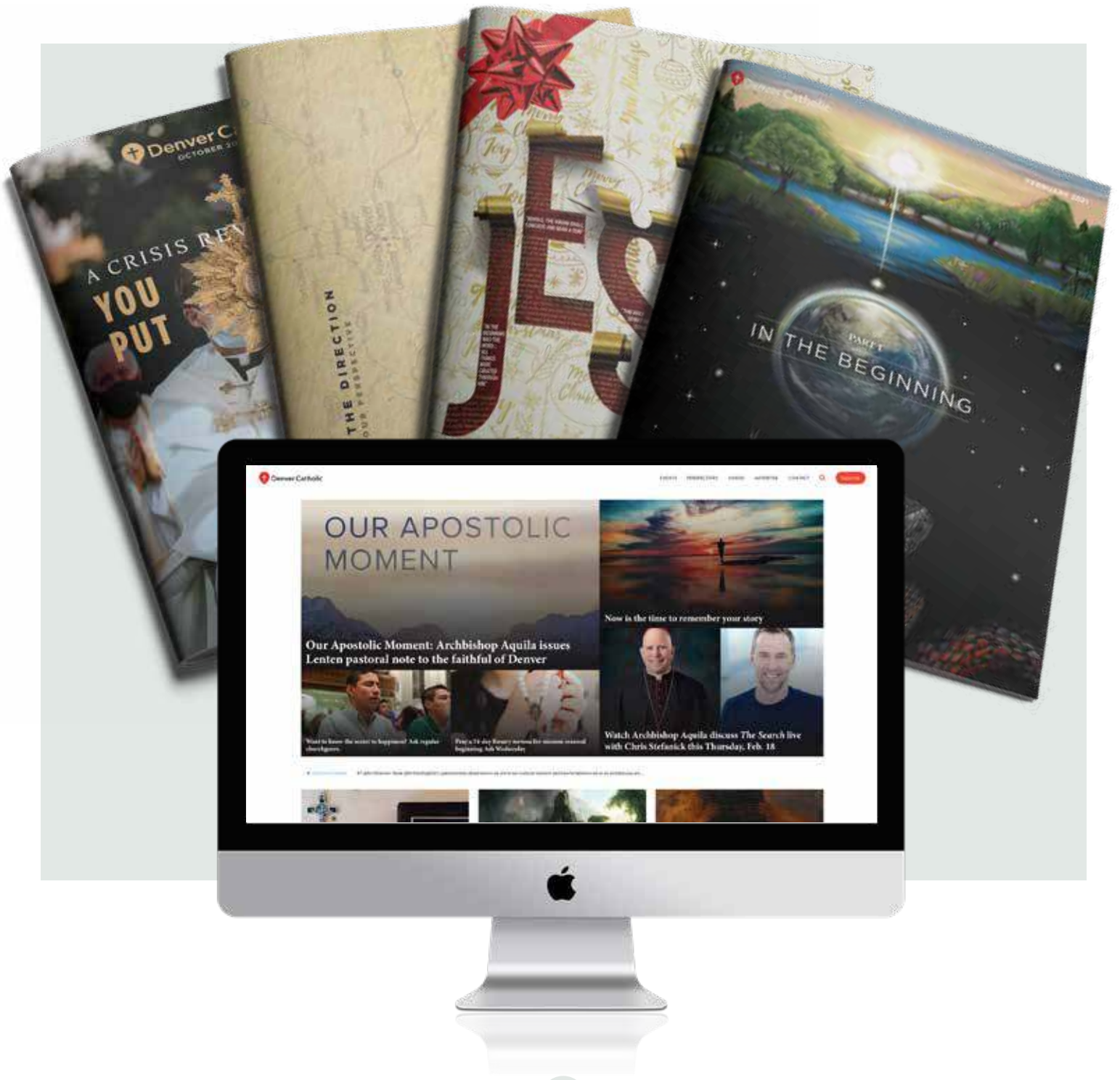


# Denver Catholic

## MEDIA KIT





## Reach a greater audience with Colorado's largest Catholic magazine

### High Impact

The *Denver Catholic* is a high-quality publication produced eight times per year and distributed to more than 80,000 homes throughout the Archdiocese of Denver and beyond. Our content is designed to both inform readers and impact their lives in profound ways.

