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.
Our readers are COMMITTED to READING the Catholic Review magazine.

189,860
TOTAL READERSHIP

47% FEMALE
53% MALE

18% 65+
14% 55-64
16% 45-54
15% 35-44
12% 18-24
9% 13-17

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

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

### Total Households

<table>
<thead>
<tr>
<th>County</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allegany</td>
<td>1,465</td>
</tr>
<tr>
<td>Anne Arundel</td>
<td>12,124</td>
</tr>
<tr>
<td>Baltimore</td>
<td>21,455</td>
</tr>
<tr>
<td>Baltimore City</td>
<td>4,884</td>
</tr>
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</table>

### Bulk Copies

<table>
<thead>
<tr>
<th>County</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garrett</td>
<td>213</td>
</tr>
<tr>
<td>Frederick</td>
<td>4,623</td>
</tr>
<tr>
<td>Howard</td>
<td>6,279</td>
</tr>
<tr>
<td>Washington</td>
<td>865</td>
</tr>
<tr>
<td>Additional</td>
<td>831</td>
</tr>
</tbody>
</table>
Your News

Local: Teachings and commentary from Archbishop William E. Lori; news that affects your life from parishes and the community; 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; and Question Corner from Father Kenneth Doyle.

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.
Editorial Calendar 2022

January
RESPECT LIFE
SPACE CLOSE 12/1/21
ART DUE 12/10/21
DELIVERED 12/22/21

February
CATHOLIC SCHOOLS WEEK
SPACE CLOSE 1/6/22
ART DUE 1/14/22
DELIVERED 1/28/22

March
LENT & HEALTH
SPACE CLOSE 2/3/22
ART DUE 2/11/22
DELIVERED 2/26/22

April
EASTER
SPACE CLOSE 3/10/22
ART DUE 3/18/22
DELIVERED 4/1/22

May
SCHOLARSHIPS
SPACE CLOSE 4/4/22
ART DUE 4/11/22
DELIVERED 4/29/22

June
VOCATIONS
SPACE CLOSE 5/12/22
ART DUE 5/20/22
DELIVERED 6/3/22

July
GRADUATIONS
SPACE CLOSE 6/9/22
ART DUE 6/16/22
DELIVERED 7/1/22

September
BACK TO SCHOOL
SPACE CLOSE 8/11/22
ART DUE 8/18/22
DELIVERED 9/2/22

October
OPEN HOUSE
SPACE CLOSE 9/8/22
OPEN HOUSE DUE 9/12/22
OTHER ART DUE 9/16/22
DELIVERED 9/30/22

November
ALL SOULS DAY
SPACE CLOSE 10/6/22
ART DUE 10/14/22
DELIVERED 10/28/22

December
ADVENT & CHRISTMAS
SPACE CLOSE 11/1/22
ART DUE 11/8/22
DELIVERED 11/23/22

January 2023
RESPECT LIFE
SPACE CLOSE 11/30/22
ART DUE 12/9/22
DELIVERED 12/22/22

Editorial Calendar is subject to change. Contact your Catholic Review account manager today.
Local Maryland residents, along with visitors from all over the world, turn to CatholicReview.org for award-winning content that is updated daily on our new website, launched July 2020.

78,000+
AVERAGE MONTHLY VISITORS

126,500+
AVERAGE MONTHLY PAGE VIEWS

73,900+
AVERAGE MONTHLY NEW VISITORS

Social Media PRESENCE

@CatholicReview
9,217 Followers

@CatholicReview
22,500 Followers

@ArchBaltimore
2,479 Followers

DATA AS OF SEPTEMBER 2021
CT News 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 TWICE-WEEKLY e-newsletter because we provide content that is unique and always fresh:

- Local News
- World News
- Blogs & Commentary
- Featured Videos
- Out & About (THURSDAYS)

YOUR MESSAGE DELIVERED DIRECTLY TO THE INBOXES OF OUR 5,500 SUBSCRIBERS.

2019 AWARD OF EXCELLENCE ELECTRONIC NEWSLETTER

46% OPEN RATE
Reach a new audience with Catholic Review RADIO

Featuring news and interviews each week Featuring news and interviews, Sundays at 9:30 a.m. on 1160 AM and 103.1 FM WMET Guadalupe Radio Network.

