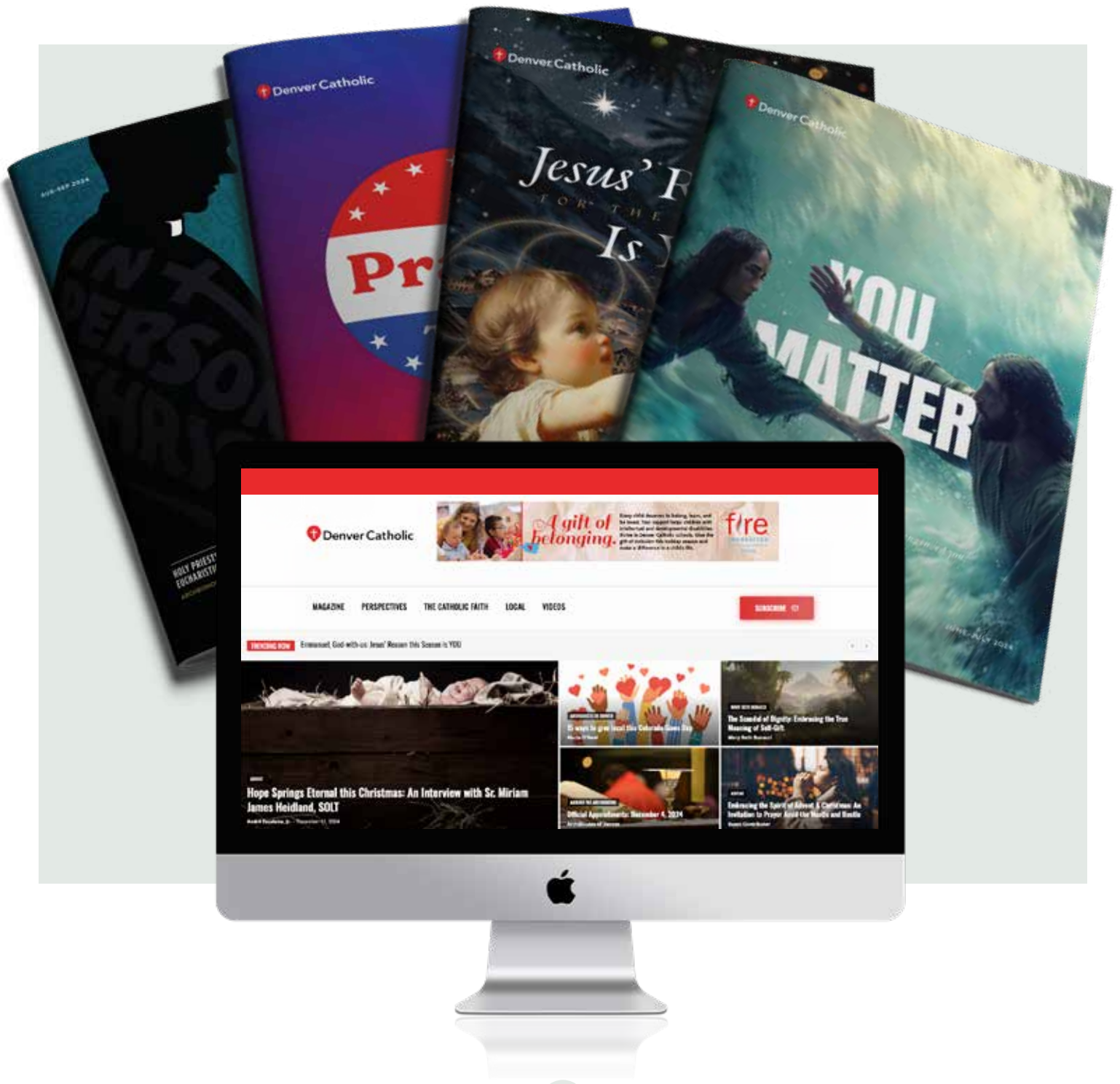




## MEDIA KIT





# Denver Catholic



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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 six 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

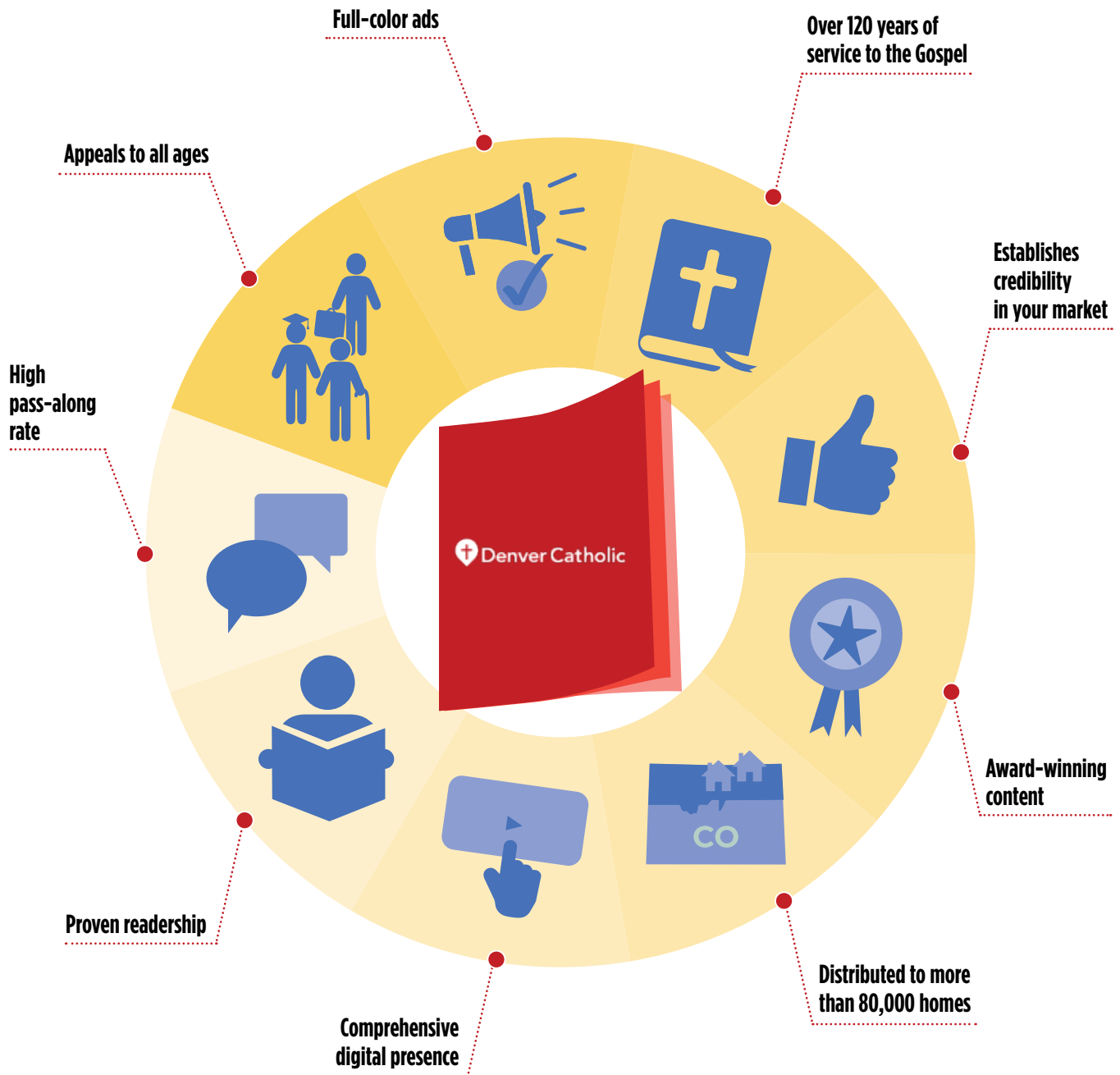
Cost is per insertion. All prices are for camera-ready material submitted to the *Denver Catholic* according to advertising guidelines. The *Denver Catholic* also offers design and production services for your convenience.

