



Catholic Review

2019-2020
Print & Digital
Media Kit



Catholic Review

Inspiring the Archdiocese of Baltimore

The Catholic Review is one of America's most enduring Catholic news outlets. Our loyal readers have come to trust the Catholic Review for insightful coverage of news and issues pertinent to family and community. Most importantly, the Catholic Review provides information readers cannot find elsewhere, and they continue to place the Catholic Review first among publications for advertising they can trust.

Take a closer look at our market: the majority of our subscribers are in some of the most prosperous counties in the region. Reach our affluent, educated, successful and engaged readers.

Readership DEMOGRAPHICS

Get to know our **AFFLUENT** and **INFLUENTIAL** readers.

189,860

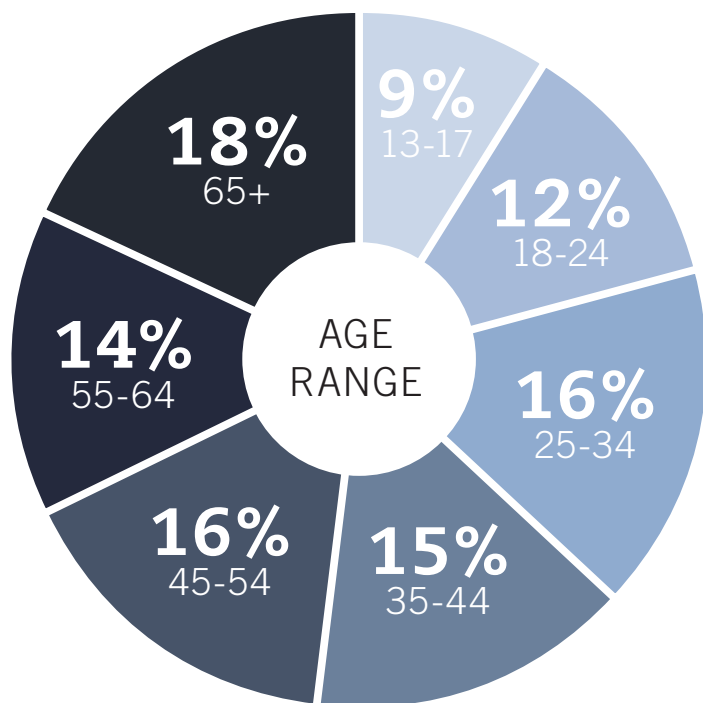
TOTAL READERSHIP



47%
FEMALE



53%
MALE



93%
READ OUR PRINT EDITION



81%
HAVE READ THE LAST FOUR ISSUES



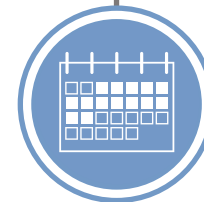
68%
ARE MORE LIKELY TO TRUST
ADVERTISERS THEY SEE IN THE
CATHOLIC REVIEW



64%
SPEND 30 MINUTES OR MORE
READING EACH ISSUE

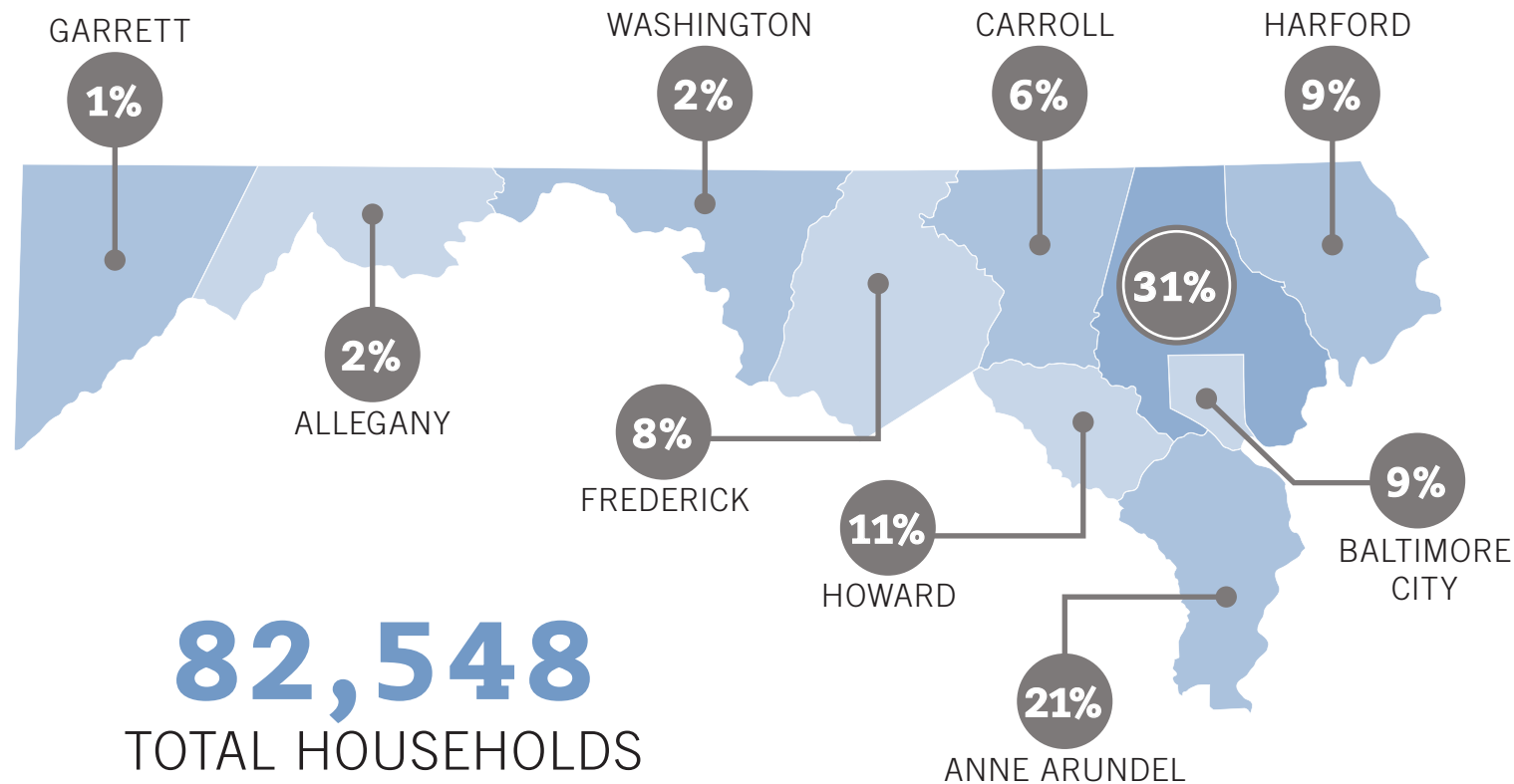


56%
KEEP THE MAGAZINE IN
HOMES FOR 2 WEEKS OR LONGER



Archdiocese of Baltimore CIRCULATION

In addition to our home-delivery subscribers, The Catholic Review is found in **PARISHES**, **CATHOLIC SCHOOLS** and **CATHOLIC HOSPITALS** throughout the Archdiocese of Baltimore.



COUNTIES

Allegany	2,954
Anne Arundel	30,420
Baltimore	46,146
Baltimore City	13,765
Carroll	9,302

Frederick	11,431
Garrett	373
Harford	13,192
Howard	15,902
Washington	2,503





Your News

Local: Teachings and commentary from Archbishop William E. Lori; news that affects your life from parishes and the community; updates on evangelization, vocations, the ongoing parish planning process and the Maryland General Assembly; developments in Catholic education, from pre-k to colleges; news briefs from “Around the Arch”; and longer human-interest features.

Nation & World: Content from Catholic News Service, an independent division of the U.S. Conference of Catholic Bishops. CNS provides news and analysis from around the world, from Capitol Hill in D.C. to the Vatican to the rest of the world.



Your Faith

Commentary: Editorials from Associate Publisher/Editor Christopher Gunty; opinions from Father Joseph Breighner, and mommy-blogger/columnist Rita Buettner; Question Corner from Father Kenneth Doyle; and reader feedback.

This Month: Datebook (our community calendar); a nugget from the past in Our Back Pages and a snapshot of articles you will only find on CatholicReview.org.

Amen

The “final word” in the Review is an essay on a topical subject that strives to reflect simultaneously the scope of the universal Church.