Also available on WSJF 92.7 FM Sykesville and WVTO 92.7 FM Baltimore.

• Posted as a podcast the next day

• Based in Washington, D.C., reaches parts of Howard, Anne Arundel and Frederick counties in the Archdiocese of Baltimore

• WMET reaches 5 million potential listeners; top listener categories are in the 35-54 age range

30-Second Spots Available (APPROXIMATELY 70 WORDS).

Only two spots available per show. Minimum schedule six spots. We can produce your spot with or without a musical background.
The **CATHOLIC DIRECTORY** is your key to reaching a billion-dollar market!

With more than 500,000 Catholics living in the Baltimore metro area, the annual Catholic Directory has become one of the most trusted and referred-to resources in the Archdiocese.

Create top-of-mind awareness of your business in this valuable resource guide purchased by decision makers and administrators at all archdiocesan levels.

### AVAILABLE SIZES

#### PREMIUM POSITION  COLOR

<table>
<thead>
<tr>
<th>DISPLAY SIZE</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>4.5”</td>
<td>7.5”</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>4.5”</td>
<td>7.5”</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>4.5”</td>
<td>7.5”</td>
</tr>
<tr>
<td>Divider Tab</td>
<td>4.5”</td>
<td>7.5”</td>
</tr>
</tbody>
</table>

#### INTERIOR POSITION  BLACK AND WHITE

<table>
<thead>
<tr>
<th>DISPLAY SIZE</th>
<th>WIDTH</th>
<th>DEPTH</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>4.5”</td>
<td>7.5”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>4.5”</td>
<td>3.75”</td>
</tr>
</tbody>
</table>
### Print Advertising Rates and Sizes

<table>
<thead>
<tr>
<th>DISPLAY SIZE</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full-page, bleed</strong></td>
<td>A 8.9861”</td>
<td>11.3611”</td>
</tr>
<tr>
<td><strong>Full-page, trim</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Full-page, non-bleed</strong></td>
<td>B 7.5”</td>
<td>9.875”</td>
</tr>
<tr>
<td><strong>2/3-page</strong></td>
<td>C 4.9433”</td>
<td>9.875”</td>
</tr>
<tr>
<td><strong>1/2-horizontal</strong></td>
<td>D 7.5”</td>
<td>4.8456”</td>
</tr>
<tr>
<td><strong>1/3-vertical</strong></td>
<td>E 2.3867”</td>
<td>9.875”</td>
</tr>
<tr>
<td><strong>1/3-square</strong></td>
<td>F 4.9294”</td>
<td>4.8178”</td>
</tr>
<tr>
<td><strong>1/4-horizontal</strong></td>
<td>G 7.5”</td>
<td>2.4228”</td>
</tr>
<tr>
<td><strong>1/6-vertical</strong></td>
<td>H 2.3867”</td>
<td>4.8525”</td>
</tr>
<tr>
<td><strong>Centerspread, bleed</strong></td>
<td>I 17.48611”</td>
<td>11.3611”</td>
</tr>
<tr>
<td><strong>Centerspread, trim</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Centerspread, non-bleed</strong></td>
<td>J 16”</td>
<td>9.875”</td>
</tr>
</tbody>
</table>
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.

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; Cyan, Magenta, Yellow, Black. Please convert RGB and spot colors to CMYK before creating and sending a PDF.

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

**DISPLAY SIZE***

<table>
<thead>
<tr>
<th>Display Size</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column x 1”</td>
<td>A</td>
</tr>
<tr>
<td>1 column x 2”</td>
<td>B</td>
</tr>
<tr>
<td>1 column x 3”</td>
<td>C</td>
</tr>
<tr>
<td>1 column x 4”</td>
<td>D</td>
</tr>
<tr>
<td>2 column x 1”</td>
<td>E</td>
</tr>
<tr>
<td>2 column x 2”</td>
<td>F</td>
</tr>
<tr>
<td>2 column x 3”</td>
<td>G</td>
</tr>
</tbody>
</table>

*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 Cleansed • Remodeling
  
  410-644-1399
  24 Hour Emergency Service
  
  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

- **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

**CATEGORIES**

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

- Business/Employment Opportunities
- For Sale (non-real estate)
- Heath 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.)

