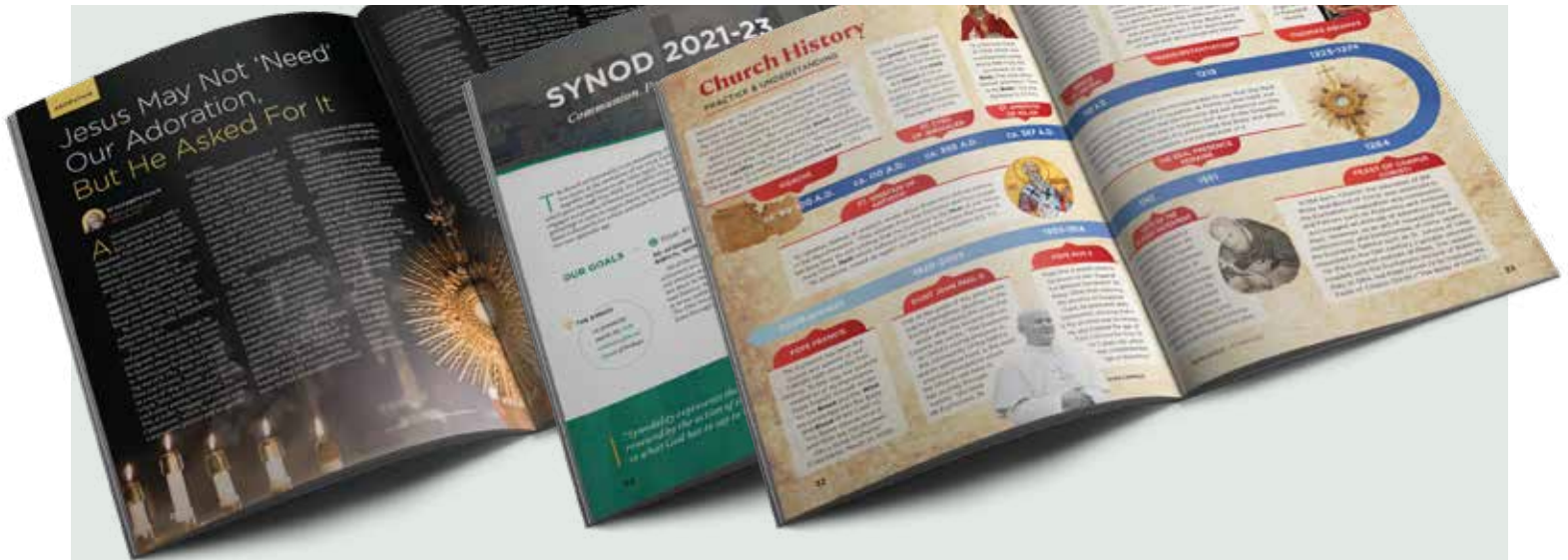




MEDIA KIT





- 3 Reach a greater audience
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- 5 What do the readers say?
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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.

