



| 2024 |

Print Media Kit

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.



PHOTOGRAPH BY KEVIN J. PARKS



| READERSHIP |

Demographics

TOTAL
READERSHIP
171,589
FEMALE 64%
MALE 36%

TOTAL HOUSEHOLDS
BY MAIL

62,396
10,000 FACEBOOK
FOLLOWERS

24,400
X/TWITTER
FOLLOWERS

47,800
VATICAN NEWS
X/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%





| 2024-25 EDITORIAL |

Calendar

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

JULY

Graduations

SPACE CLOSE 6/3/2024
ART DUE 6/10/2024
DELIVERED 6/27/2024

DECEMBER

Advent, Christmas Gift Guide

SPACE CLOSE 10/30/2024
ART DUE 11/6/2024
DELIVERED 11/26/2024

APRIL

Weddings, Holy Week and Easter

SPACE CLOSE 2/28/2025
ART DUE 3/7/2025
DELIVERED 3/27/2025

SEPTEMBER

Back to School

SPACE CLOSE 8/1/2024
ART DUE 8/8/2024
DELIVERED 8/29/2024

JANUARY 2025

Respect Life

SPACE CLOSE 11/22/2024
ART DUE 12/2/2024
DELIVERED 12/26/2024

MAY

Scholarships

SPACE CLOSE 3/28/2025
ART DUE 4/4/2025
DELIVERED 4/24/2025

OCTOBER

Schools Open Houses

SPACE CLOSE 9/3/2024
ART DUE 9/10/2024
DELIVERED 9/26/2024

FEBRUARY

Catholic Schools Week, Camps

SPACE CLOSE 1/3/2025
ART DUE 1/10/2025
DELIVERED 1/30/2025

JUNE

Vocations

SPACE CLOSE 5/2/2025
ART DUE 5/9/2025
DELIVERED 5/29/2025

NOVEMBER

Health, Christmas Gift Guide

SPACE CLOSE 10/4/2024
ART DUE 10/11/2024
DELIVERED 10/31/2024

MARCH

Women's Issue, Lent

SPACE CLOSE 1/31/2025
ART DUE 2/7/2025
DELIVERED 2/27/2025

JULY

Graduations

SPACE CLOSE 5/29/2025
ART DUE 6/5/2025
DELIVERED 6/26/2025



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| 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.



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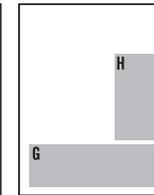
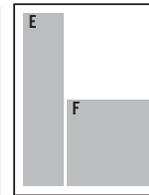
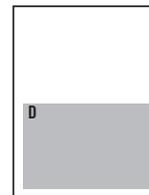
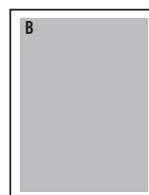
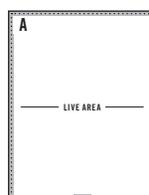
| ADVERTISING |

Sizes

DISPLAY SIZE	WIDTH	DEPTH
Full-page, bleed A*	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"

All rates are net.

*.125" bleed needed on all sides



THE CATHOLIC REVIEW
 320 Cathedral St.
 Baltimore, MD 21201
 catholicreview.org
 PHOTOGRAPH BY KEVIN J. PARKS



ACCOUNT MANAGER
 Blake McCoy
 443-263-0244
 BMcCoy@CatholicReview.org