### 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,  
*Emmaus Catholic Hospice*



## 2025 PUBLISHING SCHEDULE

Month	In Home	Advertising Reservation Deadline	Camera- Ready Ad Deadline
<i>February</i>	<b>7-Feb</b>	1/20/2025	1/24/2025
<i>April</i>	<b>4-Apr</b>	3/17/2025	3/21/2025
<i>June</i>	<b>6-Jun</b>	5/19/2025	5/23/2025
<i>August</i>	<b>1-Aug</b>	7/14/2025	7/18/2025
<i>October</i>	<b>3-Oct</b>	9/15/2025	9/19/2025
<i>December</i>	<b>5-Dec</b>	11/14/2025	11/18/2025



## PRINT AD SPECIFICATIONS

*FULL COLOR / PUBLISHED SIX TIMES A YEAR*

### 1/4 PAGE

CATHOLIC SCHOOLS

#### FREQUENCY

Price per Ad Open Rate	Price per Ad 3 ad minimum	Price per Ad 6 ad minimum
\$1,040	\$1,035	\$870



1/4 page sample

#### **PDF Format: Press Quality**

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

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





# Denver Catholic

## PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED SIX TIMES A YEAR

### 1/2 PAGE | VERTICAL WITH BLEED



#### FREQUENCY

Price per Ad Open Rate	Price per Ad 3 ad minimum	Price per Ad 6 ad minimum
\$2,010	\$1,925	\$1,675



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

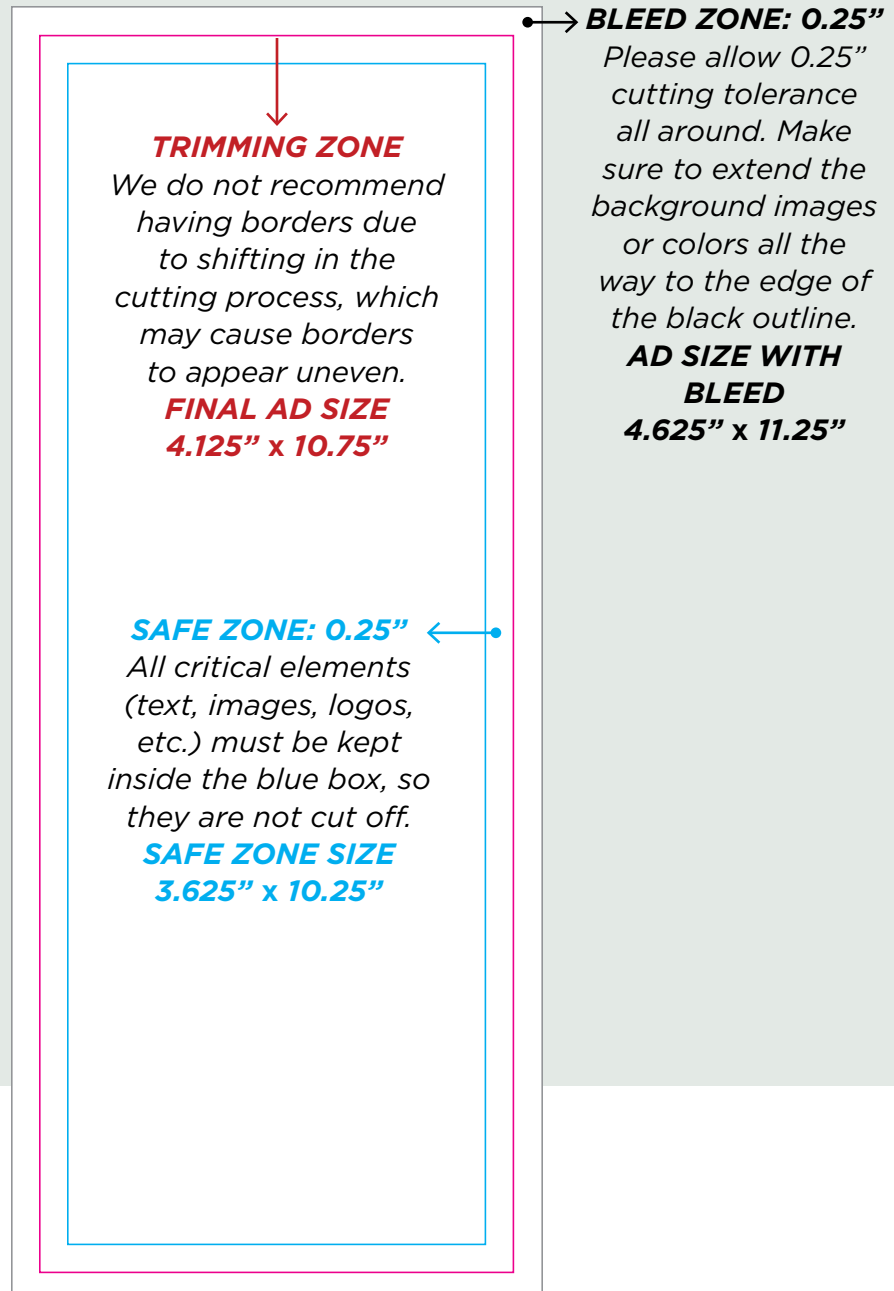
\* Not the actual size (reduced to 60%)



