The Catholic Review’s loyal and faithful readers look to us to tell the stories that are important to them, and help connect them to their community. We deliver an educated, affluent audience where the readers spend time with the publication and trust the advertising within. We have the audience you need to reach.

Real Life. Real Faith.
Demographics

READERSHIP

TOTAL READERSHIP
171,589
FEMALE 64%
MALE 36%

TOTAL HOUSEHOLDS BY MAIL
62,396

9,800 FACEBOOK FOLLOWERS

23,600 TWITTER FOLLOWERS

46,300 VATICAN NEWS TWITTER FOLLOWERS

READ OUR PRINT EDITION 98%
READ AT LEAST THREE OF THE LAST FOUR ISSUES 79%
KEEP THE MAGAZINE IN HOMES FOR 2 WEEKS OR LONGER 70%
HOMEOWNERS 94%
HOUSEHOLD INCOME OVER $100,000 58%
TRUST ADS IN THE CATHOLIC REVIEW 99%

COUNTIES/REGIONS
Anne Arundel 10,882 17%
Baltimore 20,292 33%
Baltimore City 4,056 7%
Carroll 6,724 11%
Frederick 5,325 8%
Harford 7,171 11%
Howard 4,873 8%
Western MD (Allegany, Garrett, Washington) 2,375 4%

PHOTOGRAPH BY KEVIN J. PARKS
Calendar

Editorial Calendar is subject to change. Contact your Catholic Review account manager today.

SEPTEMBER
- BACK TO SCHOOL
  - SPACE CLOSE 7/28/2023
  - ART DUE 8/10/2023
  - DELIVERED 8/24/2023

OCTOBER
- SCHOOLS OPEN HOUSE
  - SPACE CLOSE 9/1/2023
  - OPEN HOUSE DUE 9/11/2023
  - OTHER ART DUE 9/14/2023
  - DELIVERED 9/29/2023

NOVEMBER
- HEALTH; CHRISTMAS GIFT GUIDE
  - SPACE CLOSE 10/6/2023
  - ART DUE 10/19/2023
  - DELIVERED 11/3/2023

DECEMBER
- ADVENT; CHRISTMAS GIFT GUIDE
  - SPACE CLOSE 11/1/2023
  - ART DUE 11/14/2023
  - DELIVERED 11/30/2023

JANUARY 2024
- RESPECT LIFE
  - SPACE CLOSE 11/22/2023
  - ART DUE 12/6/2023
  - DELIVERED 12/21/2023

FEBRUARY 2024
- CATHOLIC SCHOOLS WEEK; CAMPS
  - SPACE CLOSE 1/2/2024
  - ART DUE 1/10/2024
  - DELIVERED 1/25/2024

MARCH 2024
- WOMEN'S ISSUE; LENT
  - SPACE CLOSE 2/2/2024
  - ART DUE 2/14/2024
  - DELIVERED 2/29/2024

APRIL 2024
- BRIDAL; HOLY WEEK AND EASTER
  - SPACE CLOSE 3/1/2024
  - ART DUE 3/13/2024
  - DELIVERED 3/27/2024

MAY 2024
- SCHOLARSHIPS
  - SPACE CLOSE 3/28/2024
  - ART DUE 4/10/2024
  - DELIVERED 4/25/2024

JUNE 2024
- VOCATIONS
  - SPACE CLOSE 5/3/2024
  - ART DUE 5/15/2024
  - DELIVERED 5/30/2024

JULY 2024
- GRADUATIONS
  - SPACE CLOSE 6/3/2024
  - ART DUE 6/12/2024
  - DELIVERED 6/27/2024

SEPTEMBER 2024
- BACK TO SCHOOL
  - SPACE CLOSE 8/1/2024
  - ART DUE 8/14/2024
  - DELIVERED 8/29/2024
ADVERTISING

File Specs

MAGAZINE TRIM SIZE:
8.5” X 10.875 in”

FILE SPECIFICATIONS/GENERAL GUIDELINES:
• Image resolution is 300 dpi, Line illustration is 2400 dpi.
• CMYK or Grayscale only. Convert any spot colors to print into CMYK.
  RGB elements must be converted to CMYK.
• Include/embed all fonts and artwork.
• Accepted files: PDFs preferred. Other accepted formats: JPGs, EPS and .ai
• To avoid low-res (soft type), type should be set in InDesign or Illustrator and not in Photoshop or Word.

DOCUMENT SETTINGS:
• Ads should be built at 100% trim size.
• Bleed ads, extend bleed to 0.125” beyond trim on all sides.
• Keep live matter 0.25” inside trim dimensions on all sides.

PHOTOGRAPH BY KEVIN J. PARKS
## Sizes

### DISPLAY SIZE  
<table>
<thead>
<tr>
<th>Full-page, bleed A</th>
<th>Width 8.5&quot;</th>
<th>Depth 10.875&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page, non-bleed B</td>
<td>7.5&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>2/3-page C</td>
<td>4.9433&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>1/2-horizontal D</td>
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<td>4.8456&quot;</td>
</tr>
<tr>
<td>1/3-vertical E</td>
<td>2.3867&quot;</td>
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<tr>
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<td>4.9294&quot;</td>
<td>4.8178&quot;</td>
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</tr>
<tr>
<td>1/6-vertical H</td>
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<td>4.8525&quot;</td>
</tr>
</tbody>
</table>

*All rates are net.*  
*.125" bleed needed on all sides.*

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THE CATHOLIC REVIEW  
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PHOTOGRAPH BY KEVIN J. PARKS

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