**OPEN RATE:**

- Charged for First Column-Inch
- Extra for Each Additional Quarter Column-Inch
- 11-Time Rate includes a 10% discount

Contact your Catholic Review advertising manager today for rates.
### CatholicReview.org DIGITAL ADS

<table>
<thead>
<tr>
<th>DISPLAY SIZE</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leaderboard</td>
<td>970 px</td>
<td>90 px</td>
</tr>
<tr>
<td>Cube</td>
<td>300 px</td>
<td>250 px</td>
</tr>
<tr>
<td>Half-Page</td>
<td>300 px</td>
<td>600 px</td>
</tr>
</tbody>
</table>

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

### E-NEWSLETTER DIGITAL ADS

<table>
<thead>
<tr>
<th>DISPLAY SIZE</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Ad Placement</td>
<td>578 px</td>
<td>74 px</td>
</tr>
<tr>
<td>Side Ad Placement</td>
<td>214 px</td>
<td>334 px</td>
</tr>
</tbody>
</table>

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

### MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>FILE FORMAT</th>
<th>JPEG, 72 DPI</th>
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</thead>
<tbody>
<tr>
<td>FILE SIZE</td>
<td>Maximum 200kb</td>
</tr>
<tr>
<td>LINKS</td>
<td>Specify the exact URL to which the ad should link.</td>
</tr>
</tbody>
</table>

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

**Maryland | Delaware | D.C. Press Association**

**2020**

- NEWS ORGANIZATION OF THE YEAR
- DESIGNER OF THE YEAR
- BEST OF SHOW HEADLINE
- BEST OF SHOW MULTIMEDIA STORYTELLING: SPORTS
- FIRST PLACE GENERAL NEWS STORY
- FIRST PLACE CONTINUING COVERAGE
- FIRST PLACE EDUCATION REPORTING
- FIRST PLACE ARTS/ENTERTAINMENT REPORTING
- FIRST PLACE RELIGION REPORTING
- FIRST PLACE FEATURE-DRIVEN MULTIMEDIA STORYTELLING
- FIRST PLACE SERIES
- FIRST PLACE HEADLINE
- FIRST PLACE SPORTS STORY
- FIRST PLACE MULTIMEDIA STORYTELLING: SPORTS
- FIRST PLACE LOCAL COLUMN: CRITICAL THINKING
- FIRST PLACE LOCAL COLUMN: FEATURE OR HUMOR

- FIRST PLACE GENERAL NEWS PHOTO
- FIRST PLACE BREAKING NEWS PHOTO
- FIRST PLACE PHOTO SERIES
- FIRST PLACE SPORTS PHOTO: SPORTS ACTION
- FIRST PLACE GENERAL WEB SITE EXCELLENCE
- FIRST PLACE RETAIL AD: LARGE PRINT AD
- FIRST PLACE RETAIL AD: SMALL PRINT AD
- FIRST PLACE AD-DRIVEN SPECIAL SECTION
- FIRST PLACE NEWS-DRIVEN SPECIAL SECTION
- FIRST PLACE PAGE 1 DESIGN
- FIRST PLACE NEWS PAGE DESIGN
- FIRST PLACE NEWS-DRIVEN INFORMATIONAL GRAPHICS
- FIRST PLACE NEWS-DRIVEN ART OR ILLUSTRATION
- SECOND PLACE BREAKING NEWS
- SECOND PLACE INVESTIGATIVE REPORTING
- SECOND PLACE LOCAL GOVERNMENT

**The Associated Church Press**

**2020**

- AWARD OF EXCELLENCE DEVOTIONAL/INSPIRATIONAL: SHORT FORMAT
- AWARD OF EXCELLENCE PUBLICATION WEBSITE
- AWARD OF EXCELLENCE AUDIO: PODCAST/AUDIO SERIES
- AWARD OF MERIT SINGLE PHOTO WITH ARTICLE OR CUTLINE: BLOG/SOCIAL MEDIA/WEBSITE
- AWARD OF MERIT PHOTO SPREAD WITH ARTICLE OR CUTLINE: MAGAZINE/JOURNAL
- AWARD OF MERIT VIDEO: NEWS STORY (CURRENT EVENT)