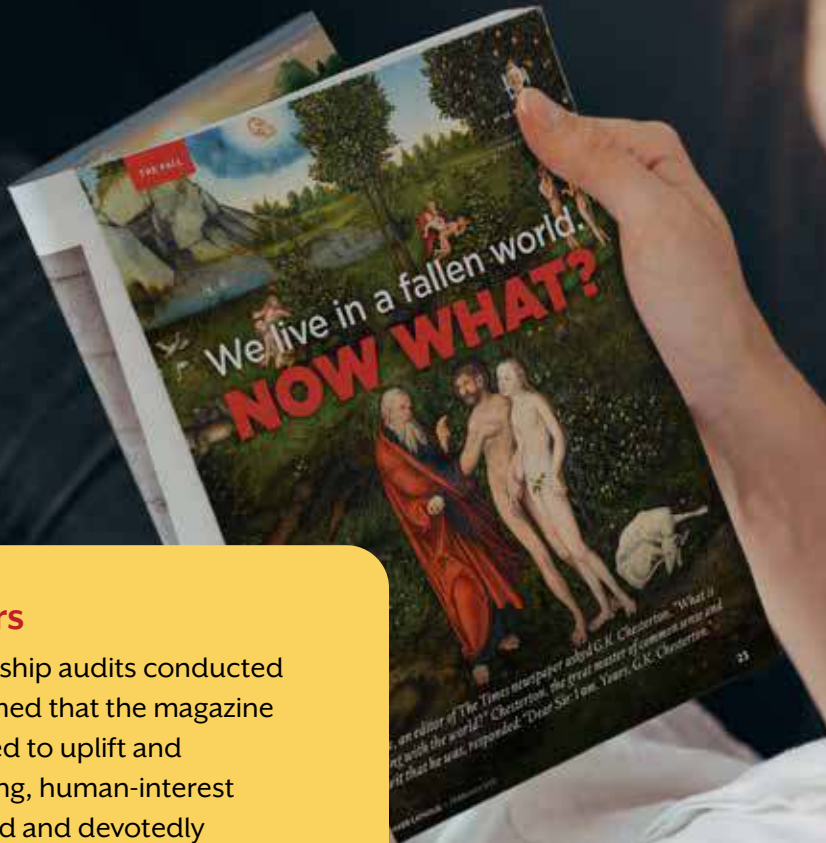
### Ad Details

Cost is per insertion. All prices are for camera-ready material submitted to the *Denver Catholic* according to advertising guidelines.

The *Denver Catholic* also offers design and production services for your convenience.

