

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



670,000
COPIES PER YEAR

Complimentary for registered parish households in the Archdiocese of Seattle. Also available for \$18/year.



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Advertising calendar 2022/2023



Back to School and Women Religious



Respect Life



Advent, Christmas and Catholic Education



Lent and Easter



Catholic Owned Businesses



Religious Life and Graduates



Back to School



Respect Life



Advent, Christmas and Catholic Education

Issue	Ad Res. Deadline for Ads We Create	Ad & Art Deadline for Print Ready	Mailing Date
Aug/Sept 2022	June 15	June 22	July 29
Oct/Nov 2022	Aug 10	Aug 17	Sept 28
Dec 2022/Jan 2023	Oct 12	Oct 19	Nov 28
Feb/March 2023	Dec 7	Dec 14	Jan 27
April/May 2023	Feb 8	Feb 15	March 29
June/July 2023	April 12	April 19	May 26
Aug/Sept 2023	June 14	June 21	July 28
Oct/Nov 2023	Aug 9	Aug 16	Sept 28
Dec 2023/Jan 2024	Oct 11	Oct 18	Nov 27

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

NORTHWEST CATHOLIC

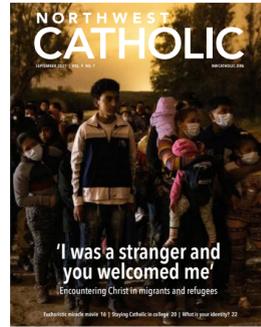
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Rate card for print magazine

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
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 ads are 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

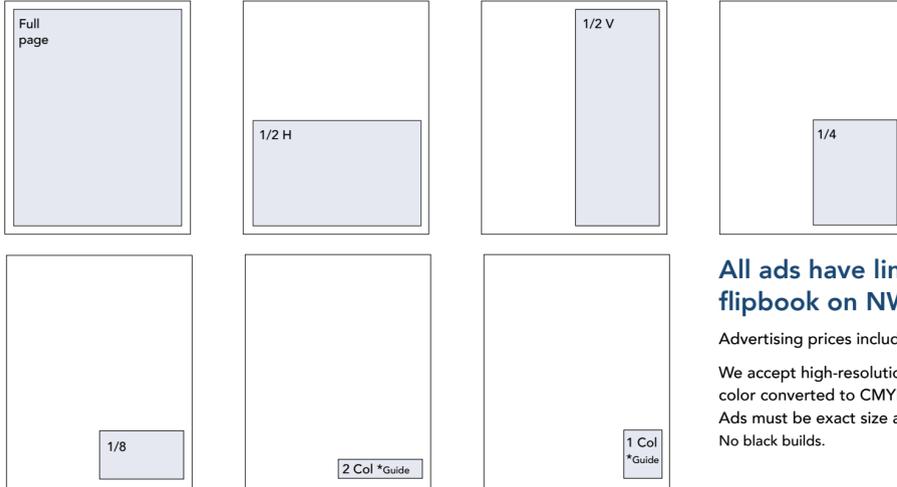
NWCatholic.org/advertise

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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 converted to CMYK and fonts embedded. Ads must be exact size at 100%, 300 dpi. No black builds.

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