

NORTHWEST CATHOLIC

A unique opportunity to extend your brand to a targeted marketing 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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Circulation strength

STATS

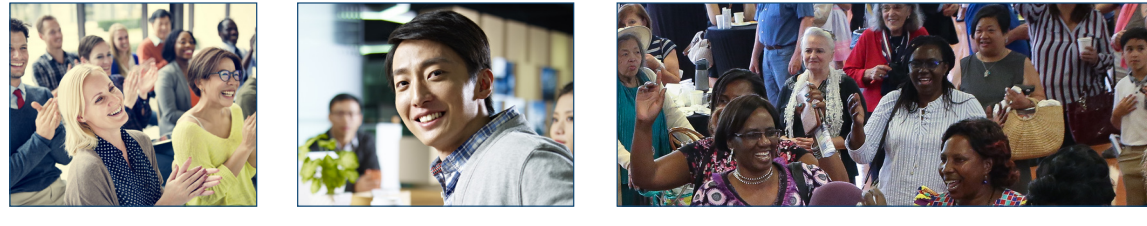


114,000
HOUSEHOLDS



1.1 MILLION
COPIES PER YEAR

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



NORTHWEST CATHOLIC

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Advertising calendar 2021



JAN/FEB 2021
Dedicated to Excellence: Catholic Schools



MARCH 2021
Lent & Easter



APRIL 2021
Healthy Living



MAY 2021
Graduation: Stepping into the Future



JUNE 2021
Vocations: Ordinations, Jubilarians & Parish Summer Mass Schedule



JULY/AUG 2021
Catholic Owned Businesses



SEPTEMBER 2021
Your Story Begins Here: Back to School



OCTOBER 2021
Senior Vitality



NOVEMBER 2021
End of Life



DECEMBER 2021
Advent & Christmas

Issue	Ad Res. Deadline for Ads We Create	Ad & Art Deadline for Print Ready	Mailing Date
Jan/Feb 2021	Nov 18	Nov 25	Dec 29
March 2021	Jan 13	Jan 20	Feb 24
April 2021	Feb 10	Feb 17	Mar 24
May 2021	Mar 10	Mar 17	Apr 26
June 2021	Apr 14	Apr 21	May 26
July/Aug 2021	May 19	May 26	June 28
September 2021	July 21	July 28	Aug 25
October 2021	Aug 11	Aug 18	Sept 27
November 2021	Sept 15	Sept 22	Oct 25
December 2021	Oct 13	Oct 20	Nov 24

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

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Rate card for print magazine

SIZE (width x height)	1 TIME (price per insertion)	3 TIMES (price per insertion)	6 TIMES (price per insertion)	10 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 reserved is considered a binding contract. Full list of terms and policies are available on the web.



Reserve space

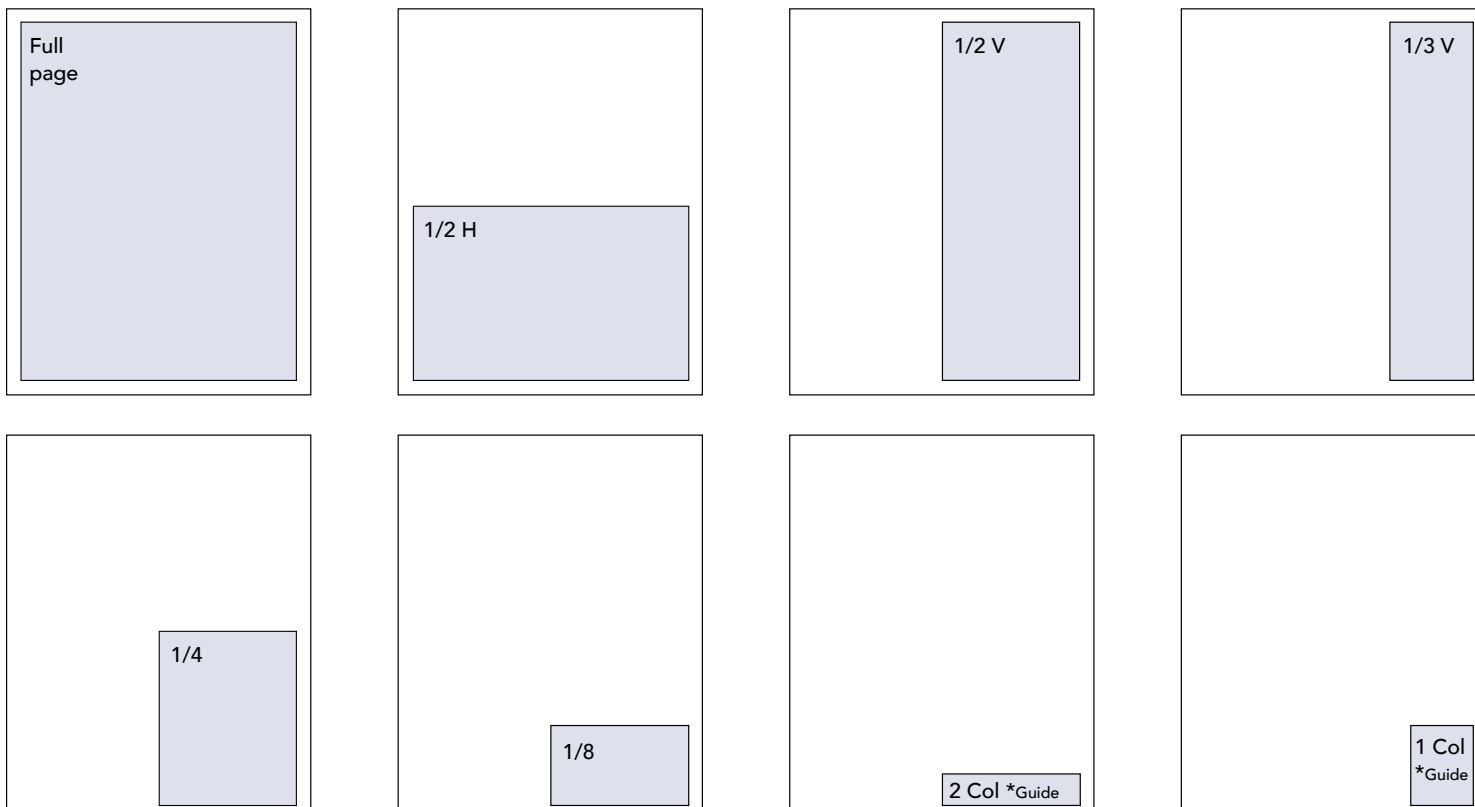
Keri Hake, Ad Sales Manager
206-382-2075
advertising@seattlearch.org

www.NWCatholic.org/advertise

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Print advertising specifications



*NWC Business Guide ads will be in the back of the magazine in various groupings.

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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