January RESPECT LIFE

SPACE CLOSE	12/2/19
ART DUE	12/9/19
DELIVERED	12/20/19



February CATHOLIC SCHOOLS WEEK

SPACE CLOSE	1/2/20
ART DUE	1/9/20
DELIVERED	1/24/20



March LENT & HEALTH

SPACE CLOSE	2/6/20
ART DUE	2/14/20
DELIVERED	2/28/20



April EASTER

SPACE CLOSE	3/12/20
ART DUE	3/20/20
DELIVERED	4/3/20



May SCHOLARSHIPS

SPACE CLOSE	4/9/20
ART DUE	4/17/20
DELIVERED	5/1/20



June VOCATIONS

SPACE CLOSE	5/7/20
ART DUE	5/14/20
DELIVERED	5/29/20



July GRADUATIONS

SPACE CLOSE	6/4/20
ART DUE	6/11/20
DELIVERED	6/26/20



September BACK TO SCHOOL

SPACE CLOSE	8/6/20
ART DUE	8/13/20
DELIVERED	8/28/20



October OPEN HOUSE

SPACE CLOSE	9/10/20
OPEN HOUSE DUE	9/14/20
OTHER ART DUE	9/18/20
DELIVERED	10/2/20



November ALL SOULS DAY

SPACE CLOSE	10/8/20
ART DUE	10/16/20
DELIVERED	10/30/20



December ADVENT & CHRISTMAS

SPACE CLOSE	11/3/20
ART DUE	11/9/20
DELIVERED	11/25/20

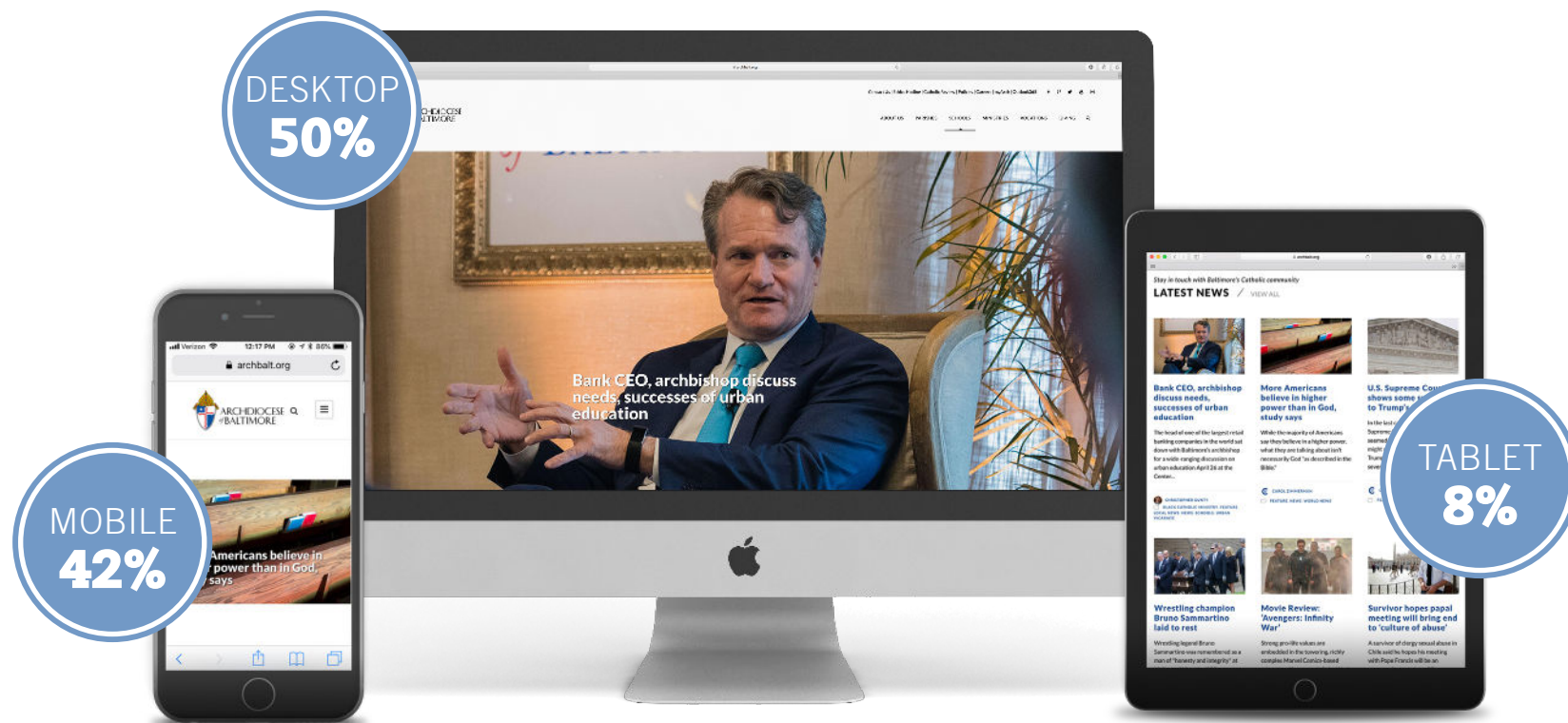


January 2021 RESPECT LIFE

SPACE CLOSE	11/25/20
ART DUE	12/8/20
DELIVERED	12/21/20

Digital CONTENT

Local Maryland residents, along with visitors from all over the world, turn to **CatholicReview.org** and **ArchBalt.org** for award-winning content that is updated daily.