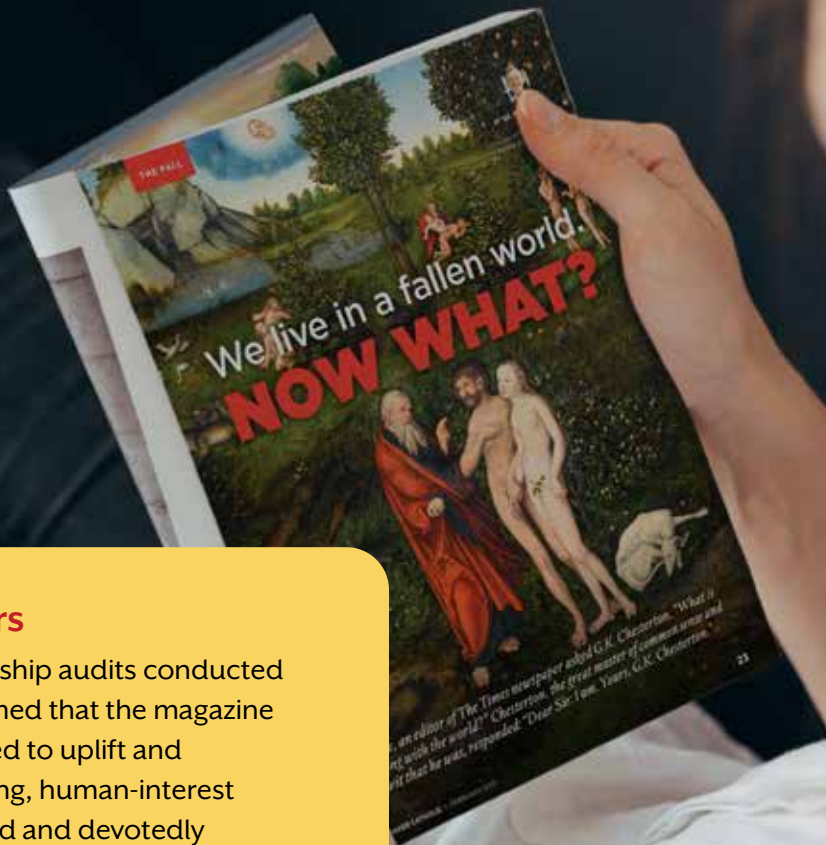
Ad Details

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

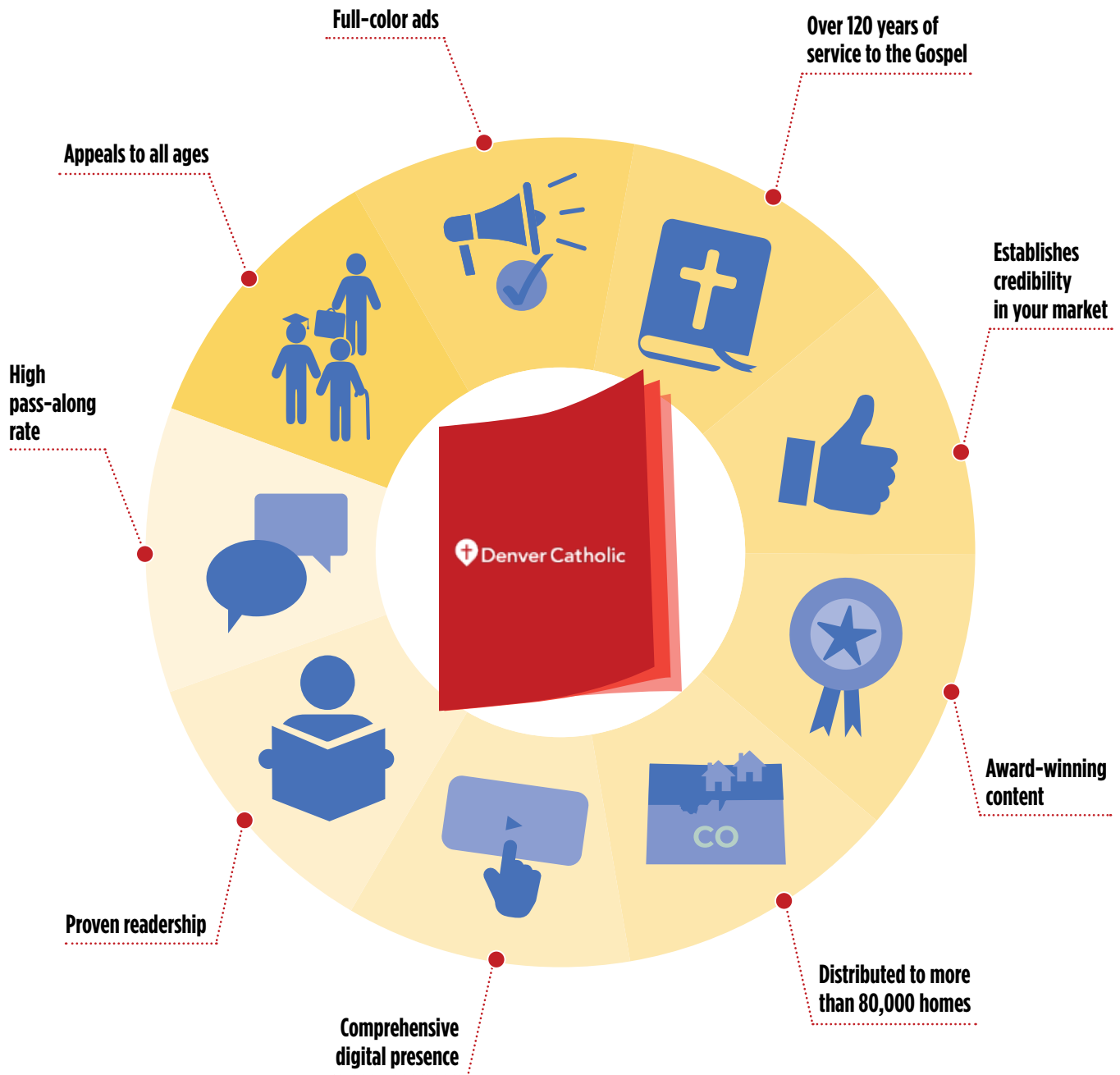
The *Denver Catholic* also offers design and production services for your convenience.

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





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,
CEO, Emmaus Catholic Hospice



2023 PUBLISHING SCHEDULE

2023 PUBLISHING SCHEDULE			
Month	In Home	Advertising Reservation Deadline	Camera- Ready Ad Deadline
<i>February</i>	10-Feb	1/27/2023	1/20/2023
<i>March</i>	31-Mar	3/6/2023	3/10/2023
<i>April</i>	28-Apr	4/3/2023	4/7/2023
<i>June</i>	2-Jun	5/18/2023	5/12/2023
<i>August</i>	4-Aug	7/10/2023	7/14/2023
<i>October</i>	6-Oct	9/11/2023	9/15/2023
<i>November</i>	17-Nov	10/23/2023	10/27/2023
<i>December</i>	15-Dec	11/20/2023	11/22/2023



Denver Catholic

PRINT AD SPECIFICATIONS

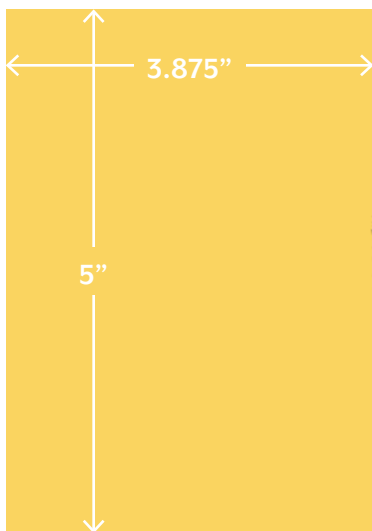
FULL COLOR | PUBLISHED EIGHT TIMES A YEAR

1/4 PAGE

CATHOLIC SCHOOLS

FREQUENCY

Price per Ad Open Rate	Price per Ad 4 ad minimum	Price per Ad 8 ad minimum
\$990.00	\$984.75	\$825.00



1/4 page sample

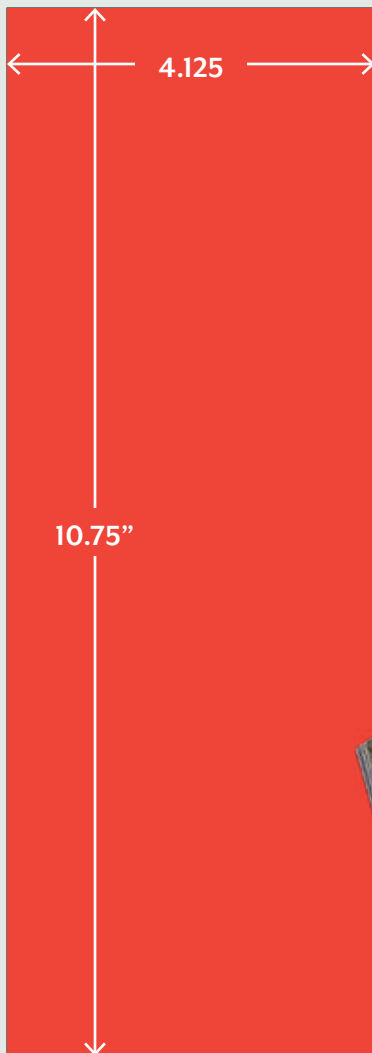
PDF Format: Press Quality
Please provide the final PDF file
without any printer's marks.



PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED EIGHT TIMES A YEAR

1/2 PAGE | VERTICAL WITH BLEED



FREQUENCY

Price per Ad Open Rate	Price per Ad 4 ad minimum	Price per Ad 8 ad minimum
\$1,914.00	\$1,834.25	\$1,595.00

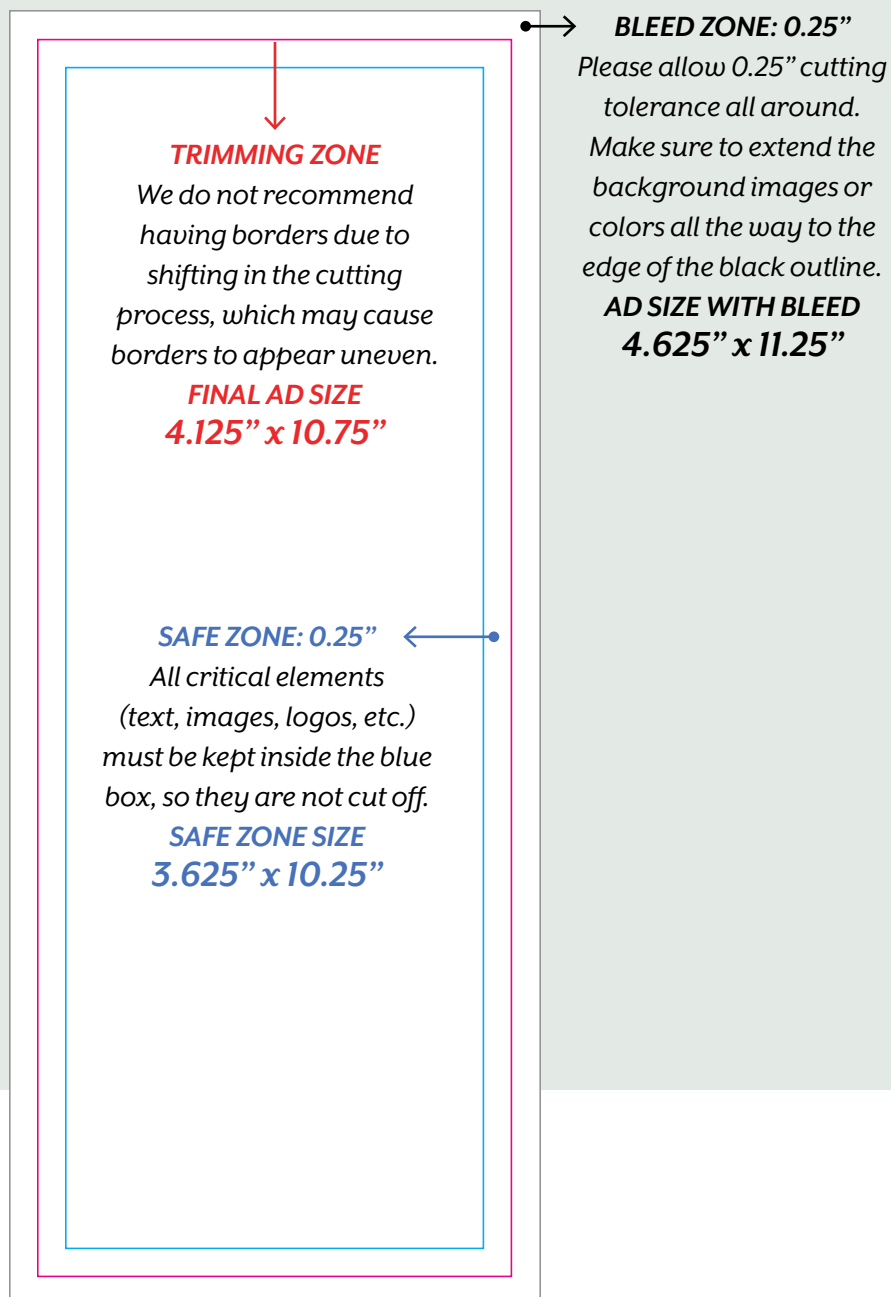


PDF Format: Press Quality
Please provide the final PDF file
without any printer's marks.

1/2 page sample

SPECS

1/2 PAGE | VERTICAL WITH BLEED



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

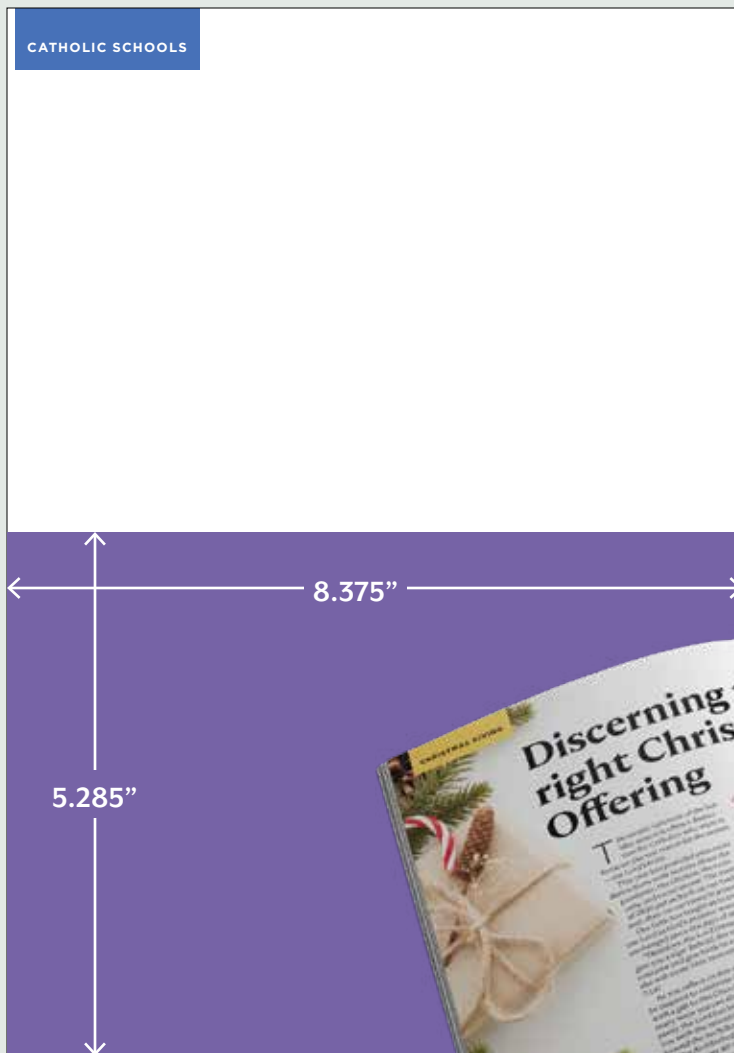
** Not the actual size (reduced to 60%)*



PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED EIGHT TIMES A YEAR

1/2 PAGE | HORIZONTAL WITH BLEED



FREQUENCY

Price per Ad Open Rate	Price per Ad 4 ad minimum	Price per Ad 8 ad minimum
\$1,914.00	\$1,834.25	\$1,595.00