- HONORABLE MENTION BEST IN CLASS: BLOG
- HONORABLE MENTION BEST IN CLASS: SOCIAL MEDIA PRESENCE
- HONORABLE MENTION NEWS STORY: WEBSITE/NEWS SERVICE/BLOG
- HONORABLE MENTION WEBSITE REDESIGN
- HONORABLE MENTION SINGLE PHOTO WITH ARTICLE OR CUTLINE: MAGAZINE/JOURNAL
- HONORABLE MENTION VIDEO: NEWS STORY (CURRENT EVENT)

**The Catholic Press Association**

**2020**

- GRAPHIC ARTIST/DESIGNER OF THE YEAR
- FIRST PLACE BEST PHOTO GALLERY OR SLIDE SHOW
- FIRST PLACE BEST PROMOTIONAL HOUSE AD
- FIRST PLACE BEST SPECIAL SUPPLEMENT OR SPECIAL ISSUE WITH ADVERTISING EMPHASIS
- FIRST PLACE BEST USE OF TYPOGRAPHY
- FIRST PLACE BEST REPORTING ON SOCIAL JUST ISSUES: CALL TO FAMILY, COMMUNITY AND PARTICIPATION
- FIRST PLACE BEST PHOTO STORY: FEATURE
- FIRST PLACE BEST PHOTO-ILLUSTRATION
- FIRST PLACE BEST PHOTOGRAPHY: HOLY DAYS/LITURGICAL SEASONS
- FIRST PLACE BEST PHOTOGRAPHY: CATHOLIC EDUCATION
- SECOND PLACE BEST WEBSITE: MAGAZINE OR NEWSLETTER
- SECOND PLACE BEST GUEST COLUMN/COMMENTARY

- SECOND PLACE REPORTING ON SOCIAL JUST ISSUES: DIGNITY AND RIGHTS OF THE WORKERS
- SECOND PLACE REPORTING ON SOCIAL JUST ISSUES: RIGHTS AND RESPONSIBILITIES
- THIRD PLACE MULTIMEDIA JOURNALIST OF THE YEAR
- THIRD PLACE BEST USE OF LIVE VIDEO IN SOCIAL MEDIA
- THIRD PLACE BEST PROMOTIONAL HOUSE AD
- THIRD PLACE BEST EXPLANATION OF MARRIAGE
- THIRD PLACE BEST SPORTS REPORTING
- THIRD PLACE BEST SPECIAL SECTION
- THIRD PLACE BEST PHOTO STORY: NEWS
- THIRD PLACE BEST GENERAL NEWS PHOTO
- THIRD PLACE BEST SCENIC, STILL-LIFE OR WEATHER PHOTO
- THIRD PLACE BEST PHOTOGRAPH: VOCATIONS
- THIRD PLACE BEST PHOTOGRAPH: CATHOLIC EDUCATION

- HONORABLE MENTION BEST PODCAST: EXPRESSION OF FAITH
- HONORABLE MENTION BEST BLOG: EXPRESSION OF FAITH
- HONORABLE MENTION BEST ONLINE CONTENT NOT PUBLISHED IN PRINT: NEWS
- HONORABLE MENTION BEST LAYOUT OF AN ARTICLE OR COLUMN: DIOCESAN MAGAZINE
- HONORABLE MENTION BEST FEATURE ARTICLE: 2020 ELECTION
- HONORABLE MENTION BEST EXPLANATION OF MARRIAGE
- HONORABLE MENTION BEST PHOTO-ILLUSTRATION
- HONORABLE MENTION PERSONALITY PROFILES: LAY
- HONORABLE MENTION BEST REPORTING ON CATHOLIC EDUCATION
For more information on advertising with the Catholic Review, please contact an Account Manager today:

**BLAKE McCoy**

443-263-0244 | BMccoy@CatholicReview.org

The Catholic Review

320 Cathedral Street, Baltimore, MD 21201

Official Magazine of the Archdiocese of Baltimore

In Print – Online – Social Media