Ukrainian Catholic content. It heavily leans toward the Byzantine rite practices as opposed to showcasing only Roman Catholicism.
- St. Vladimir Parish is pictured as much as possible, this magazine is meant to feature our local community first as opposed to only using photos from the Eparchy of Edmonton/stock photography.

What's Needed to be Published

Work still needed for this magazine is:

Brotherhood in Faith - Knights of Columbus Representative - Around 300 words

Why am I Ukrainian Catholic - Knights of Columbus Representative - Around 200 words

Ben does a grammar check and ensures Canadian spelling is in use. Also, double-check to ensure the formatting is perfect.

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Pre-Launch Advertising Plan

Before the magazine launches, we intend to build excitement and anticipation to help further word-of-mouth advertising for this initiative. We will achieve this by:

- Bulletin note announcing the initiative and launch date
- Social media posts by St. Vladimir Parish
- Asking Fr. Jim to include a sentence announcing the launch date in his weekly emails
- A few parish signs in the coffee social room and one beside the bulletins in a sign holder to build anticipation.

SEE SIGNAGE IN FOLLOWING PAGE

Launch Day Advertising Plan

When the magazine launches, we wish to "turn the heads" of parishioners to grab the attention of this initiative. We wish to portray this as a professional offering and not take away from the excitement of a poor presentation.

- Merchandising Display: A simple display that stands out, using a dark blue tablecloth to match the graphic design of both signage and magazine offerings. If we present our display beautifully, people will appreciate the magazine even more. Merchandising Plan in following pages.
- Pew postcards: We will print pew postcards for people to take home and hopefully share with family members who may have left the church or do not attend St. Vladimir's Parish to share the digital rendition of the magazine.
- Bulletin announcement of what's included in the magazine.
- Eparchy of Edmonton promos: social media posts, blog article posts, and Bishop's Mailing list feature of the launch to help promote our council.
- Coffee social tables on the launch date would contain a few of the "Read for Free" signage.

SEE SIGNAGE IN FOLLOWING PAGE

Post-Launch Day Advertising Plan

Since this is a limited-time offer, the post-launch advertising will be very simple.

- Social media posts promoting reading the magazine online.
- Fr. Jim's email giving out the link to read the magazine.
- A small paid Facebook advertising campaign targetting men aged 23 to 30 in Red Deer Alberta to promote reading the book. This is a tool for evangelization to a new audience of Ukrainian Catholics.

Distribution Plan and Cost

There will be no cost to this initiative, Ben will cover all costs.

- We will only distribute physical copies to St. Vladimir Parish and distribute them for free, with 120 copies offered.
- Ebook copies will be hosted on the Eparchial website, and distributed for free.

Magazine Promotionals

Collaterals in use for promotions

Coming
September 23



Men Of Worship Magazine

Only at St. Vladimir Parish
Limited copies available

Read For Free
Today!



Grab a Free
Magazine



Limited Quantities
Only Available

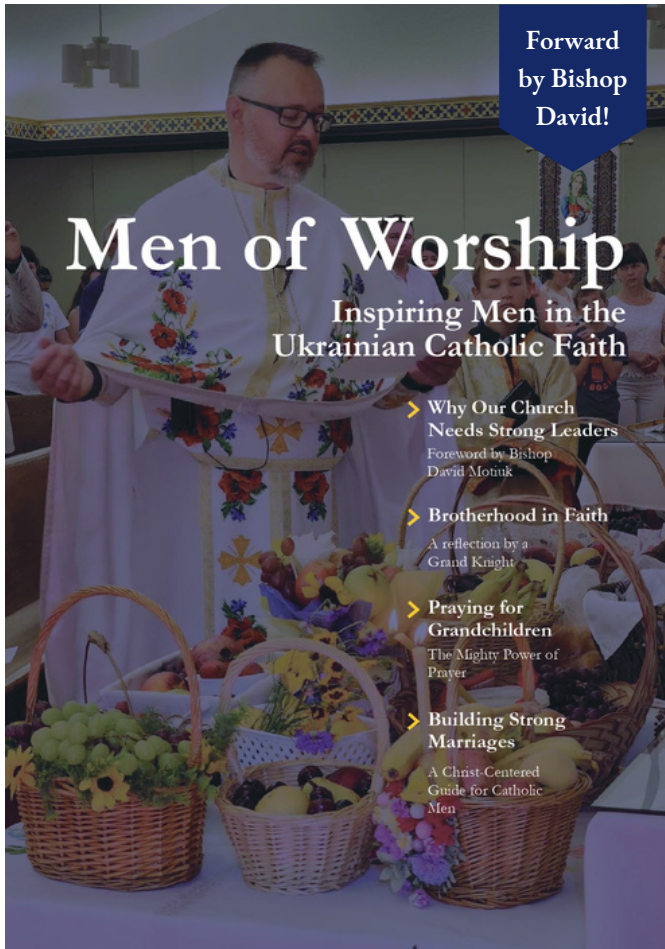
Share Online
With a
Friend



Free e-book copies
available to share

Magazine Promotionals

Magazine Inserts



Magazine Tab

Top right corner a removable magazine tab will be added to promote the forward by Bishop David to bring a 3D dynamic touch to the magazine.

QR Code Note

Note, none of the QR codes are active but can be once the project is initiated.

Ukrainian Translation

Ben can enter the magazine into AI to translate if someone can then double-check the translation. What balance of Ukrainian versus English should we have?

Thank-you note

Ben will personally write a thank-you note by hand to insert in each magazine, to create a personal touch that will leave a memorable impact on the viewers to thank them for their participation. A Knight to officially sign the thank-you notes at the bottom.