76,500+
AVERAGE MONTHLY
VISITORS

155,000+
AVERAGE MONTHLY
PAGE VIEWS

54,900+
AVERAGE MONTHLY
NEW VISITORS

Social Media PRESENCE



@CatholicReview
8,523 Followers



@CatholicReview
22,200 Followers



@CatholicReviewBaltimore
853 Followers

DATA AS OF JULY 2019

E-Newsletter CONTENT

crNews allows online readers to stay connected to news and events using a variety of devices from a variety of locations.

Our sought-after audience of opt-in readers welcomes our **AWARD-WINNING BI-WEEKLY** e-newsletter because we provide content that is unique and always fresh:

Local News

World News

Blogs & Commentary

Featured Videos (TUESDAYS)

Papal Quotes (TUESDAYS)

Out & About (THURSDAYS)

40%
OPEN
RATE



**AWARD OF
EXCELLENCE**
ELECTRONIC
NEWSLETTER

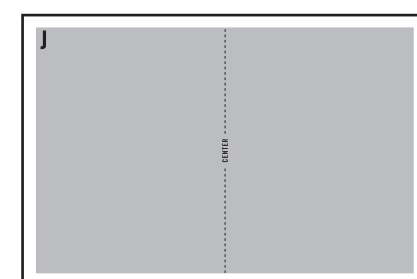
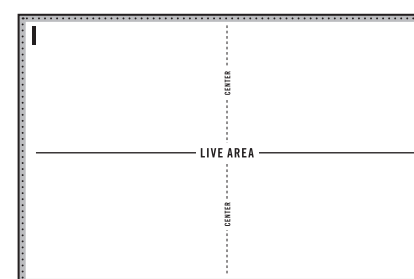
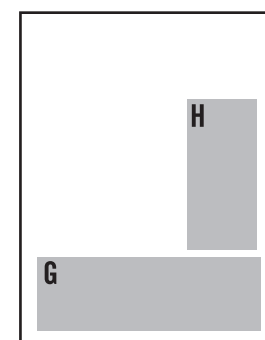
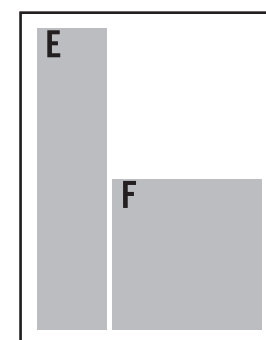
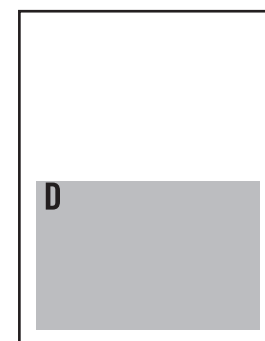
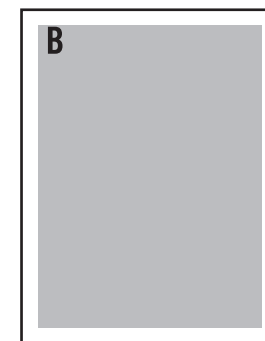
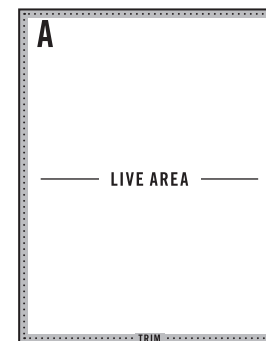
FIRST PLACE
BEST ELECTRONIC
NEWSLETTER



YOUR MESSAGE DELIVERED DIRECTLY TO
THE INBOXES OF OUR **1,720+** SUBSCRIBERS.