# Denver Catholic

## 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 SIX TIMES A YEAR*

### 1/2 PAGE | HORIZONTAL WITH BLEED



FREQUENCY		
Price per Ad Open Rate	Price per Ad 3 ad minimum	Price per Ad 6 ad minimum
\$2,010	\$1,925	\$1,675



1/2 page sample

### PDF Format: Press Quality

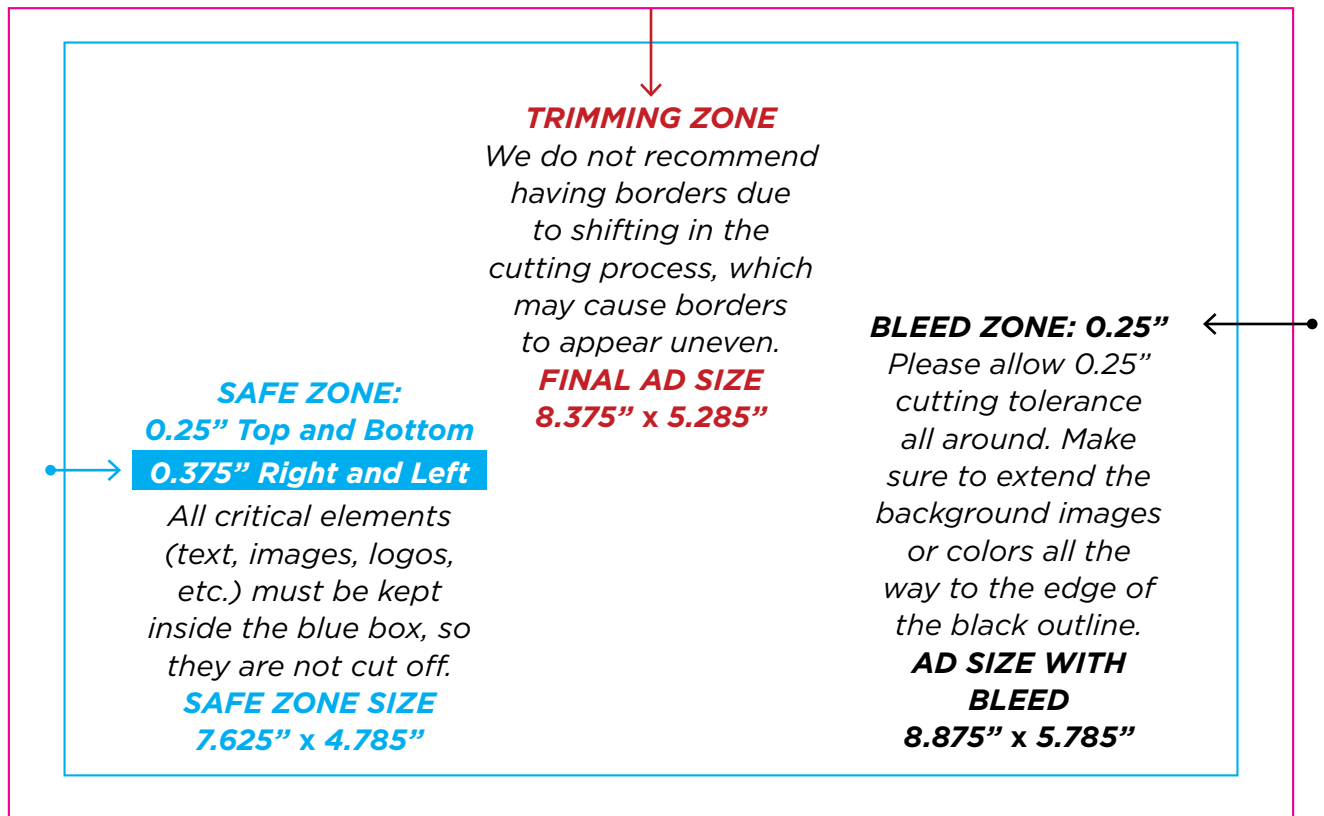
Please provide the final PDF file **without** any printer's marks.

