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.
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%

PHOTOGRAPH BY KEVIN J. PARKS
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

SEPTEMBER
Back to School
SPACE CLOSE 8/1/2024
ART DUE 8/8/2024
DELIVERED 8/29/2024

OCTOBER
Schools Open Houses
SPACE CLOSE 9/3/2024
ART DUE 9/10/2024
DELIVERED 9/26/2024

NOVEMBER
Health, Christmas Gift Guide
SPACE CLOSE 10/4/2024
ART DUE 10/11/2024
DELIVERED 10/31/2024

DECEMBER
Advent, Christmas Gift Guide
SPACE CLOSE 10/30/2024
ART DUE 11/6/2024
DELIVERED 11/26/2024

JANUARY 2025
Respect Life
SPACE CLOSE 11/22/2024
ART DUE 12/2/2024
DELIVERED 12/26/2024

FEBRUARY
Catholic Schools Week, Camps
SPACE CLOSE 1/3/2025
ART DUE 1/10/2025
DELIVERED 1/30/2025

MARCH
Women’s Issue, Lent
SPACE CLOSE 1/31/2025
ART DUE 2/7/2025
DELIVERED 2/27/2025

APRIL
Weddings, Holy Week and Easter
SPACE CLOSE 2/28/2025
ART DUE 3/7/2025
DELIVERED 3/27/2025

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

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

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

PHOTOGRAPH BY KEVIN J. PARKS
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.
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