Thank you for selecting the special edition of "Men of Worship" from the Knights of Columbus. Your choice means a lot to us, and we hope this publication deeply enriches your spiritual path.

Please share your feedback with benjacobwindsor@gmail.com as we value your insights in our continuous efforts to empower Catholic men to live their faith at home, in their parish, at work and in their community.

Claude/Ryan's signature



Magazine Promotionals

Collaterals in use for promotions



Download a Free Copy!

Take me and share with a friend to read!



Men Of Worship Magazine

Help us empower Catholic men to live their faith at home, in their parish, at work, and in their community by sharing this postcard with one man in your community to read Men of Worship.



Each magazine costs \$3.01 to produce, or \$75.25 to produce 25 magazines. A \$10.00 donation helps us distribute the free digital copy via online advertising. To help us distribute more free magazines, donate at eparchy.com/redder by October 31.

Tax receipts available.

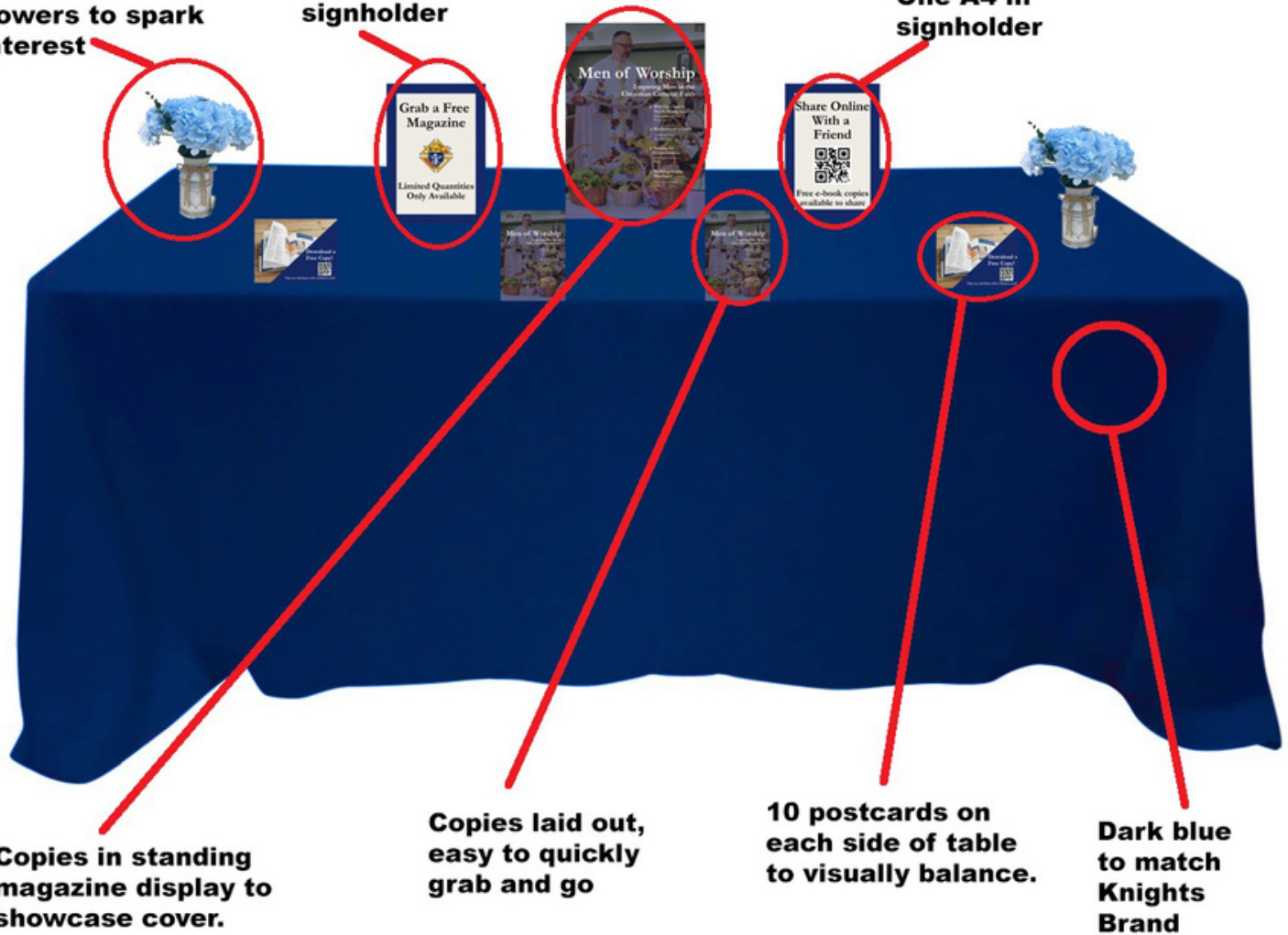
Merchandising Plan

Launch day display

Dark blue fake flowers to spark interest

One A4 in signholder

One A4 in signholder



Copies in standing magazine display to showcase cover.

Copies laid out, easy to quickly grab and go

10 postcards on each side of table to visually balance.

Dark blue to match Knights Brand

Next Steps

Ben will start the following process:

1. Finish the last two articles with Knights submission.
2. Ben meets with Fr. Jim to coordinate the campaign.
3. Start the Campaign and give the official launch date.

Measurement of Success

We will look at how many printed copies we will be able to distribute on launch day, how many clicks we get to the digital copy, time spent on the digital copy webpage, results from advertising, and compile feedback sent to Ben's email and in-person feedback recorded and compile results into a one-page report to look at the impact of the initiative.