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



## 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%)

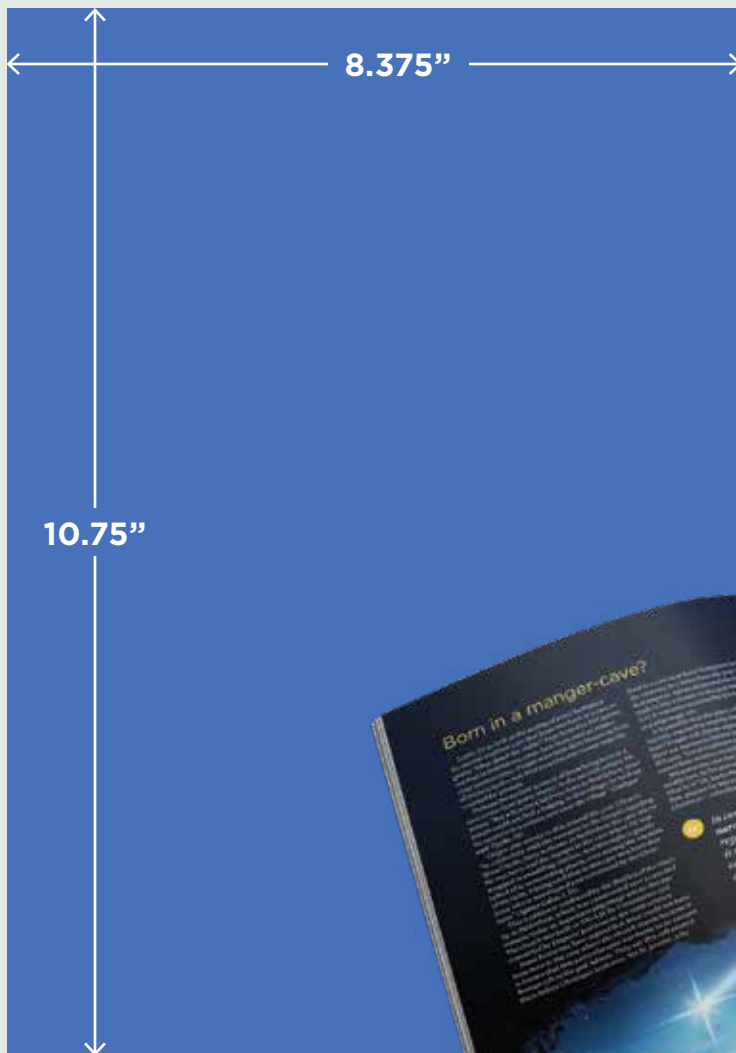


# Denver Catholic

## PRINT AD SPECIFICATIONS

FULL COLOR / PUBLISHED SIX TIMES A YEAR

### FULL PAGE | WITH BLEED



#### FREQUENCY

Price per Ad Open Rate	Price per Ad 3 ad minimum	Price per Ad 6 ad minimum
\$4,000	\$3,830	\$3,330