Print Advertising RATES and SIZES

DISPLAY SIZE		WIDTH	DEPTH
Full-page, bleed	A	8.9861"	11.3611"
Full-page, trim		8.5"	10.875"
Full-page, non-bleed	B	7.5"	9.875"
2/3-page	C	4.9433"	9.875"
1/2-horizontal	D	7.5"	4.8456"
1/3-vertical	E	2.3867"	9.875"
1/3-square	F	4.9294"	4.8178"
1/4-horizontal	G	7.5"	2.4228"
1/6-vertical	H	2.3867"	4.8525"
Centerspread, bleed	I	17.48611"	11.3611"
Centerspread, trim		17"	10.875"
Centerspread, non-bleed	J	16"	9.875"



PREMIUM ADVERTISING

PREMIUM AD SIZE

All premium ads will be a full-page, bleed.
See Rates and Sizes for dimensions.

PREMIUM POSITIONS AND COSTS

Back Cover – Premium Cost: add 15%
Inside Front Cover – Premium Cost: add 10%
Inside Back Cover – Premium Cost: add 10%
Pages 4 and 6 – Premium Cost: add 5%

PREMIUM PAPER

Inside front cover, inside back cover and back cover premium ads will be printed on 70# coated paper. Pages 4 and 6 premium ads will be printed on 45# coated text paper.

MAGAZINE INSERTS

Magazine inserts are available at \$55 per thousand. Specifications on request.

MECHANICAL SPECIFICATIONS

PAPER

Inside pages will be printed on #45 coated text paper.
Cover will be printed on 70# coated paper.

TRIM SIZE

8.5" x 10.875" (*size of the finished magazine page*)

LIVE SIZE

7.5" x 9.875" (*in case of a press shift, all items in this area will be printed*)

MATERIALS

Adobe PDF should be made to exact size with press-quality settings (no crop or registration marks). Adobe InDesign packaged with fonts and links. Adobe Illustrator with type converted to outlines and saved as EPS. Adobe Photoshop saved as a PDF with press-quality settings.

FONTS

All fonts must be embedded on PDFs.

BORDER

If an ad does not include a border, a 0.5 pt black border will be added.

COLOR

All ads are full color. Convert colors to CMYK build. Spot colors are not allowed in ads. Minimum of 300 dpi.

NO COLOR

Black-and-white line art must be saved at 600 dpi bit map. All black color must be 100% black, no 4-color black.

SUBMISSIONS

Submit files electronically to your Account Manager.

DEADLINE

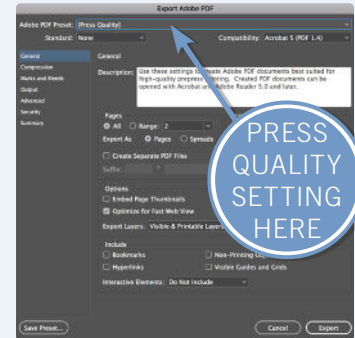
Space reservations are due by noon on the Tuesday prior to the print-ready date and creative materials are due by noon on the Friday prior to the print-ready date, unless stated otherwise. Contact your Account Manager or Editorial Calendar.

? Questions? Contact your Catholic Review advertising manager today at **443-524-3150**

TOP 5 COMMON ERRORS EXPLAINED

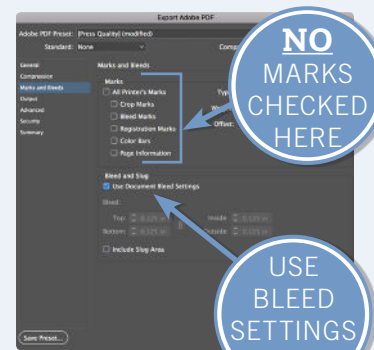
1 Exporting your ad correctly can help resolve most common errors.

We prefer a **PDF** created from InDesign. To properly export a file for a print-ready PDF, please follow these steps. Use the **PRESS QUALITY** setting, this will fix resolution problems that can happen from using the wrong flattening settings, it will also convert color to CMYK.