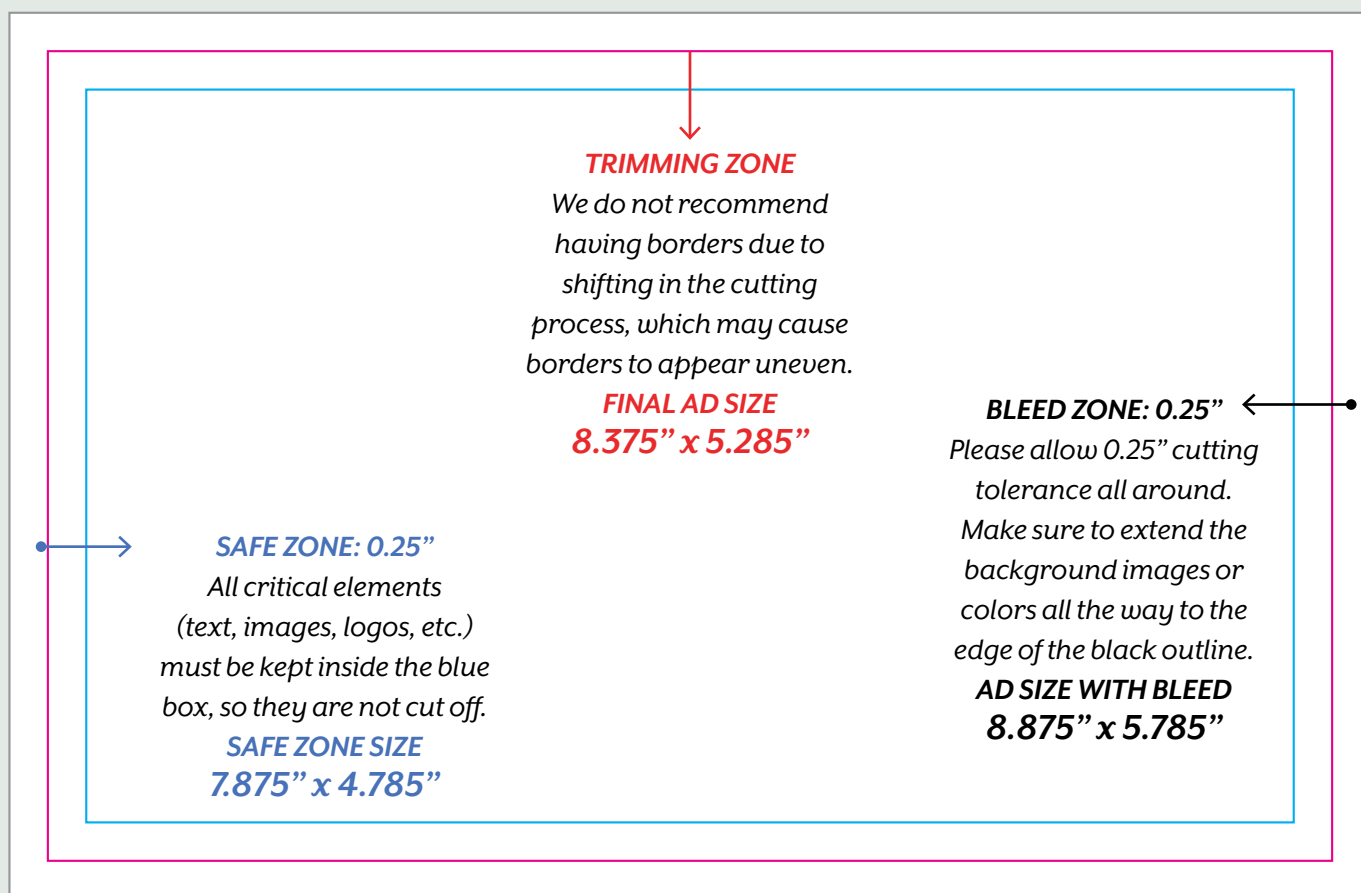
PDF Format: Press Quality
Please provide the final PDF file
without any printer's marks.

1/2 page sample



SPECS

1/2 PAGE | HORIZONTAL WITH BLEED



PDF Format: Press Quality

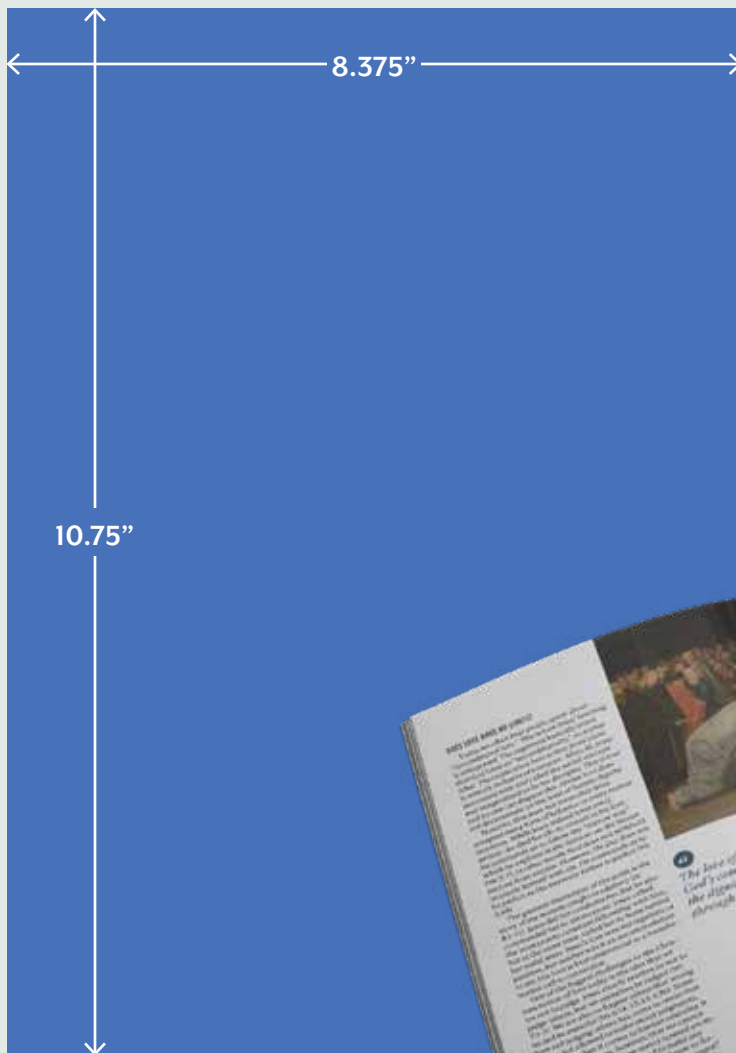
Please provide the final PDF file without any printer's marks.