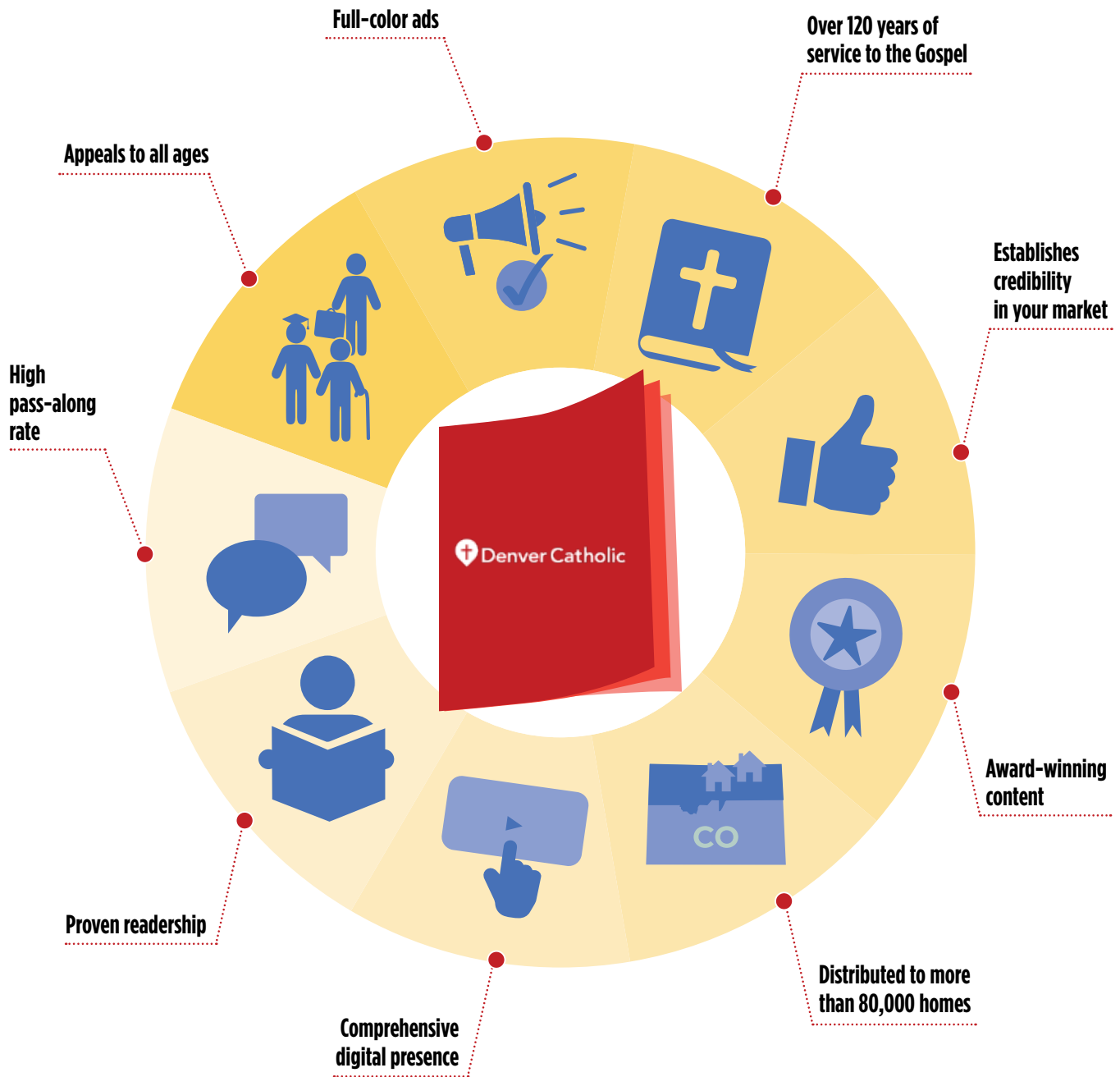
### Passionate Readers

Two independent readership audits conducted in similar markets confirmed that the magazine format – which is designed to uplift and inspire through compelling, human-interest stories – is eagerly awaited and devotedly read by a wide range of adult age groups.





# Denver Catholic





# Denver Catholic

## What do the readers say?

88%

say the magazine helps them feel more connected to their Catholic faith



74%

read every issue



65%

spend more than 15 minutes with each issue



44%

saved an article or issue



## Comments from a range of everyday readers

“ Every time I receive one, our family finds something relevant to living out our faith - a book to read, an event going on in somewhere in the diocese, or a new idea for living our faith at home. Thank you!”

“ I read the magazine from cover to cover and found the articles to be interesting and informative. The photos were beautiful!”

“ I read it all week long.”

“ Fabulous stories and news.”

## What do the advertisers say?

Advertisers are recurring

Advertisers see a return on their ads

### Comments from a range of advertisers

“ The Denver Catholic is a fantastic platform to market your business. We’ve advertised monthly for years with them, and the results speak for themselves. Mike is wonderful to work with directly and is very quick and accommodating with all our advertising changes and needs. I would highly recommend the Denver Catholic without hesitation.”

Elizabeth Snyder,  
*Fidelis Catholic Credit Union*

“ The Gardens at St. Elizabeth values our relationship with the Denver Catholic. Our ad placements always have successful returns and help spread the word about our services to the Catholic community. The Denver Catholic is by far our best advertising source.”

Melissa Santistevan,  
*Marketing Director,*  
*The Gardens at St. Elizabeth*

“ Advertising in the Denver Catholic keeps us connected to the heart of the people who care about our mission and want to be active participants in our Catholic community.”

Jean Finegan,  
*Executive Director, Dominican Home Health Agency*



# Denver Catholic

## 2021 PUBLISHING SCHEDULE

2021 PUBLISHING SCHEDULE			
Month	In Home	Advertising Reservation Deadline	Camera-Ready Ad Deadline
<i>February</i>	<b>13-Feb</b>	<i>1/19/2021</i>	<i>1/22/2021</i>
<i>March</i>	<b>27-Mar</b>	<i>3/1/2021</i>	<i>3/8/2021</i>
<i>May</i>	<b>22-May</b>	<i>4/30/2021</i>	<i>5/7/2021</i>
<i>July</i>	<b>10-Jul</b>	<i>6/21/2021</i>	<i>6/25/2021</i>
<i>September</i>	<b>18-Sep</b>	<i>8/30/2021</i>	<i>9/3/2021</i>
<i>October</i>	<b>23-Oct</b>	<i>10/4/2021</i>	<i>10/8/2021</i>
<i>November</i>	<b>20-Nov</b>	<i>11/1/2021</i>	<i>11/5/2021</i>
<i>December</i>	<b>18-Dec</b>	<i>11/29/2021</i>	<i>12/3/2021</i>



## AD SPECIFICATIONS

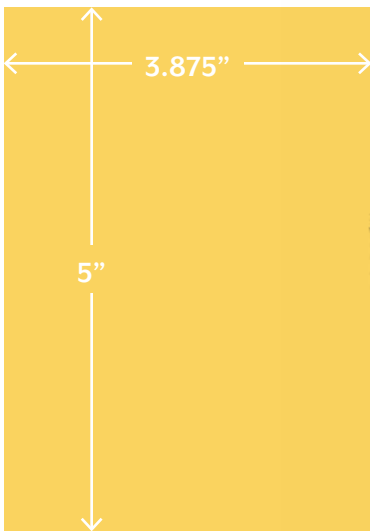
FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

1/4 PAGE

CATHOLIC SCHOOLS

### FREQUENCY

Price per Ad Open Rate	Price per Ad 4 ad minimum	Price per Ad 8 ad minimum
\$848.12	\$788.25	\$750



1/4 page sample

### PDF Format: Press Quality

Please provide the final PDF file without any printer's marks.