2 Printer Marks

To ensure your ad appears in print properly, please **DO NOT** export your file using any **MARKS**. If a file is sent to us with marks, we will need to manually alter the file and crop out any printer marks which may crop out important information you would like included in your ad.



3 Bleed Settings

This applies only to **FULL-PAGE, BLEED** and **CENTERSPREAD, BLEED** only. Please don't forget to export with the bleed setting on and set to **0.125"**.

4 Image Resolution

All images should be **300 DPI**. Do not enlarge 300 DPI images more than 100% as this will result in a low-resolution image. The Catholic Review will print low resolution only with client approval, understanding the image may not print clear and crisp.

5 Color

The Catholic Review prints in **4-COLOR PROCESS** known as **CMYK**; **C**yan, **M**agenta, **Y**ellow, **B**lack. Please convert RGB and spot colors to CMYK before creating and sending a PDF.

Marketplace SPECIFICATIONS

DISPLAY ADS

ALL ADS THAT ARE BORDERED, FEATURE GRAPHICS AND/OR INCLUDE CUSTOM LOGOS ARE CONSIDERED CLASSIFIED DISPLAY.

DISPLAY SIZE*

1 column x 1" A

1 column x 2" B

1 column x 3" C

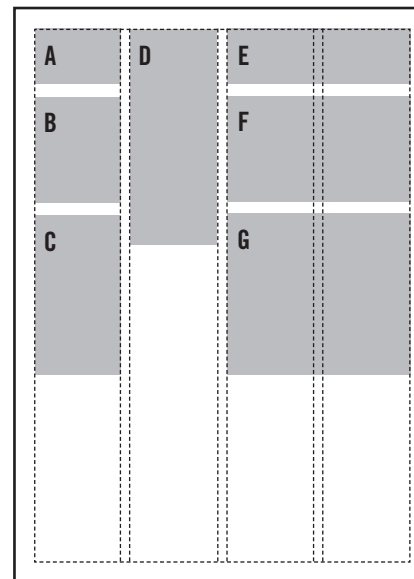
1 column x 4" D

2 column x 1" E

2 column x 2" F

2 column x 3" G

* 1 column width is equal to 1.7544 in



DISPLAY AD EXAMPLES ACTUAL SIZES SHOWN

Jim Bush Plumbing
★ Senior Discounts ★
 • Plumbing • Heating • Bathroom • Kitchen
 • Waterproofing • Drains Cleaned • Remodeling
410-644-1399
 24 Hour Emergency Service MHIC# 2097

1 COLUMN X 1" Home Improvement

OC 124th St.
 3 BR, 2 BA Fully Equipped, No
 pets/Families only – Steps to
 Beach. Avail. July. \$950 & tax.
 Call 443-371-6234 (2466)

1 COLUMN X 1" Vacation Rentals

Office/Clerical
PT Clerical Person needed from Monday-Friday, \$600.00 weekly.
 Computer skills are a must. Need to be detail oriented, possess
 good customer service skills, some cash & items handling skills,
 must be able to do errands. Apply at paulcosta09@gmail.com. EOE

2 COLUMN X 1" Business/Employment Opportunities

MERKLE & SEUBOTT
Memorials
 Monuments,
 Cemetery Lettering Markers,
 Bronze Plaques
MARYLAND'S PREMIER DEALER
 8112 LIBERTY RD. 3700 TAYLOR AVE.
 410-922-4200 410-444-4900
 410-233-8282
 HOME APPOINTMENTS AVAILABLE
1-800-875-0594
 www.merklemonuments.com

1 COLUMN X 2" Professional Services

CATEGORIES

ALL MARKETPLACE ADS WILL BE PLACED UNDER ONE OF THE FOLLOWING CATEGORIES:

- Business/Employment Opportunities
- For Sale (non-real estate)
- Health and Wellness
- In Memoriam
- Prayers
- Professional Services (legal, insurance, finance, etc.)
- Real Estate – subcategories: For Sale, Rental, Vacation
- Custom category heading: \$25 additional
 (for example: "Statues," "Painting," "Travel" etc.)

