

# The Catholic Telegraph

## MEDIA KIT

### WHY ADVERTISE IN THE CATHOLIC TELEGRAPH?



#### INCOME

Median HH income **\$61K**, nearly **\$18K** above the national average.



#### HOME OWNERSHIP

**86.5%** of current readers own their homes. **125%** above the national average according to 2000 US Census.



#### CHARITABLE GIVING

Our loyal readers share their vision of a better world and put their money where their faith is. Nearly all readers of Catholic newspapers contribute to worthy causes.

- Gifts/contributions (net) **94.9%**
- Religious organizations **70%**
- Schools/education **34.9%**



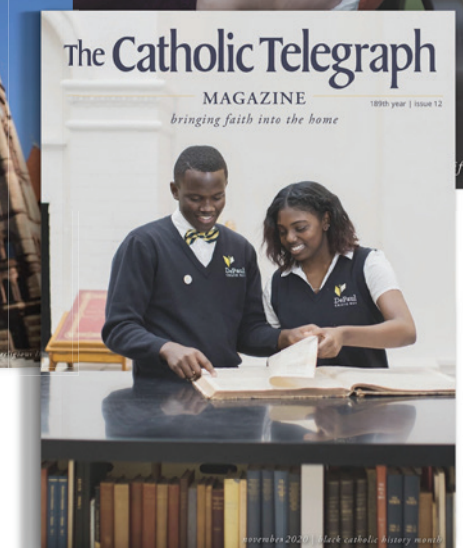
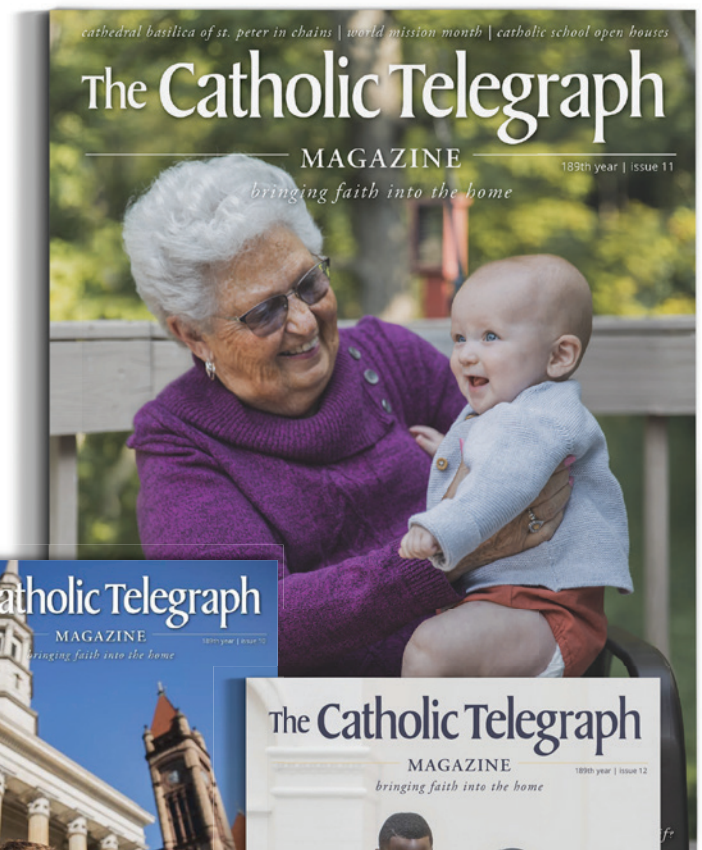
#### EMPLOYMENT

**53%** of our readers are employed either full or part-time. **37%** have retired.



#### BANKING

Readers of Catholic newspapers use a wide variety of consumer financial products with frequency **well above** the national average.



DEACON GRAHAM GALLOWAY • ADVERTISING SALES DIRECTOR

GGALLOWAY@CATHOLICAOC.ORG • 513.263.6638



**133,000+**  
Catholic families in  
Southwest Ohio

**VERY DIVERSE**  
group includes rural and  
urban communities,  
spanning several  
generations





## MAGAZINE PRICING



| POSITION          | 1x                                   | 6x      | 12x     |
|-------------------|--------------------------------------|---------|---------|
| BACK COVER        | <b>SOLD OUT</b> / Available Feb 2022 |         |         |
| INSIDE FRONT      | <b>SOLD OUT</b> / Available Jan 2022 |         |         |
| INSIDE BACK COVER | \$3,150                              | \$2,835 | \$2,520 |
| FULL PAGE         | \$2,900                              | \$2,610 | \$2,320 |
| 1/2 PAGE          | \$1,740                              | \$1,566 | \$1,392 |
| 1/3 PAGE          | \$1,160                              | \$1,044 | \$928   |
| 1/4 PAGE          | \$870                                | \$783   | \$696   |
| 1/8 PAGE          | \$495                                | \$446   | \$396   |



### FULL PAGE

**ALL FILES MUST BE IN  
CMYK & 300 DPI PDF.**

8.25"  
x  
10.75"  
  
.25" BLEED  
ALL AROUND

### BACK COVER

8.25"  
x  
7.5"  
  
.25" BLEED  
ALL AROUND

### HALF PAGE

3.5"  
x  
9.75"

### HALF PAGE

7.25"  
x  
4.75"

### QUARTER PAGE

3.5"  
x  
4.75"

### EIGHTH PAGE

3.5"  
x  
2.4"

### THIRD PAGE

2.35"  
x  
9.75"