*Not the actual size (reduced to 80%)

PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED EIGHT TIMES A YEAR

FULL PAGE | WITH BLEED



FREQUENCY

Price per Ad Open Rate	Price per Ad 4 ad minimum	Price per Ad 8 ad minimum
\$3,808.25	\$3,649.53	\$3,173.50

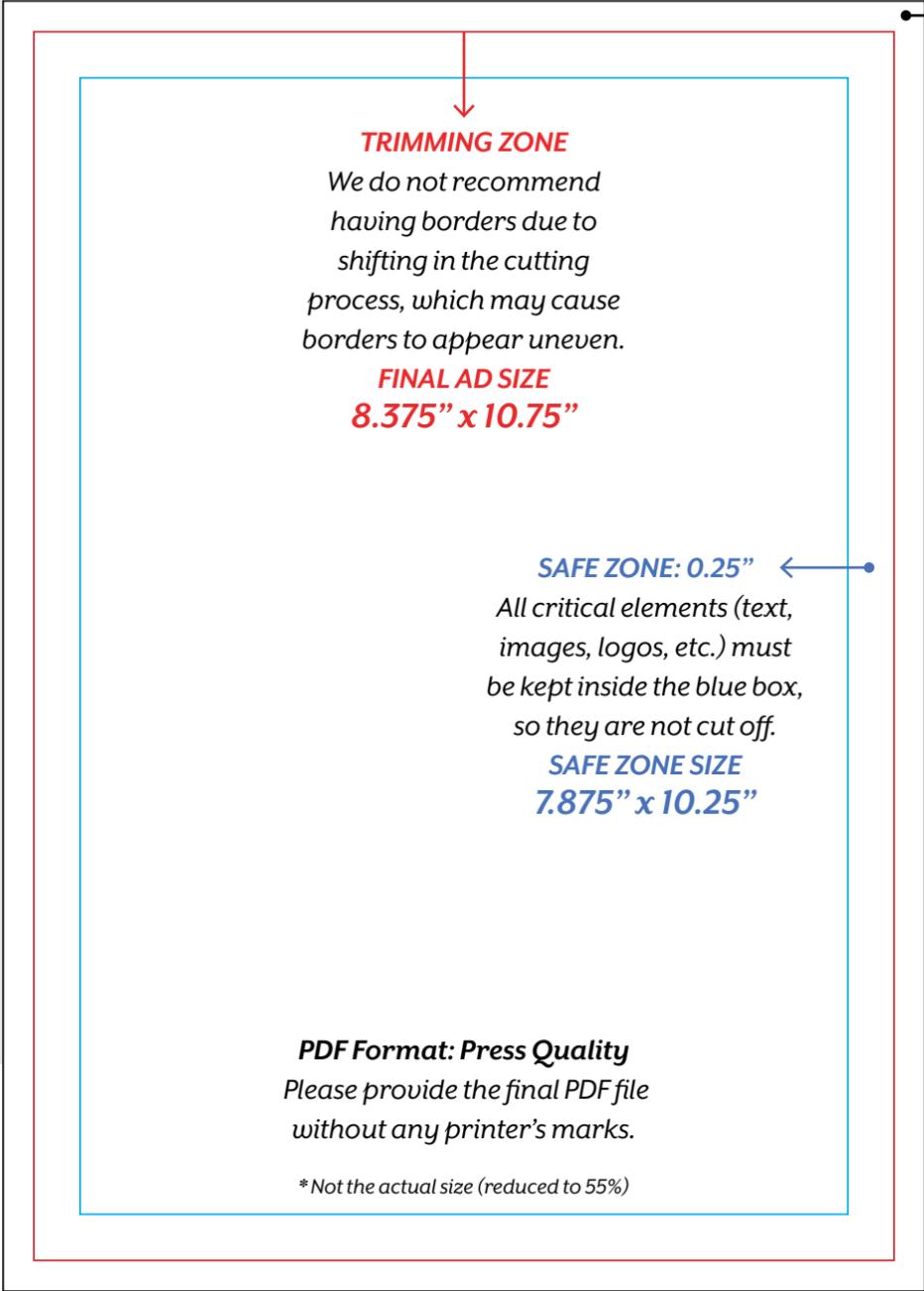


PDF Format: Press Quality
Please provide the final PDF file without any printer's marks.

Full page sample

SPECS

FULL PAGE | 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
8.375" 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
7.875" x 10.25"

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

* Not the actual size (reduced to 55%)

→ 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
8.875" x 11.25"

PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED EIGHT TIMES A YEAR

DOUBLE TRUCK | WITH BLEED



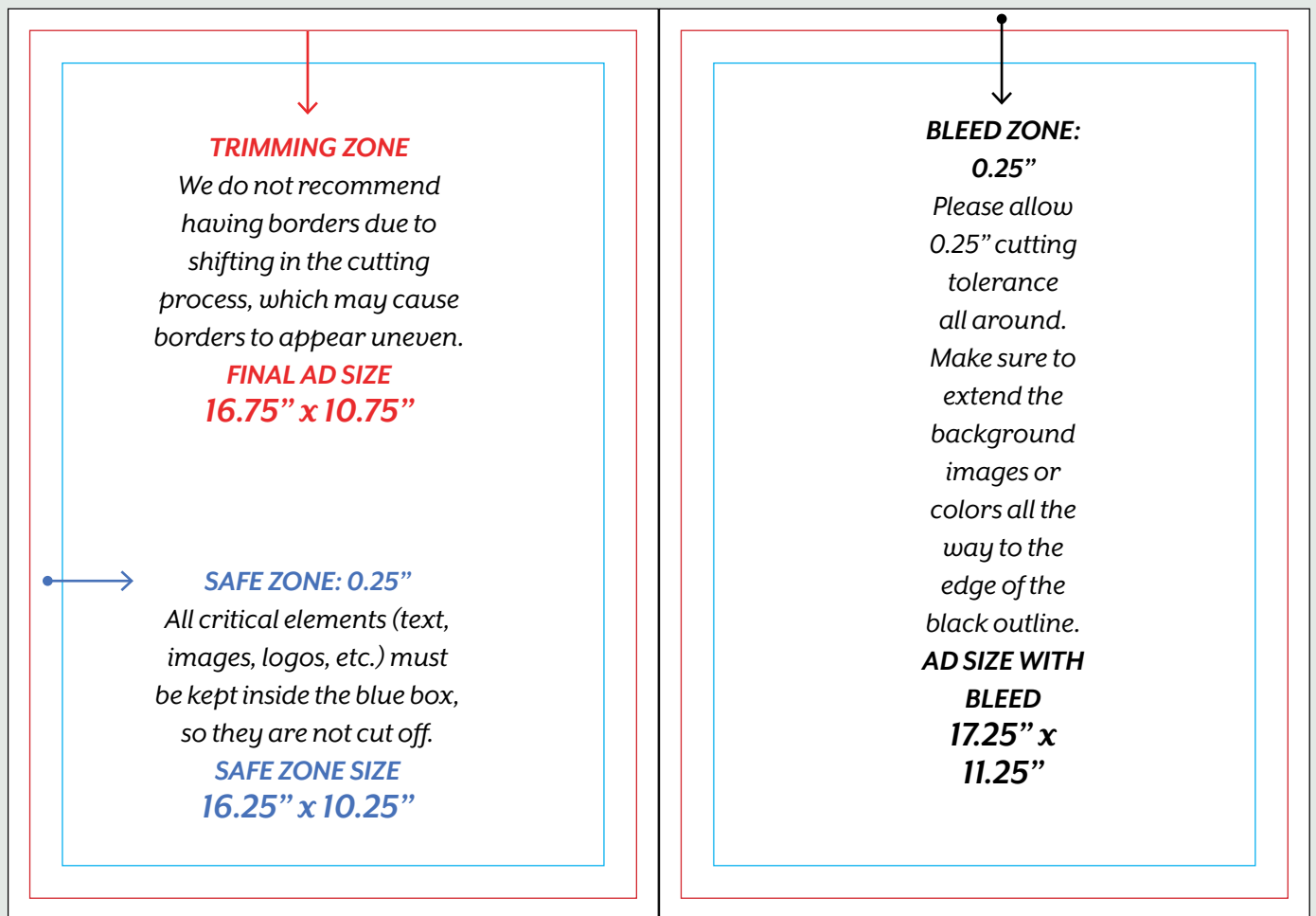
Double Truck sample

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



SPECS

DOUBLE TRUCK



PDF Format: Press Quality

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

* Not the actual size



Go digital

Reach a large audience of passionate readers with an affordable price tag with our new digital advertising experience.





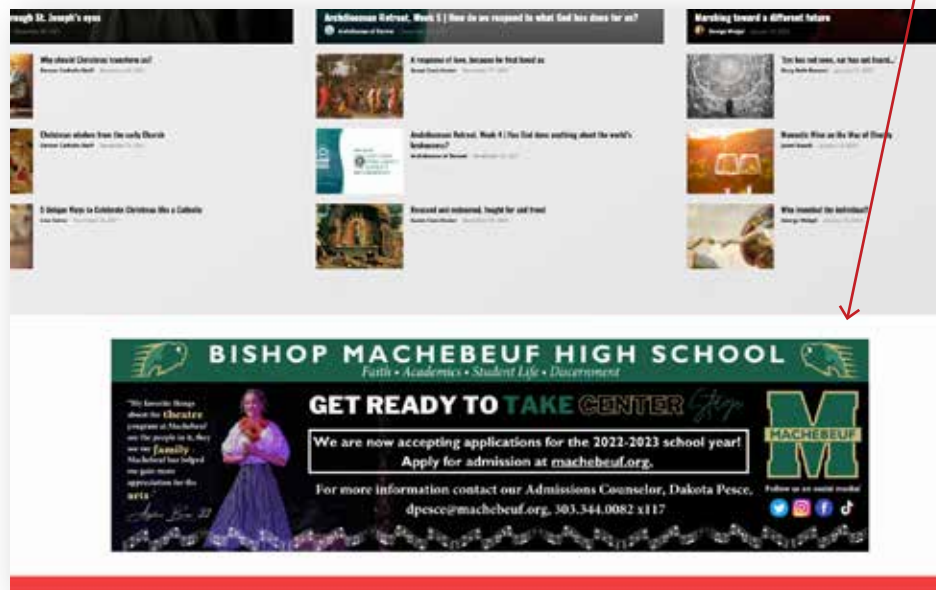
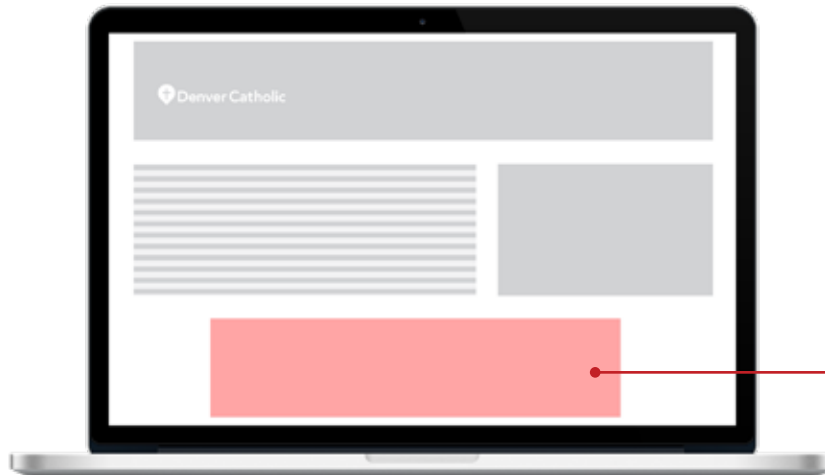
DIGITAL AD SPECIFICATIONS