# Denver Catholic

## AD SPECIFICATIONS

FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

1/2 PAGE | VERTICAL WITH BLEED



FREQUENCY		
Price per Ad Open Rate	Price per Ad 4 ad minimum	Price per Ad 8 ad minimum
<b>\$1,638.24</b>	<b>\$1,523.25</b>	<b>\$1,450.00</b>



1/2 page sample

**PDF Format: Press Quality**  
Please provide the final PDF file without any printer's marks.

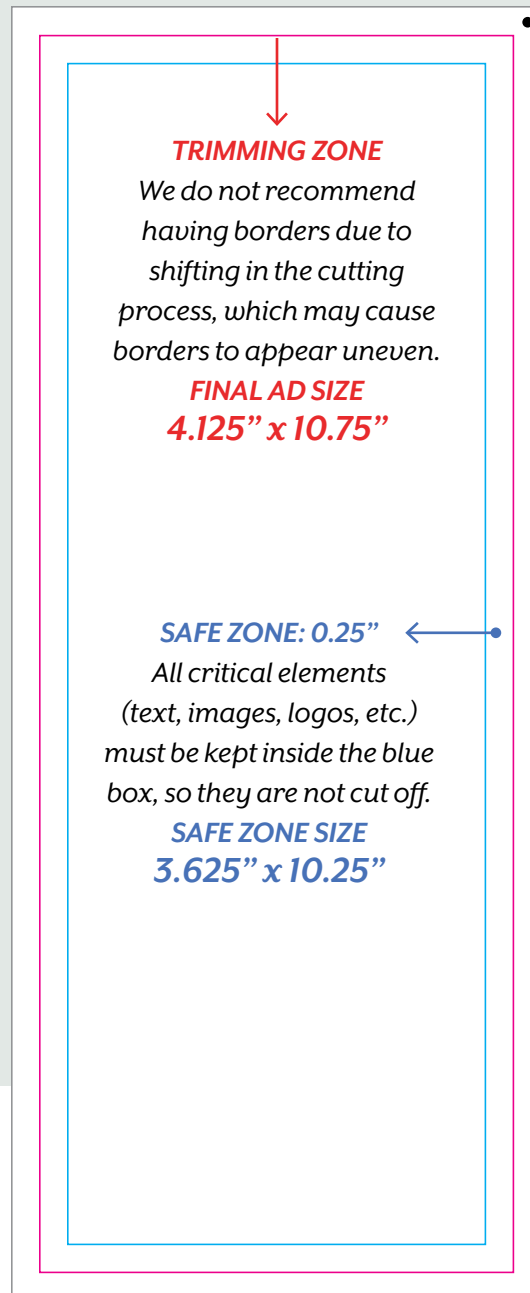




# Denver Catholic

## SPECS

### 1/2 PAGE | VERTICAL WITH BLEED



#### **TRIMMING ZONE**

We do not recommend having borders due to shifting in the cutting process, which may cause borders to appear uneven.

**FINAL AD SIZE**  
**4.125" x 10.75"**

#### **SAFE ZONE: 0.25"**

All critical elements (text, images, logos, etc.) must be kept inside the blue box, so they are not cut off.

**SAFE ZONE SIZE**  
**3.625" x 10.25"**

#### **BLEED ZONE: 0.25"**

Please allow 0.25" cutting tolerance all around. Make sure to extend the background images or colors all the way to the edge of the black outline.

**AD SIZE WITH BLEED**  
**4.625" x 11.25"**

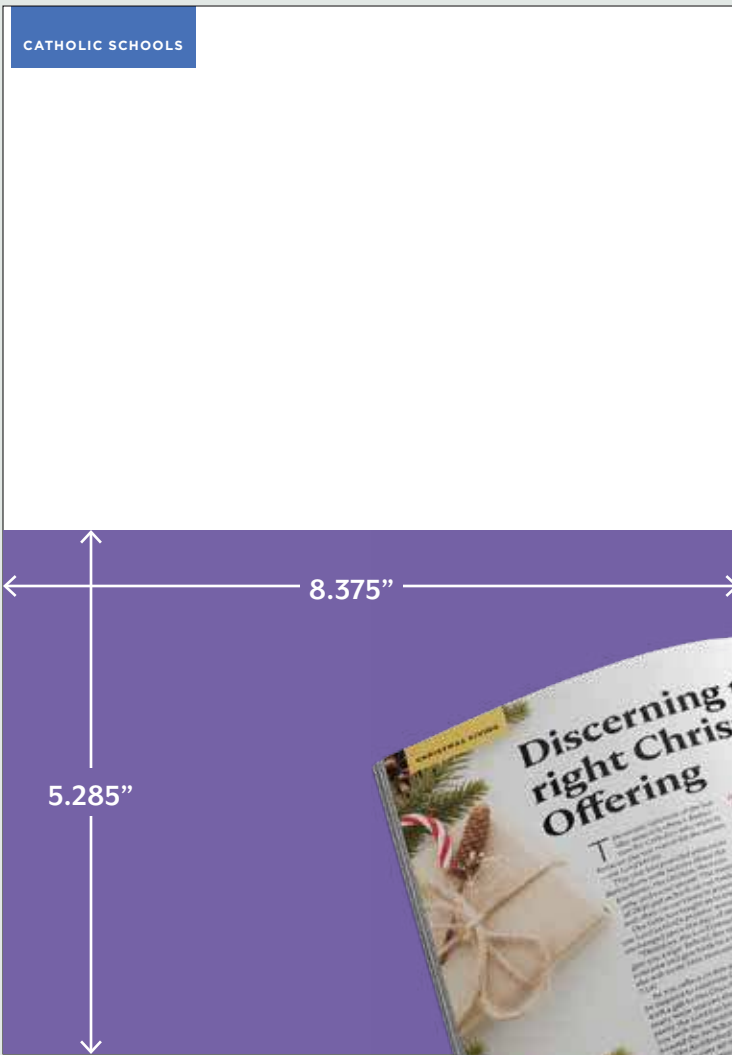
**PDF Format: Press Quality**  
Please provide the final PDF file without any printer's marks.