#### PDF Format: Press Quality

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

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





# Denver Catholic

## 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" Top and Bottom**  
**0.375" Right and Left**

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

**SAFE ZONE SIZE**  
**7.625" x 10.25"**

#### **PDF Format: Press Quality**

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

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

#### **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"**

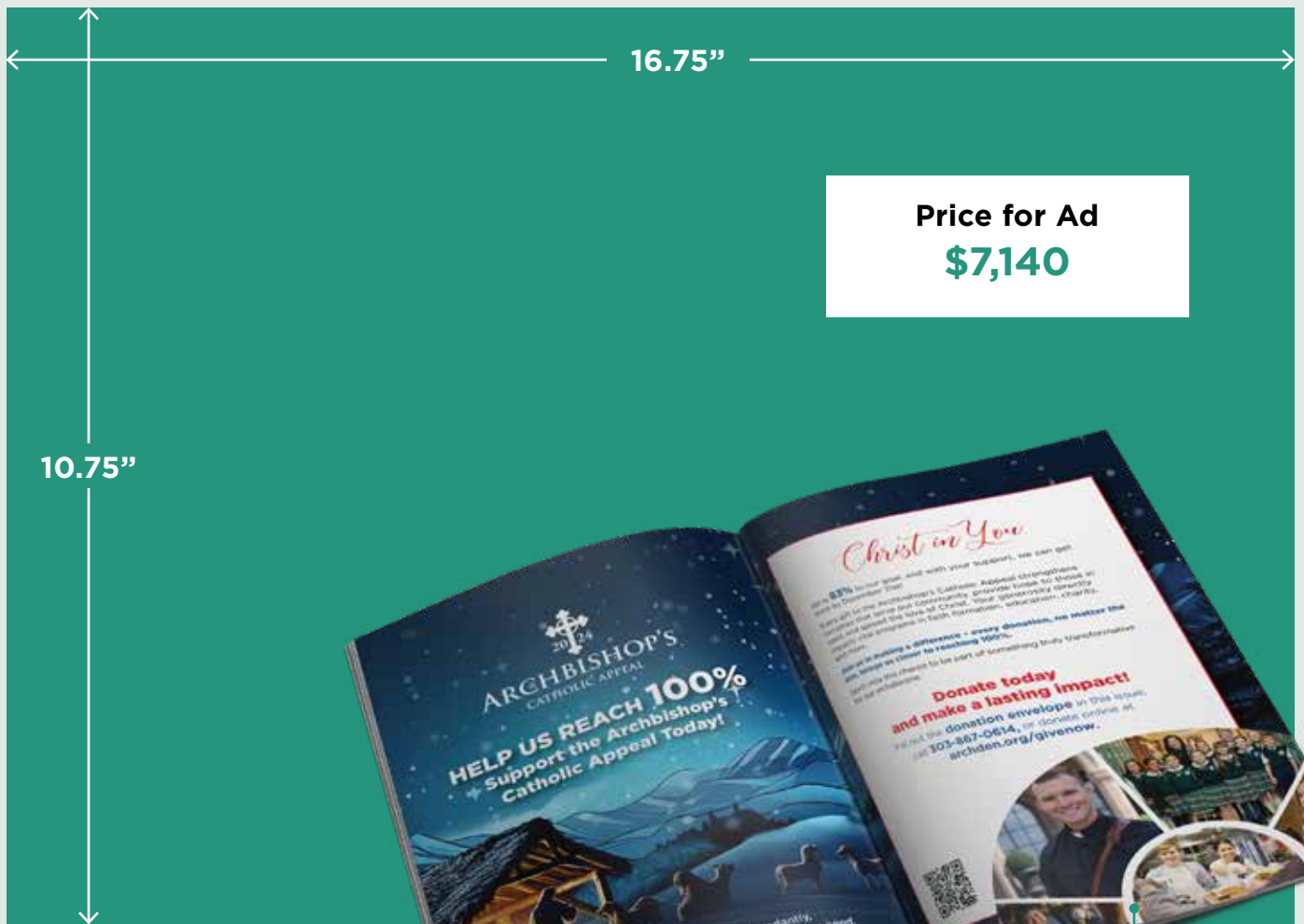


# Denver Catholic

## PRINT AD SPECIFICATIONS

*FULL COLOR / PUBLISHED SIX TIMES A YEAR*

**DOUBLE TRUCK | WITH BLEED**



Double Truck sample

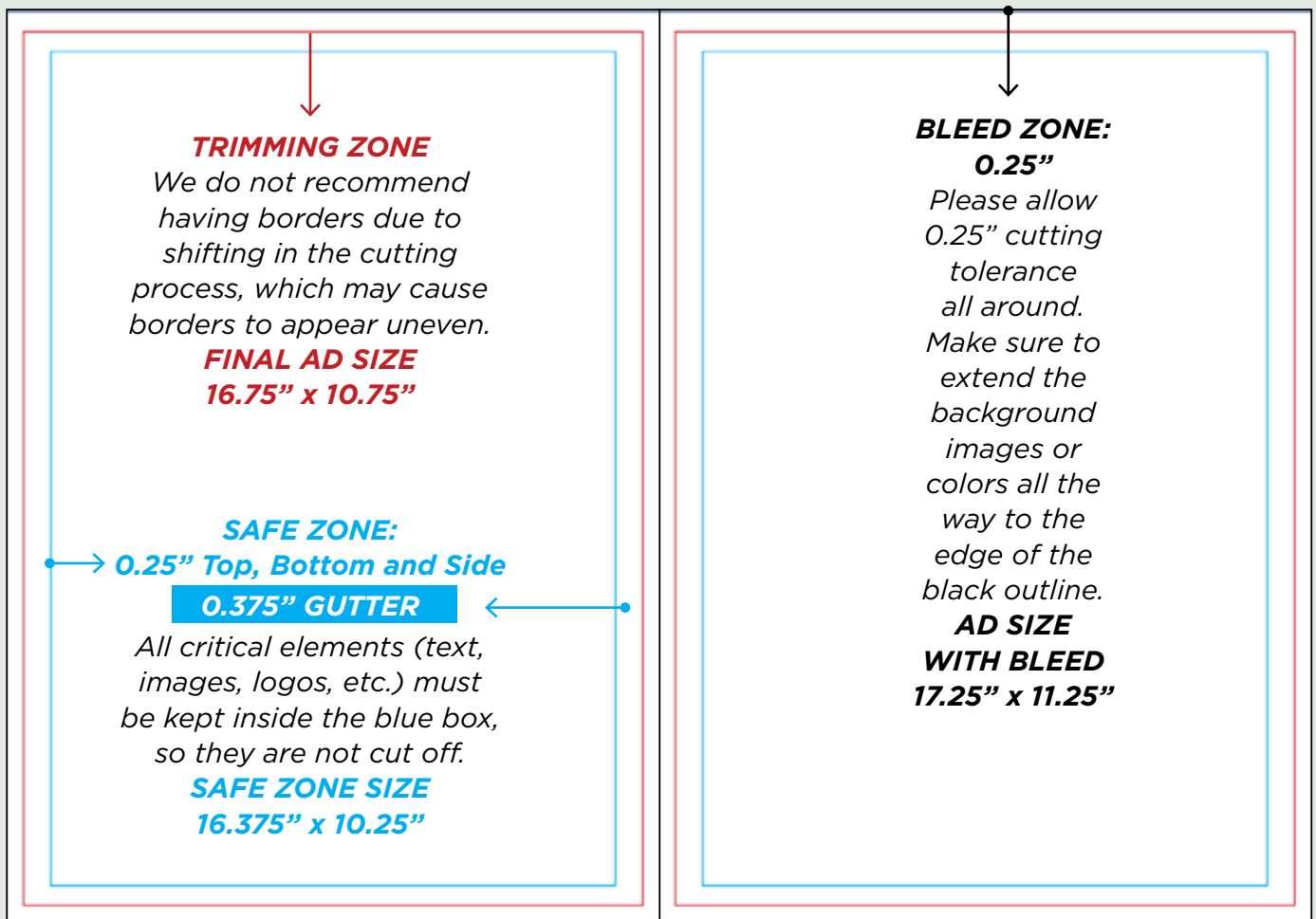
### **PDF Format: Press Quality**

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

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

## SPECS

### DOUBLE TRUCK



### PDF Format: Press Quality

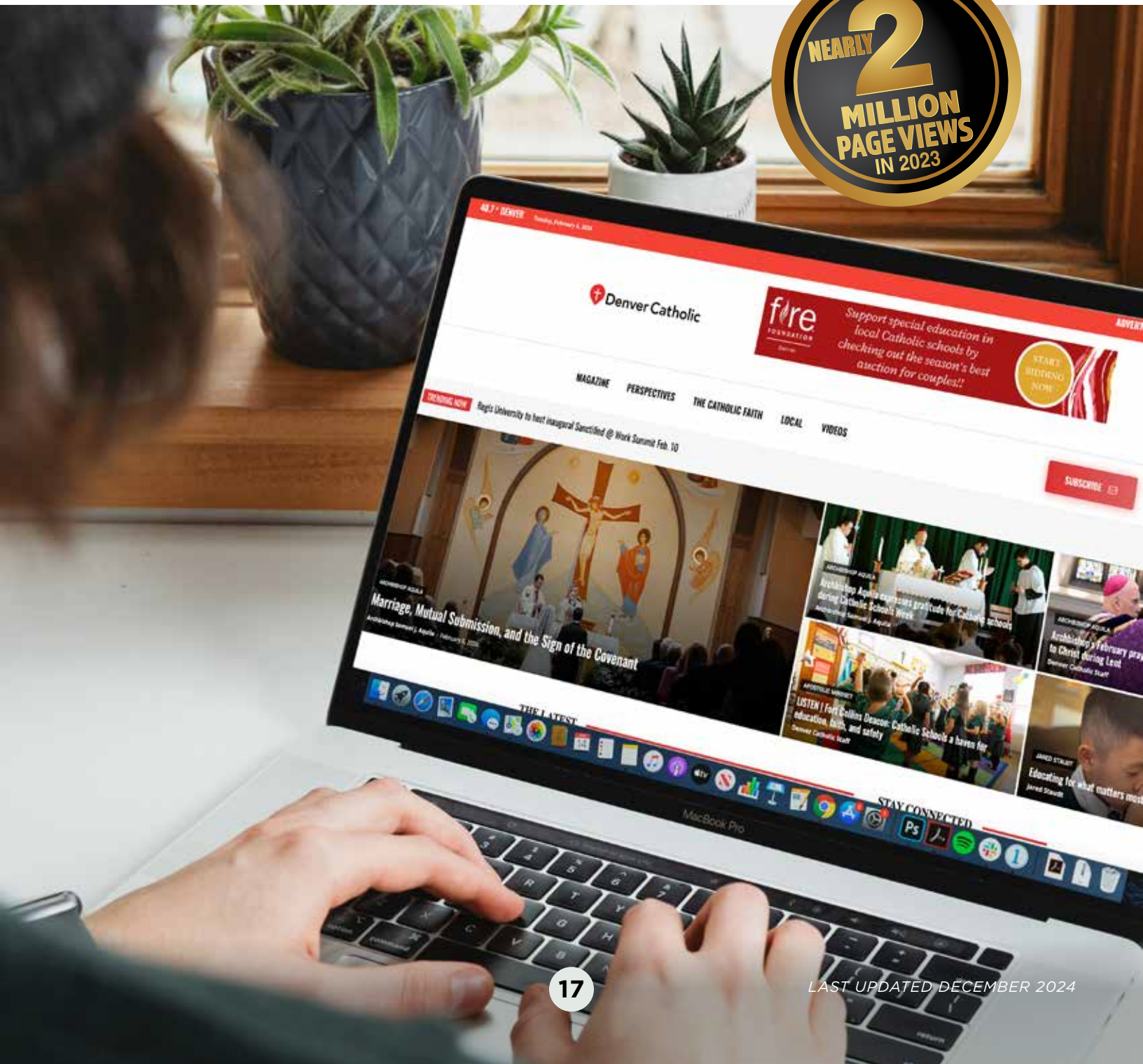
Please provide the final PDF file **without** any printer's marks.