CatholicReview.org DIGITAL ADS



DISPLAY SIZE WIDTH DEPTH

Super Leaderboard A 970 px 90 px

Leaderboard B 728 px 90 px

Cube C 300 px 250 px

Half-Page D 300 px 600 px

** Cost per thousand impressions. Minimum placement 25,000 impressions.*

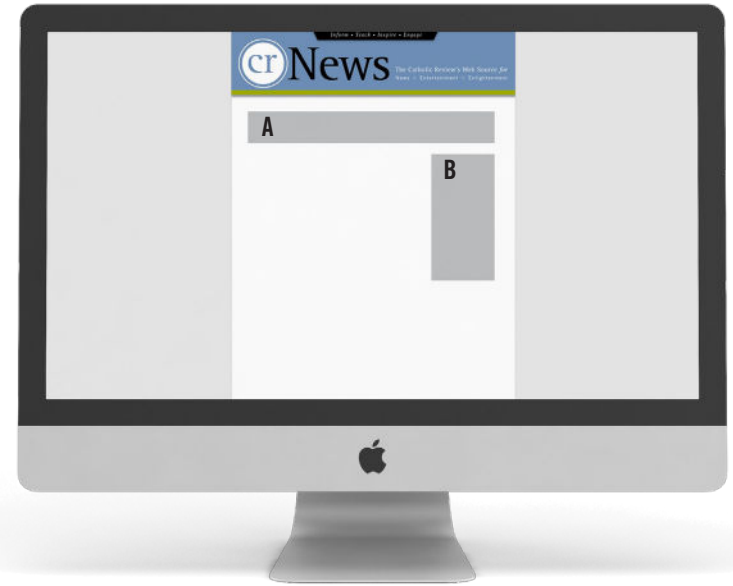
MECHANICAL SPECIFICATIONS

FILE FORMAT JPEG, 72 DPI

FILE SIZE Maximum 200kb

LINKS Specify the exact URL to which the ad should link.

E-NEWSLETTER DIGITAL ADS



DISPLAY SIZE WIDTH DEPTH

Top Ad Placement A 468 px 60 px

Side Ad Placement B 120 px 240 px

Ask your Account Manager about Partner Content options in our e-newsletter.

TESTING Provide five business days for processing and placement. Any ads not conforming to these guidelines will not be posted until the problem has been resolved.

SUBMISSIONS Submit files to your Account Manager.

Award-Winning CONTENT

The Catholic Review's magazine is acclaimed for its **AWARD-WINNING** editorial content and design.

Maryland | Delaware | D.C. Press Association

2018

NEWS ORGANIZATION OF THE YEAR
BEST OF SHOW NEWS-DRIVEN INFORMATIONAL GRAPHICS
FIRST PLACE PAGE 1 DESIGN
FIRST PLACE FEATURE PAGE DESIGN
FIRST PLACE NEWS PAGE DESIGN
FIRST PLACE NEWS-DRIVEN INFORMATIONAL GRAPHICS
FIRST PLACE NEWS-DRIVEN ART OR ILLUSTRATIONS
FIRST PLACE WILD CARD: GUNS IN COMMUNITIES
FIRST PLACE MEDICAL/SCIENCE REPORTING
FIRST PLACE ARTS/ENTERTAINMENT REPORTING
FIRST PLACE RELIGION REPORTING
FIRST PLACE GROWTH AND LAND USE REPORTING
FIRST PLACE LOCAL COLUMN: CRITICAL THINKING
FIRST PLACE ONLINE BLOG COMMENTARY



FIRST PLACE FEATURE STORY: PROFILE
FIRST PLACE FEATURES-DRIVEN MULTIMEDIA STORYTELLING
FIRST PLACE SPORTS STORY
FIRST PLACE GENERAL NEWS PHOTO
FIRST PLACE BREAKING NEWS PHOTO
FIRST PLACE PHOTO SERIES
FIRST PLACE FEATURES VIDEO
FIRST PLACE GENERAL WEB SITE EXCELLENCE
FIRST PLACE ADVERTISING-DRIVEN SPECIAL PUBLICATION
FIRST PLACE NEWS-DRIVEN SPECIAL SECTION