\*Not the actual size (reduced to 60%)

## AD SPECIFICATIONS

FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

1/2 PAGE | HORIZONTAL WITH BLEED



FREQUENCY		
Price per Ad Open Rate	Price per Ad 4 ad minimum	Price per Ad 8 ad minimum
\$1,638.24	\$1,523.25	\$1,450.00



**PDF Format: Press Quality**  
Please provide the final PDF file without any printer's marks.

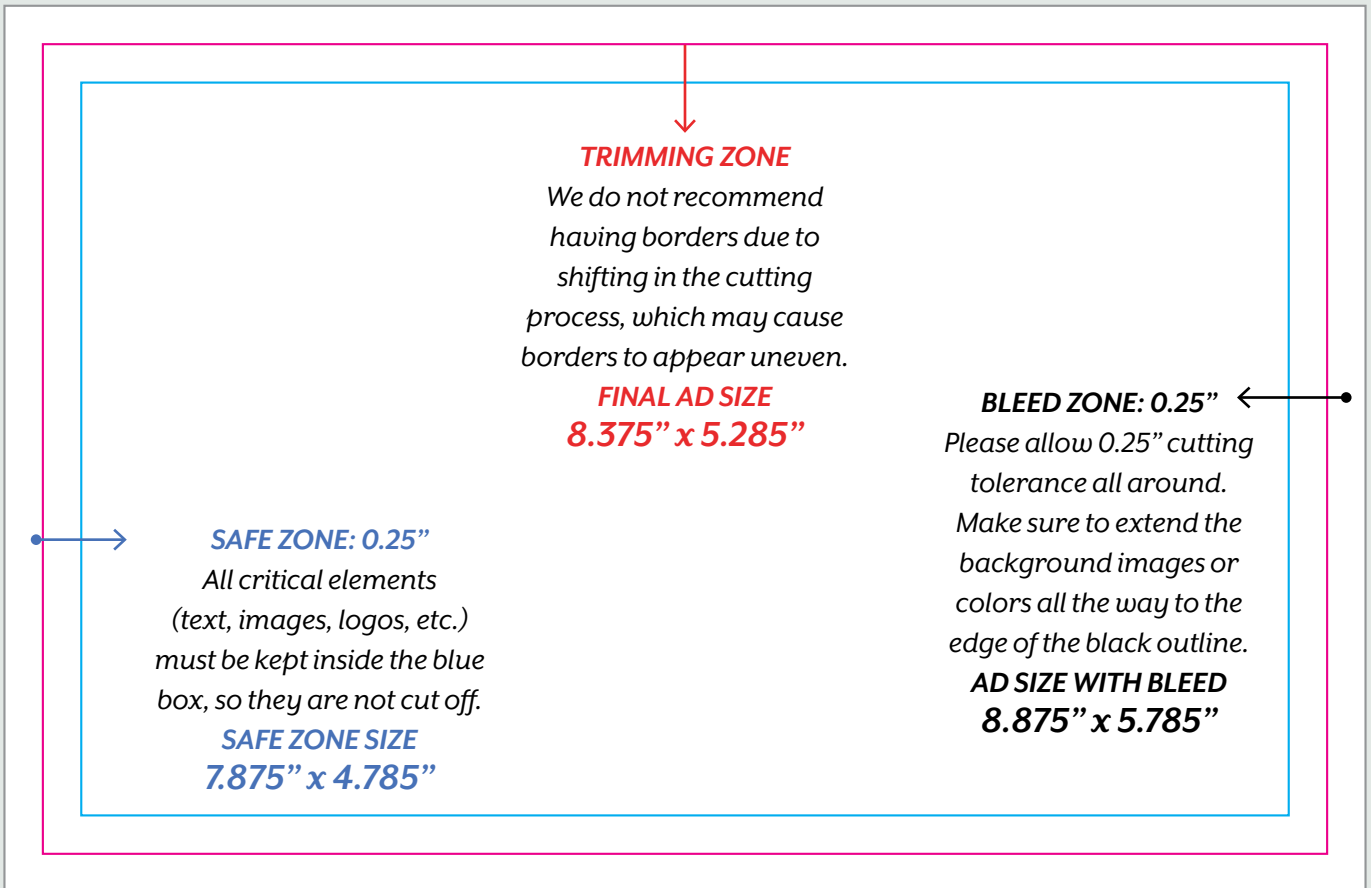
1/2 page sample



# Denver Catholic

## SPECS

1/2 PAGE | HORIZONTAL WITH BLEED



### PDF Format: Press Quality

Please provide the final PDF file without any printer's marks.

