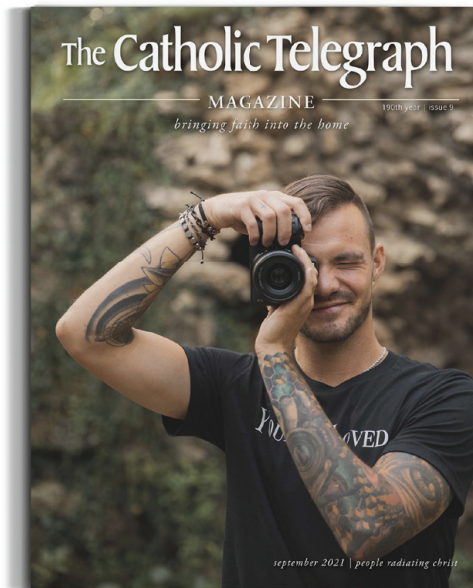


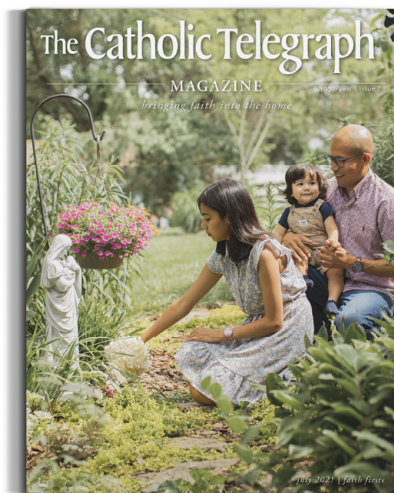
# The Catholic Telegraph

Media Kit 2022

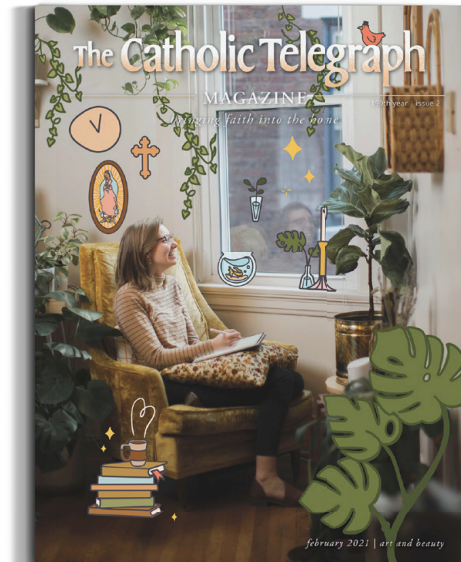
*"I'm BLOWN AWAY!!!"*



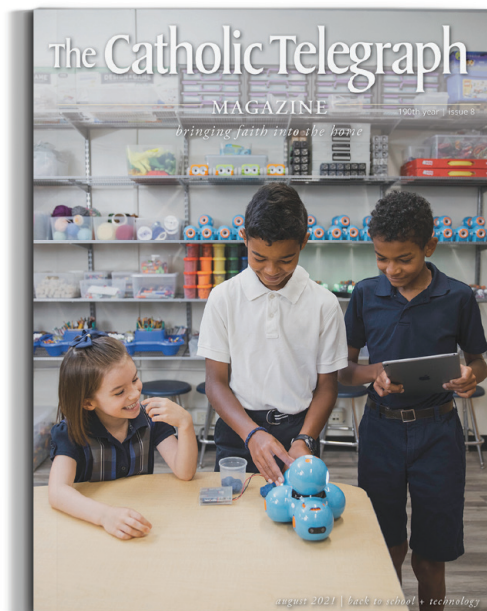
*"...I can't wait for the next magazine to be published!"*



*"Masterfully done."*



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




*"I just couldn't put it down!"*

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


*"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."*

# Why advertise in The Catholic Telegraph?



**\$61,000**  
MEDIAN HH  
INCOME

Nearly \$18,000 above the  
national average



**86.5%**  
OF CURRENT READERS  
OWN THEIR HOMES.  
125% above the national average  
according to 2000 US Census.



**53%**  
OF OUR READERS ARE  
EMPLOYED EITHER  
FULL OR PART-TIME.  
37% have retired.



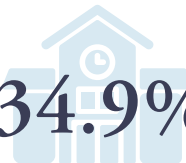
**Nearly all**  
READERS OF CATHOLIC  
MAGAZINES CONTRIBUTE TO  
WORTHY CAUSES.




**94.9%**  
GIFTS/CONTRIBUTIONS



**70%**  
RELIGIOUS  
ORGANIZATIONS



**34.9%**  
SCHOOLS/EDUCATION



**127,000+**  
CATHOLIC FAMILIES IN  
SOUTHWEST OHIO  
very diverse includes rural &  
urban communities, spanning  
several generations

## Interested? Contact:

Deacon Graham Galloway  
Advertising Sale Director  
[ggalloway@catholicaoc.org](mailto:ggalloway@catholicaoc.org)  
513.263.6638



# Magazine Pricing



POSITION	1x	6x	12x
BACK COVER	\$3,300	\$2,970	\$2,640
INSIDE FRONT & 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

<b>JAN</b>	<b>Catholic Schools Week:</b> schools who are doing exceptionally Catholic things
<b>FEB</b>	<b>Catholic Press Month &amp; Catholic Media:</b> evangelizing through radio, podcasts, magazines, books, art
<b>MAR</b>	<b>The Saints Issue (Lent Mar 2):</b> striving for sainthood, celebrate saints with family
<b>APR</b>	<b>The Great Outdoors (Easter Apr 17):</b> Care for Creation, prayer outdoors, retreats
<b>MAY</b>	<b>The Prayer &amp; The Eucharist Issue:</b> understanding various parts of the Mass & devotions
<b>JUN</b>	<b>The Kids Issue:</b> raising Catholic kids, including resources for parents & children
<b>JUL</b>	<b>Vocations in the World:</b> people evangelizing in everyday work
<b>AUG</b>	<b>Back to School:</b> highlighting outstanding Catholic teachers
<b>SEP</b>	<b>The Sports Issue:</b> faithful coaches & athletes
<b>OCT</b>	<b>Respect Life Month Mission Month Catholic School Open Houses</b>
<b>NOV</b>	<b>The Joy Issue:</b> joyful prayer, parishioners & priests
<b>DEC</b>	<b>Advent &amp; Christmas</b>



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



# 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 4,800+ subscribers each week
- \$100 for either sponsorship: top sponsor (header) or one of the "Two Cool Things"
- (Limited availability)

### CLERGY COMMUNICATIONS EMAIL

- 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
- (Limited availability)