\* Not the actual size



## Go digital

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





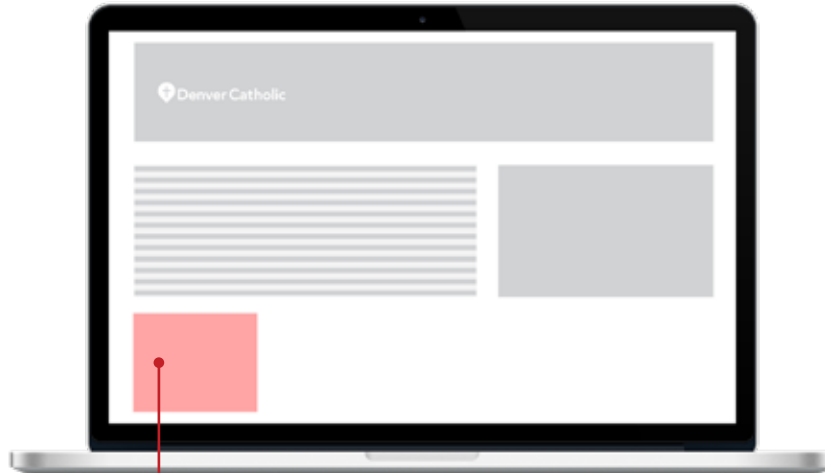
## DIGITAL AD SPECIFICATIONS

### FLOATING FOOTER

File Size  
**300x250 px**

File Format  
**PNG or JPG**  
**72 dpi**

Price for Ad  
**per Month**  
**\$850**



**Floating Footer  
sample**





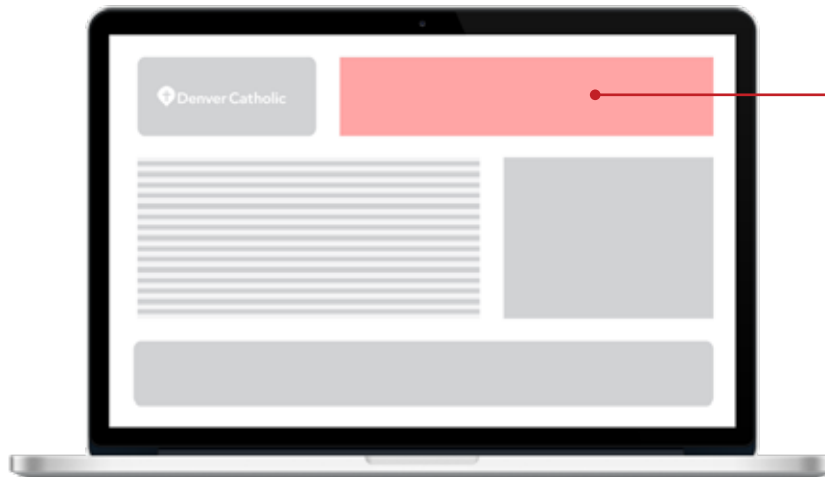
## DIGITAL AD SPECIFICATIONS

### LETTERHEAD

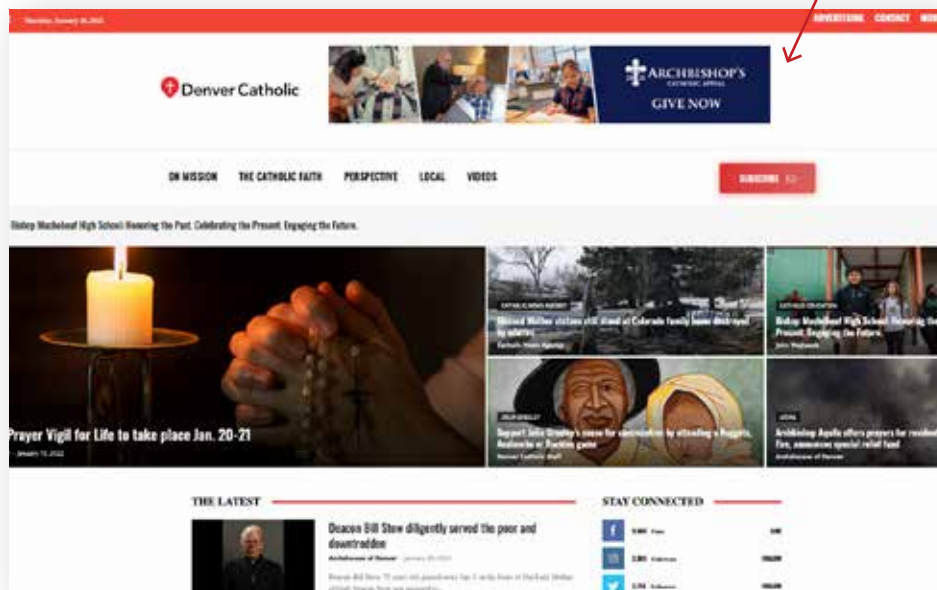
File Size  
**800x140 px**

File Format  
**PNG or JPG**  
**72 dpi**

Price for Ad  
per Month  
**\$575**



Letterhead sample



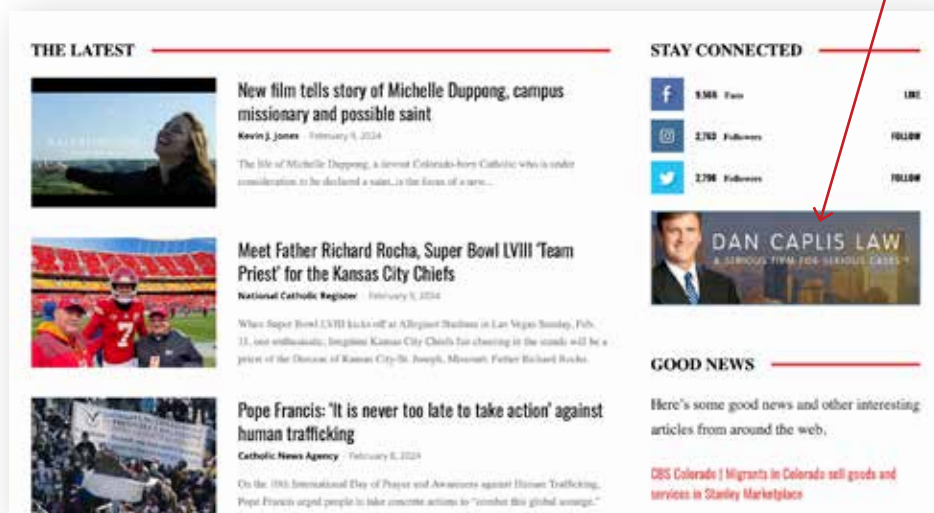
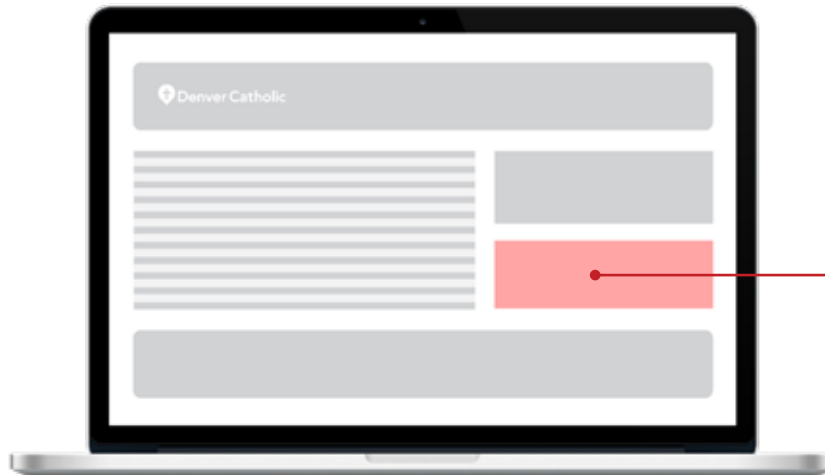
## DIGITAL AD SPECIFICATIONS