\*Not the actual size (reduced to 80%)

## AD SPECIFICATIONS

FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

### FULL PAGE | WITH BLEED



FREQUENCY		
Price per Ad Open Rate	Price per Ad 4 ad minimum	Price per Ad 8 ad minimum
\$3,258.00	\$3,030.00	\$2,885.00



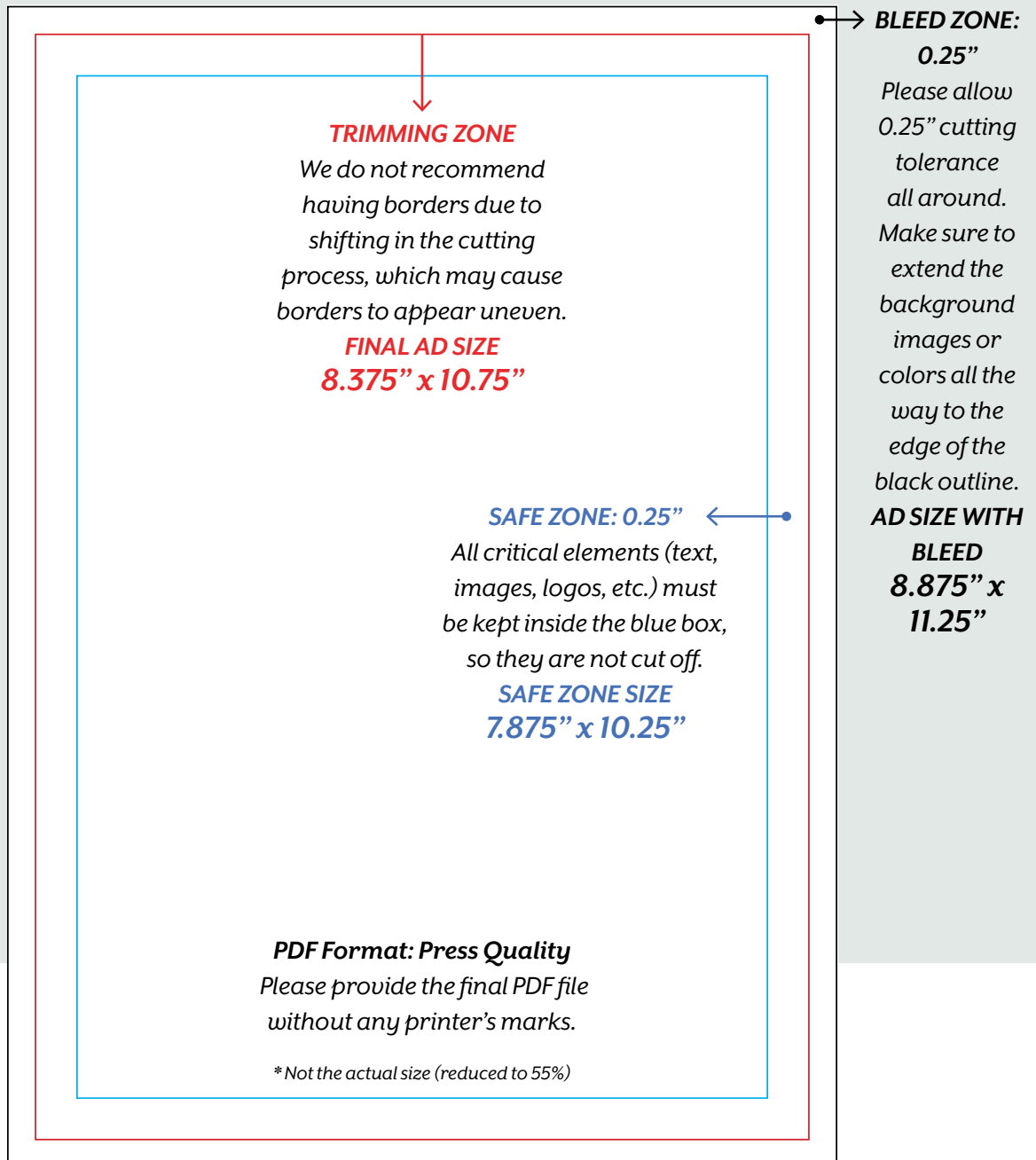
**PDF Format: Press Quality**  
Please provide the final PDF file without any printer's marks.