## THEMES & DEADLINES



|             | ORDER<br>DEADLINE | AD ART<br>DEADLINE | IN-HOME<br>DATE |
|-------------|-------------------|--------------------|-----------------|
| <b>JAN</b>  | NOV 24            | DEC 1              | DEC 28 - JAN 2  |
| <b>FEB</b>  | DEC 22            | JAN 1              | JAN 29 - FEB 4  |
| <b>MAR</b>  | JAN 25            | FEB 1              | MAR 1-5         |
| <b>APR</b>  | FEB 23            | MAR 1              | APR 1-5         |
| <b>MAY</b>  | MAR 23            | APR 1              | APR 29 - MAY 3  |
| <b>JUN</b>  | APR 23            | MAY 3              | MAY 31 - JUN 5  |
| <b>JUL</b>  | MAY 24            | JUN 1              | JUN 28 - JUL 2  |
| <b>AUG</b>  | JUN 24            | JUL 1              | JUL 29 - AUG 2  |
| <b>SEPT</b> | JULY 23           | AUG 2              | AUG 30 - SEPT 3 |
| <b>OCT</b>  | AUG 23            | SEPT 1             | OCT 1-5         |
| <b>NOV</b>  | SEPT 22           | OCT 1              | NOV 1-5         |
| <b>DEC</b>  | OCT 22            | NOV 1              | NOV 29 - DEC 4  |



|             |   |
|-------------|---|
| <b>JAN</b>  | Catholic Education & Prolife  |
| <b>FEB</b>  | Evangelizing through Art & Beauty   |
| <b>MAR</b>  | Honoring fathers (Feast of St. Joseph)  |
| <b>APR</b>  | Preparing for End of Life   |
| <b>MAY</b>  | Honoring Mothers (Mother's Day & Mary)  |
| <b>JUN</b>  | Bicentennial Special Issue: Catholic Sites in Your Own Backyard & Pilgrimages |
| <b>JUL</b>  | Focusing on Faith in the First Years & Domestic Church                        |
| <b>AUG</b>  | Back to school & Evangelizing through Technology                              |
| <b>SEPT</b> | Profiling those who are Radiating Christ                                      |
| <b>OCT</b>  | Respect Life Month  |
| <b>NOV</b>  | Vocations   |
| <b>DEC</b>  | Christmas, Loving your Neighbor, Outreach Opportunities                       |





# ADVERTISE DIGITALLY



THECATHOLICTELEGRAPH.COM

It is a great way to reach your target audience and to compliment and maximize your print advertising using animated and static digital ads. The Catholic Telegraph website averages more than 140,000 page views per month.



## ALL SPACES HAVE LIMITED AVAILABILITY

- Leaderboard (header): 728 px X 90 px | \$400 per month
- Banner (footer): 650 px X 250 px | \$300 per month
- Sidebar (side): 300 px X 250 px | \$200 per month

## SPECIFICATIONS

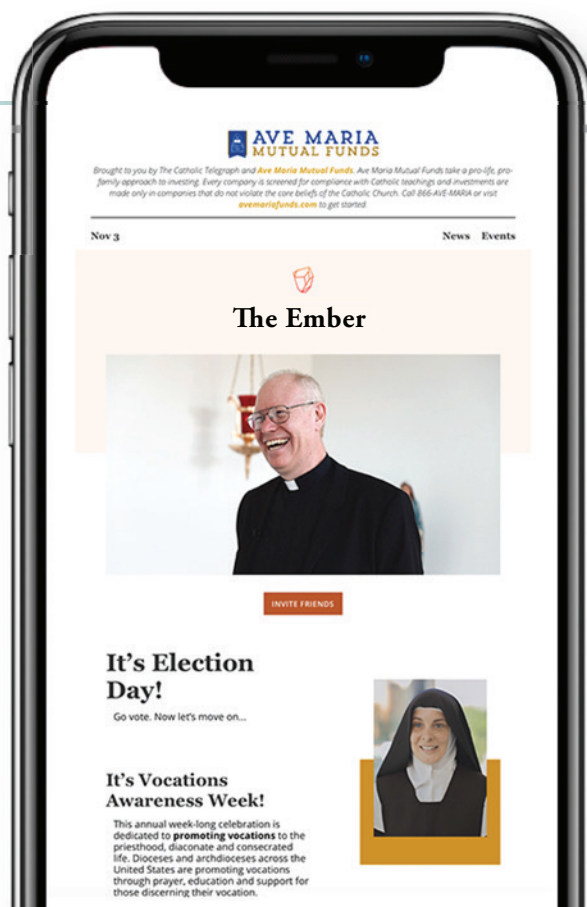
- Rates are per month and client will be billed monthly
- Ads must be submitted in jpg, gif, animated gif, or png formats
- Ads must be in RGB color format and 72 DPI
- Ads are placed on a Run of Site (ROS) rotating basis

## THE EMBER EMAIL

- Reaches 3,300+ subscribers each week
- \$50 for either sponsorship: top sponsor (header) or one of the "Two Cool Things"

## CLERGY COMMUNICATIONS EMAIL

- **SOLD OUT** / Available Feb 2022
- Highly targeted and reaches over 1,500 priests, clergy, religious, parish and parish school administrators each month
- Includes header banner (8.48" x 1.76") and full page footer ad (8.6" x 11")
- \$300 per month







## REVIEWS



“

*For the first time in my fifty years living in Dayton, Ohio, I actually read The Catholic Telegraph from cover to cover.*

*...I can't wait for the next magazine to be published!*

*The new format is engaging, alive, colorful, fresh, manageable, and feels good in the hands.*

*Love the magazine vs newspaper!!! Great and varied articles!!! Just absolutely fabulous!!!*

*I read nearly every word and appreciate the effort to reach out to audiences that may be more readily touched by this fresh and new version of The Catholic Telegraph.*

*I'm BLOWN AWAY!!! What an incredible leap forward!! The format, the content, the design, the production values - all of it is tremendous. In the publishing world, I can't recall such a radical advancement in accessibility, appeal and impact.*