

NORTHWEST CATHOLIC

A unique opportunity to extend your brand to a targeted readership group



What makes us different

Valued

82% of our readers say they value and retain the magazine. 53% read "cover to cover" or "most articles."

Educated audience

65% of our readers have a bachelor's degree or higher.

Inspiring

Northwest Catholic has inspiring, informative and encouraging stories in each issue.

Trusted

Northwest Catholic readers look to us to help them deepen their faith. They trust our content, including advertising, to help them do so.

Award winning

Northwest Catholic is a Catholic Press Award winner, winning nearly 100 awards since 2014.

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Contact us at: advertising@seattlearch.org

Circulation strength

STATS



112,000
HOUSEHOLDS



1.1 MILLION
COPIES PER YEAR

\$30/year and complimentary for registered parish households in the Archdiocese of Seattle



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Advertising calendar 2021/2022



JULY/AUG 2021
Catholic Owned Businesses



SEPTEMBER 2021
Your Story Begins Here: Back to School



OCT/NOV 2021
Respect Life: Seniors and End of Life



DEC 21/JAN 2022
Advent, Christmas and Catholic Education

Issue	Ad Res. Deadline for Ads We Create	Ad & Art Deadline for Print Ready	Mailing Date
July/Aug 2021	May 19	May 26	June 28
September 2021	July 21	July 28	Aug 27
Oct/Nov 2021	Aug 18	Aug 25	Sept 29
Dec/Jan 2022	Oct 13	Oct 20	Nov 23
Feb/Mar 2022	Dec 8	Dec 15	Jan 28
Apr/May 2022	Feb 9	Feb 16	Mar 28
June/July 2022	Apr 13	Apr 20	May 27
Aug/Sept 2022	June 15	June 22	July 29

Advertising themes and dates are tentative and can change at any time.



FEB/MAR 2022
Healthy Living, Lent and Easter



APRIL/MAY 2022
Catholic Owned Businesses



JUNE/JULY 2022
Graduations, Vocations and Ordinations



AUG/SEPT 2022
Back to School

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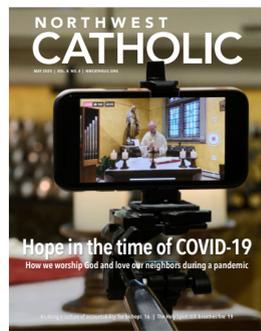
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Rate card for print magazine

SIZE (width x height)	1 TIME (price per insertion)	2-3 TIMES (price per insertion)	4-5 TIMES (price per insertion)	6 TIMES (price per insertion)
Full Page 7.125" x 9.375"	\$ 5,000	\$ 3,750	\$ 2,825	\$ 2,125
Half Page (H) 7.125" x 4.5854" (V) 3.4792" x 9.375"	\$ 3,500	\$ 2,625	\$ 1,975	\$ 1,475
Third Page (V) 2.2570" x 9.375"	\$ 2,875	\$ 2,155	\$ 1,625	\$ 1,205
Quarter Page 3.4792" x 4.5854"	\$ 2,250	\$ 1,685	\$ 1,265	\$ 950
Eighth Page 3.4792" x 2.2285"	\$ 1,700	\$ 1,275	\$ 955	\$ 725
*NWC Business Guide (1 column) 1.75" x 2.1" (2 column) 3.60" x 1"	\$ 535	\$ 435	\$ 335	\$ 235
PREMIUM POSITIONS				
Inside Front Cover FP 7.125" x 9.375"	\$ 5,750	\$ 4,312	\$ 3,249	\$ 2,444
Inside Back Cover FP 7.125" x 9.375"	SOLD	SOLD	SOLD	SOLD
Back Cover HP 7.125" x 4.5854"	\$ 4,375	\$ 3,281	\$ 2,469	\$ 1,844

*NWC Business Guide ads will be in the back of the magazine in various groupings. If purchasing multiple ad runs, all ads do not need to be the same size. We reserve the right to object to, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church. All copy is subject to approval by Northwest Catholic. Ad space reservation is considered a binding contract. Full list of terms and policies are available on the web.



Reserve space

Keri Hake, Ad Sales Manager
206-382-2075
advertising@seattlearch.org

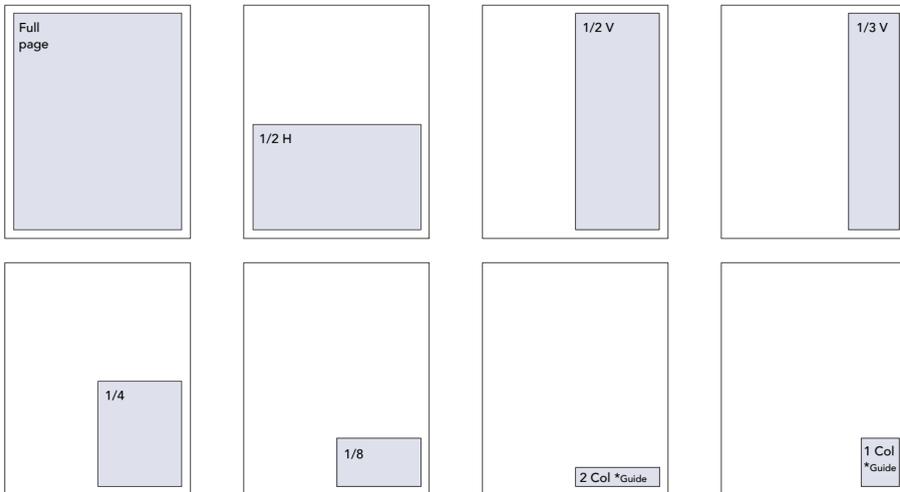
www.NWCatholic.org/advertise

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Print advertising specifications



All ads have links in the online flipbook on NWCatholic.org

Advertising prices include 4-color process.

We accept high-resolution PDFs (print quality) with color embedded. Ads must be exact size at 100%, 300 dpi. No black builds.

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