# Denver Catholic

## SPECS

### FULL PAGE | WITH BLEED





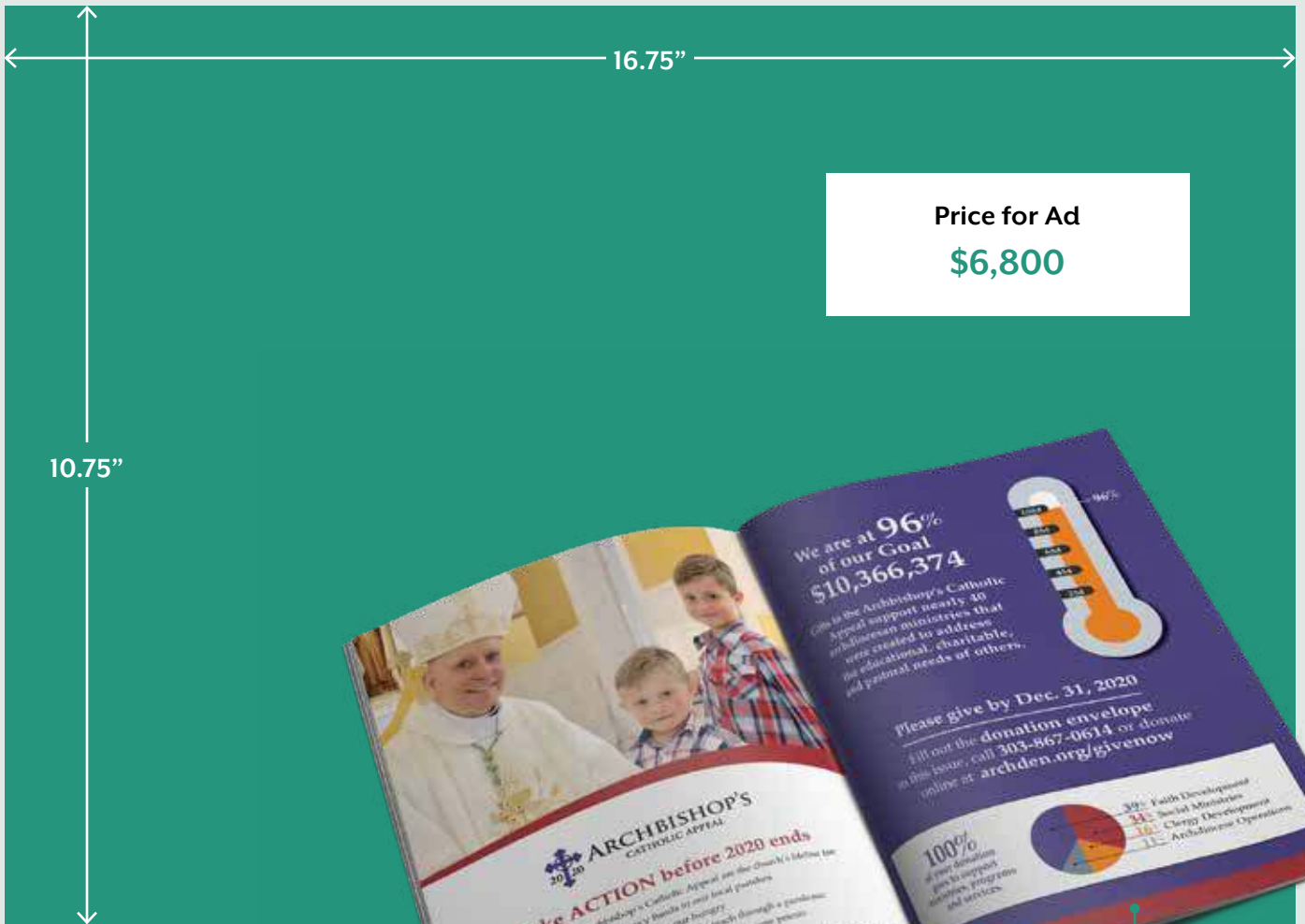


# Denver Catholic

## AD SPECIFICATIONS

FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

DOUBLE TRUCK | WITH BLEED



Double Truck sample

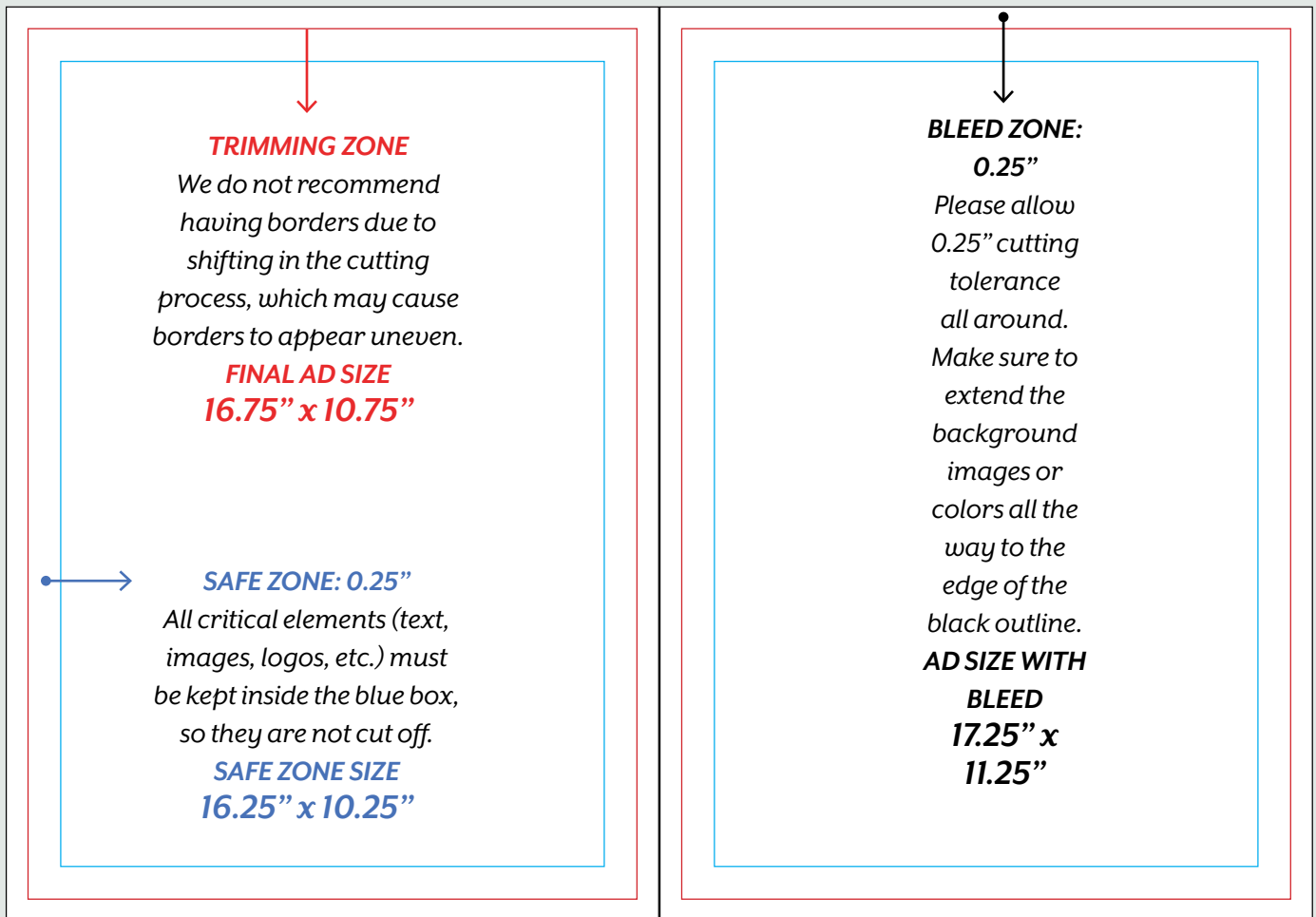
**PDF Format: Press Quality**  
Please provide the final PDF file without any printer's marks.



# Denver Catholic

## SPECS

### DOUBLE TRUCK



### PDF Format: Press Quality

Please provide the final PDF file without any printer's marks.

\*Not the actual size



# Denver Catholic

## ONLINE ADVERTISING

### POSITIONS AND PRICES

Online ad prices are based on buying the ad for a month



Upper Banner  
680 x 120 px  
**\$400**

Left Rectangle Tile  
300 x 250 px  
**\$350**

Right Rectangle Tile  
300 x 250 px  
**\$350**

Lower Banner  
680 x 120 px  
**\$250**



# Denver Catholic

## CLASSIFIED AND SERVICE DIRECTORY ADVERTISING

For information please contact 303-715-3230

### CLASSIFIED/ SERVICE DIRECTORY RATES

Line Ads are \$7.00 per line with a 5-line minimum.