BILLBOARD

File Size
1600x450 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$780



Billboard sample



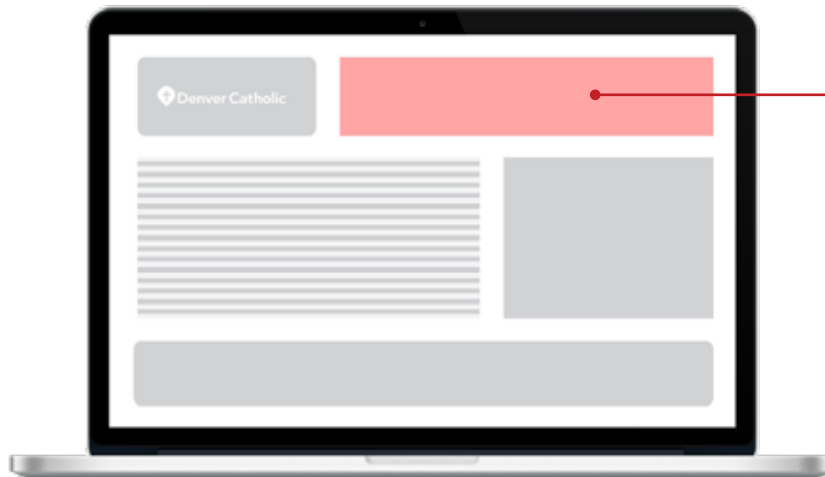
DIGITAL AD SPECIFICATIONS

LETTERHEAD

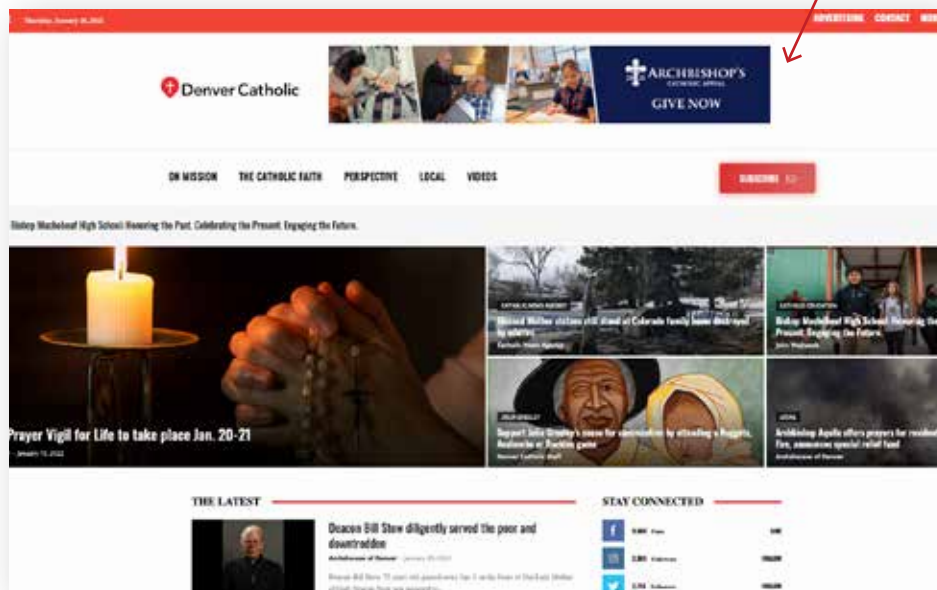
File Size
800x140 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$525



Letterhead sample





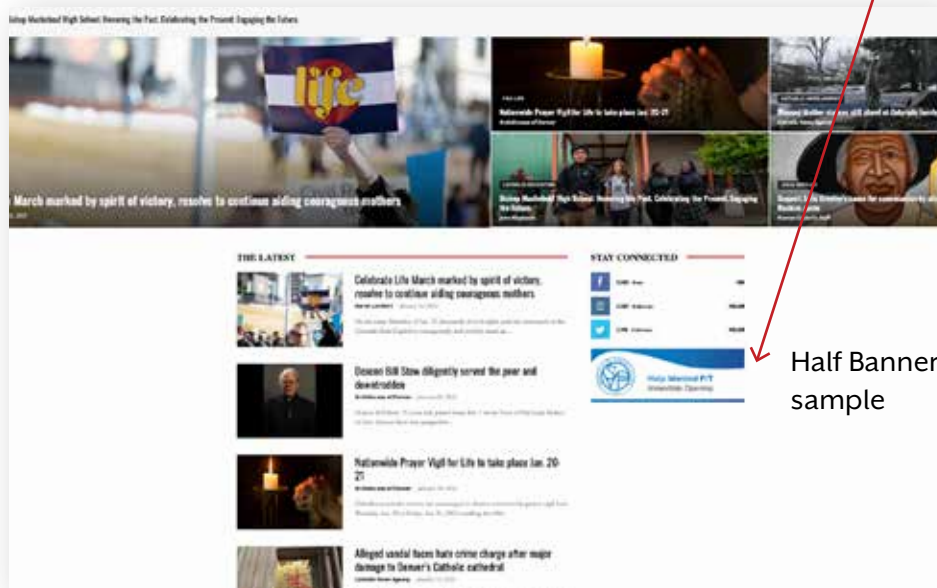
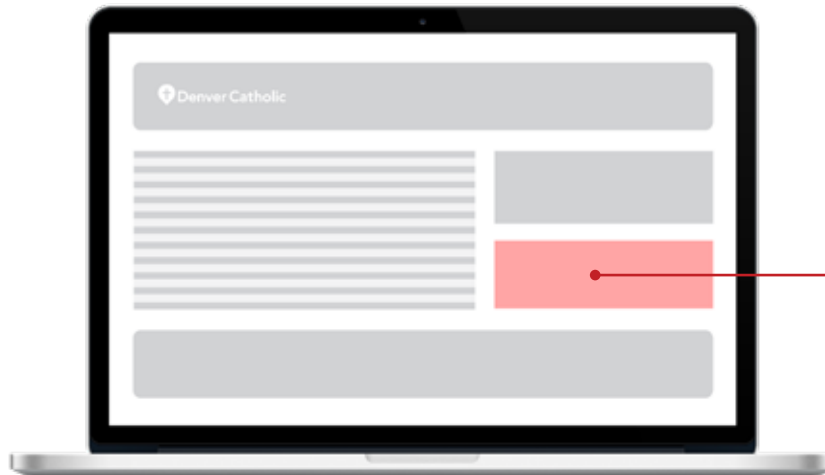
DIGITAL AD SPECIFICATIONS