The Associated Church Press

2018

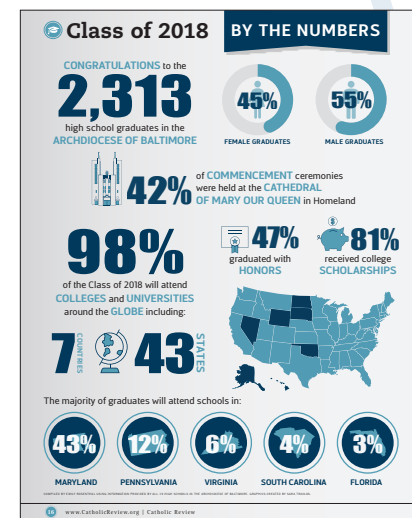
AWARD OF EXCELLENCE CONVENTION/MEETING COVERAGE
AWARD OF EXCELLENCE SINGLE PHOTO WITH ARTICLE OR OUTLINE



The Catholic Press Association

2018

FIRST PLACE BEST SPECIAL SUPPLEMENT OR SPECIAL ISSUE
WITH ADVERTISING EMPHASIS
FIRST PLACE BEST SPORTS REPORTING
FIRST PLACE BEST DIOCESAN PASTORAL MESSAGE, LETTER
FIRST PLACE BEST AUDIO/VIDEO INTERVIEW
FIRST PLACE BEST PODCAST PROGRAM



Your News | Cover Story

COME HOME FOR LENT

BY EMILY HENNINGSEN henningse@catholicreview.org ILLUSTRATIONS BY SARA TREMBLES strembles@catholicreview.org

Lent, one of the most important liturgical seasons, begins on Wednesday Feb. 24, and will run until Holy Thursday, March 29.

According to the Extraordinary Form of the Roman Missal, it is a time to "turn our hearts toward the Lord in prayer and fasting, to practice the virtues of charity, and to receive the sacraments of the Eucharist and Penance."

Here are some of the ways to prepare your heart.

RECONCILIATION

Every parish in the archdiocese will host the sacrament of reconciliation March 23. Contact your parish for specific times. The date originated among a small group of parishes, who gathered as a council for Archbishop William E. Lori.

The opportunity comes during a time, said auxiliary Bishop Adam J. Parker, which allows Catholics to focus on any obstacles preventing full devotion to the faith.

"The opportunity comes during a time, said auxiliary Bishop Adam J. Parker, which allows Catholics to focus on any obstacles preventing full devotion to the faith."

"We realize that this sacrament cleanses us of our sins," Bishop Parker said, "which allows us to grow in our relationship with the Lord."

PRAY, REFLECT

Parish Patrick Curran offers an annual Lenten activity at the Catholic Community of South Baltimore. This year, it is a Lenten Communal Prayer, focused on prayer. The parish provides prayer cards for a local cause, the more than 340 victims of homicide in Baltimore City in 2017, a global cause, human trafficking, and a faith-based cause, 21st-century slavery.

The Cathedral of Mary Our Queen in Homeland provides a five-minute reflection every weekday during Lent. It can be read in the parish website, or mailed by email.

In Yerevan, the Church of the Immaculate Conception offers Wednesday Lenten prayer during lunch hours. Get back to the basics with a short Mass and following lunch, soup available for each parish.

For more information on other Lenten-themed events, see Datebook on pages 26-27 and your parish bulletin.

DISCIPLINE

As Lent arrives, so do the struggles over what to "give up." In recent years, adding a practice has become a popular method to fulfill one's Lenten duty. It does not matter what you choose, Bishop Parker said, as long as it is done for the right reason.

"Whatever Lenten discipline that one might choose should help bring us closer to the Lord," Bishop Parker said. "It's not to be entered on Christ and our relationship with him."

With any discipline, Bishop Parker encourages Catholics to get started — and to pick up yourself and start over again if you fall along the way.

LIVE

In addition to stopping at the post box and increasing your offerings, give of yourself.

One way to volunteer is with the Women's Education Alliance, which sends women to Baltimore's four parishes in Eastern Kentucky.

FASTING

While abstaining from meat on Fridays, keep your Lenten journey with your parish community by sharing a meal. Many have fish fry (see page 27).

Doing a meal with your parish community by sharing a meal. Many have fish fry (see page 27).

March 2018 | Catholic Review



For more information on advertising with the Catholic Review,
please contact an Account Manager today:

BLAKE McCOY

443-263-0244 | BMcCoy@CatholicReview.org

JOHN McNULTY

443-263-0241 | JMcNulty@CatholicReview.org

The Catholic Review

320 Cathedral Street, Baltimore, MD 21201
Official Magazine of the Archdiocese of Baltimore

In Print – Online – Social Media



Catholic Review

Inspiring the Archdiocese of Baltimore