(There are approximately 38 characters per line).

Logo or photo can be added for an additional charge.

### PRAYERS

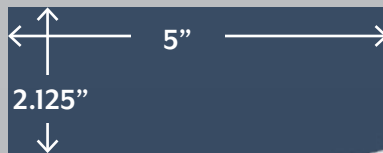
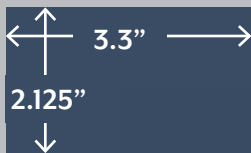
Line Ads are \$7.00 per line with a 3-line minimum.

Classified Display  
box ad - MEDIUM

\$125

Classified Display  
box ad - LARGE

\$165



Obituaries,  
memorials  
& prayers

Classified / Service  
Directory



# Denver Catholic

THANK YOU

**Michael O'Neill**

Advertising Manager  
Denver Catholic & El Pueblo Católico

**303.715.3253**

**[michael.oneill@archden.org](mailto:michael.oneill@archden.org)**

1300 S. Steele St.  
Denver, CO 80210

[denvercatholic.org](http://denvercatholic.org)  
[elpueblocatolico.org](http://elpueblocatolico.org)

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### **Billing and Credit terms**

Net 30 days. We accept credit card payments through VISA, MasterCard, or Discover, and payment by check.

**We offer ad creation free of charge, including 2 revisions.  
Any changes after the second revise will be charged at  
the rate of \$25 per subsequent revision.**