HALF BANNER

File Size
400x140 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$275



Half Banner
sample



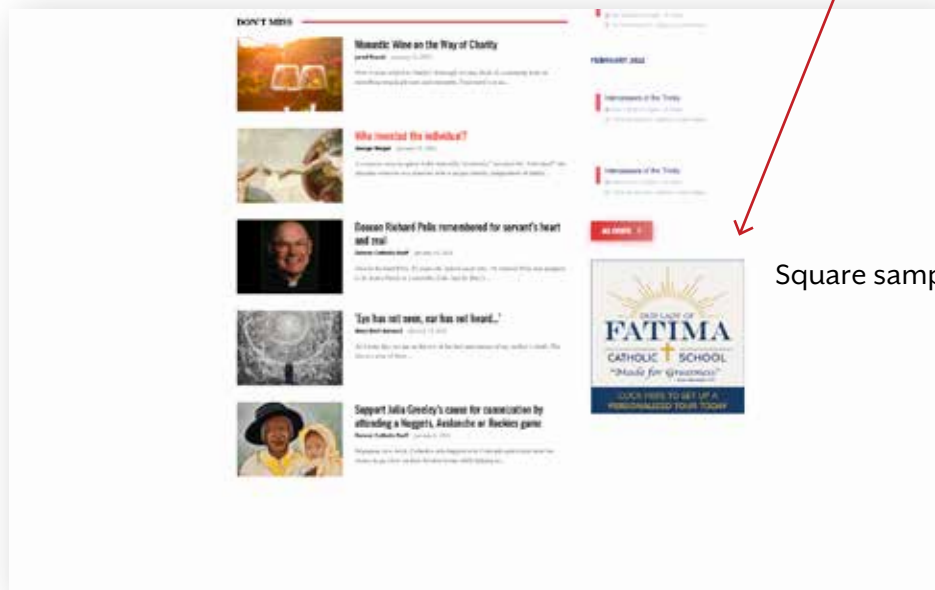
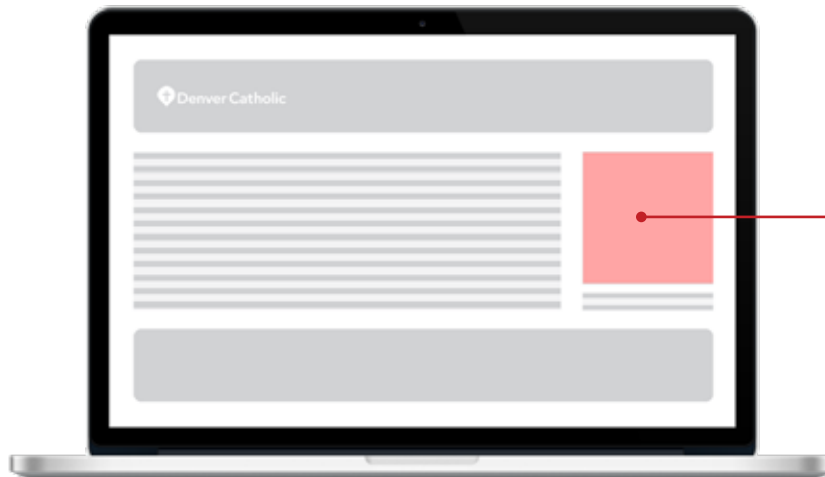
DIGITAL AD SPECIFICATIONS

SQUARE

File Size
500x500 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$350



Square sample

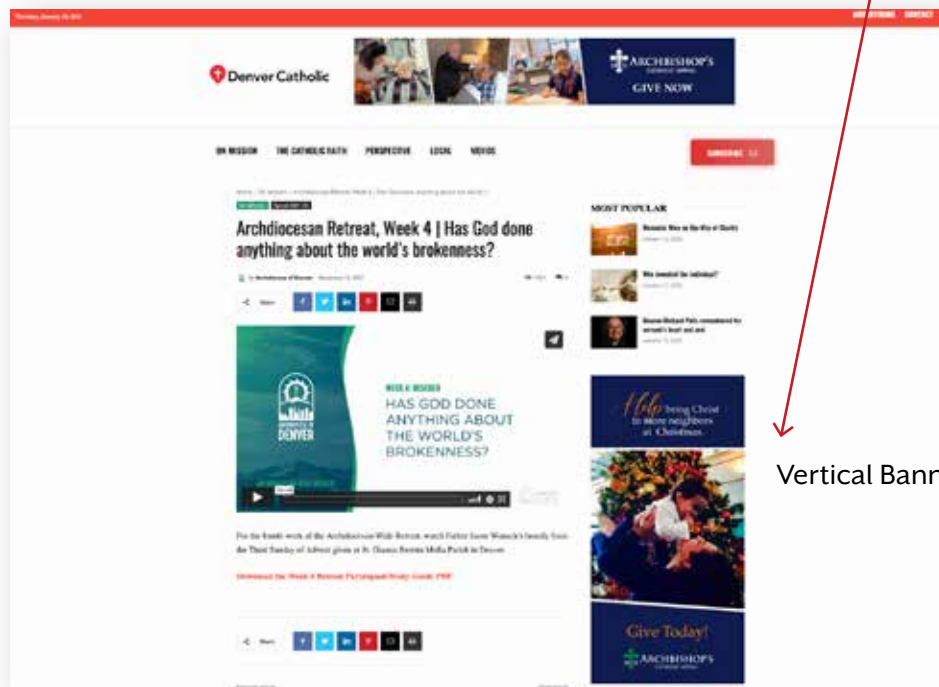
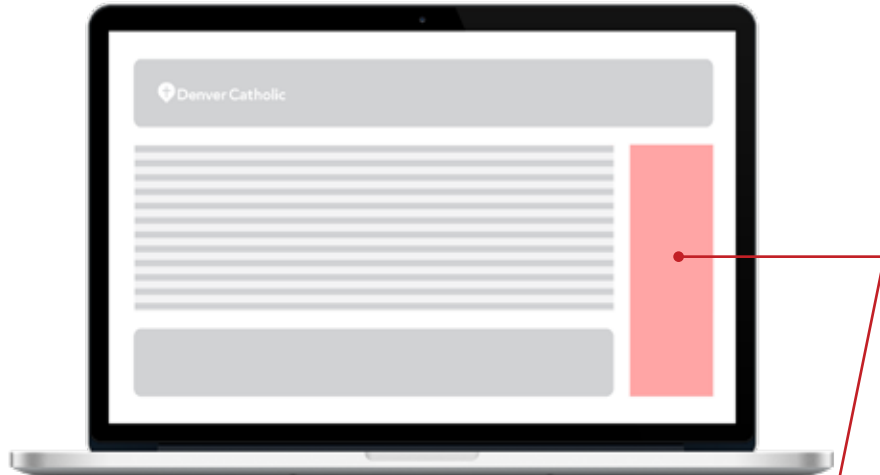
DIGITAL AD SPECIFICATIONS

VERTICAL BANNER

File Size
500x1000 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$600



Vertical Banner sample

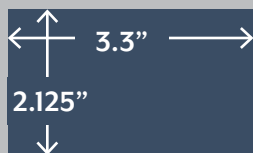
Denver Catholic

CLASSIFIED AND SERVICE DIRECTORY ADVERTISING

For information please contact 303-715-3230

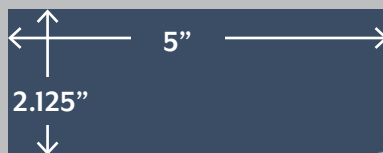
**Classified Display
box ad - MEDIUM**

\$125



**Classified Display
box ad - LARGE**

\$165



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.

Obituaries,
memorials
& prayers

Classified / Service
Directory



THANK YOU

Michael O'Neill

Advertising Manager
Denver Catholic & El Pueblo Católico

303-715-3253

michael.oneill@archden.org

1300 S. Steele St.
Denver, CO 80210

denvercatholic.org
elpueblocatolico.org

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.**