### HALF BANNER

File Size  
**350x123 px**

File Format  
**PNG or JPG**  
**72 dpi**

Price for Ad  
per Month  
**\$300**



**Half  
Banner  
sample**

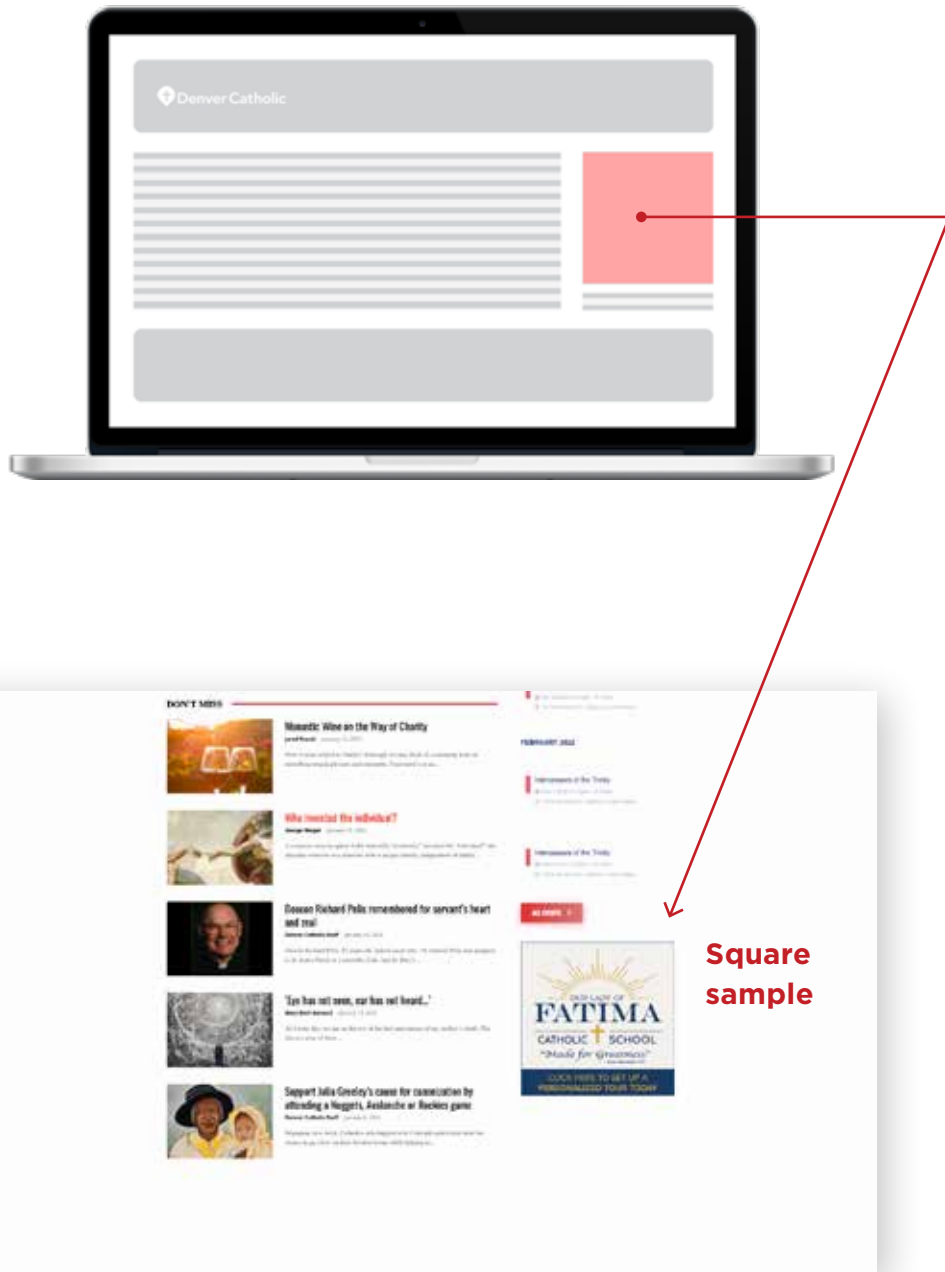
## DIGITAL AD SPECIFICATIONS

**SQUARE**

File Size  
**350x350 px**

File Format  
**PNG or JPG**  
**72 dpi**

Price for Ad  
per Month  
**\$400**



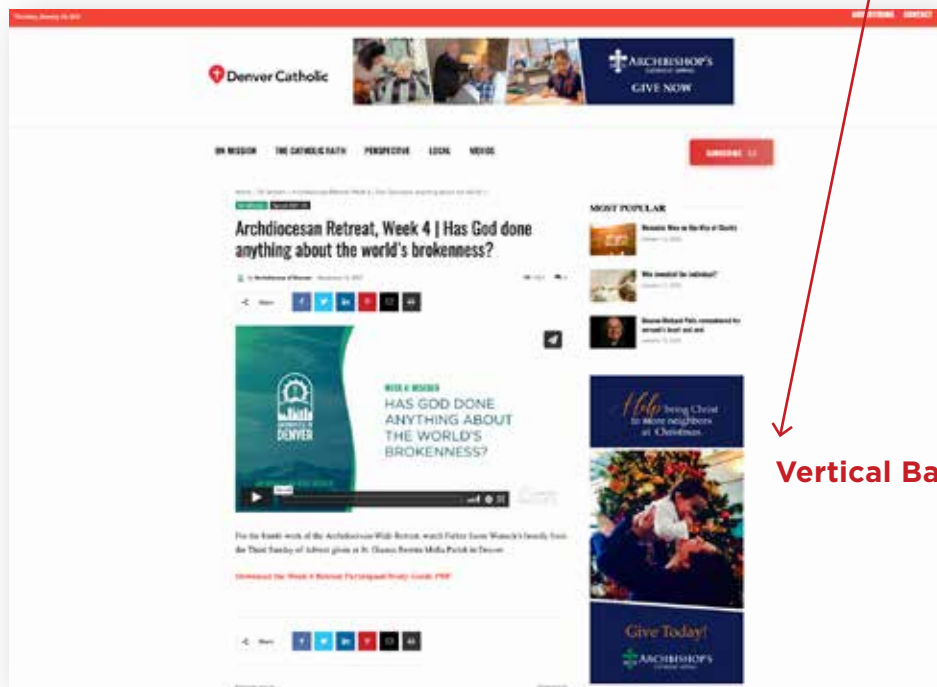
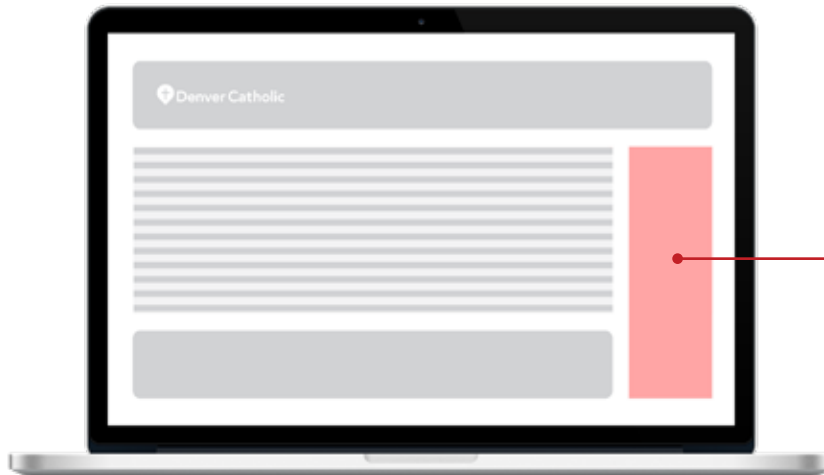
## DIGITAL AD SPECIFICATIONS

### VERTICAL BANNER

File Size  
**350x700 px**

File Format  
**PNG or JPG**  
**72 dpi**

Price for Ad  
per Month  
**\$650**



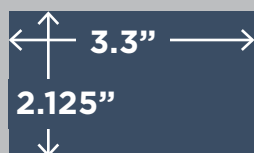
**Vertical Banner sample**



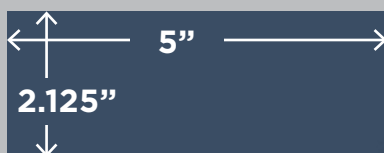
## CLASSIFIED AND SERVICE DIRECTORY ADVERTISING

For information please contact 303-715-3230

Classified  
Display box  
ad - MEDIUM  
**\$140**



Classified Display  
box ad - LARGE  
**\$180**



### CLASSIFIED/ SERVICE DIRECTORY RATES

Line Ads are  
\$8.00 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  
\$8.00 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

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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.**