



NORTHWEST CATHOLIC

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



What makes us different

Valued

82% of our surveyed 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 perennial Catholic Media Award winner, honored with over 155 awards since 2014.

Testimonials

“

I am deeply grateful for the incredible support we received from Northwest Catholic in our recent hiring campaign. Running our ad through their magazine helped us connect with candidates who not only had the necessary skills but also viewed their work as a true calling to serve our Catholic community.

– Advertiser

“

Northwest Catholic magazine is a great beacon that helps me refocus my busy life around what is important. I value it.

– Reader

“

Enlightening, encouraging and challenging ... just what I needed.

– Reader

“

Northwest Catholic has proven to be an integral part of our marketing strategy. The responses generated by advertisements placed in Northwest Catholic surpass those from any other publication.

– Advertiser

**NORTHWEST
CATHOLIC**

Circulation strength

STATS



111,700

HOUSEHOLDS



670,000

COPIES PER YEAR

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



OUR PRINT MAGAZINE READERS

74%
WOMEN

26%
MEN

AGE

26%
18-44

45%
45-64

29%
65+

HOUSEHOLD INCOME

25.5%
UNDER
\$50,000

39.7%
\$50,000 –
\$99,999

34.8%
\$100,000
OR MORE

NORTHWEST
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Contact us at: advertising@seattlearch.org

Advertising calendar 2024/2025



DEC 24/JAN 2025

Advent, Christmas and Catholic Education



FEB/MARCH 2025

Lent Season of Service



APRIL/MAY 2025

Archdiocese 175th Anniversary



JUNE/JULY 2025

Religious Life and Graduations



AUG/SEPT 2025

Back to School



OCT/NOV 2025

Respect Life



DEC 25/JAN 2026

Advent, Christmas and Catholic Education

Issue	Ad Reservation Deadline	Final Ad Deadline	Mailing Date
Dec 2024/Jan 2025	Oct 9	Oct 16	Nov 25
Feb/March 2025	Dec 11	Dec 20	Jan 29
April/May 2025	Feb 12	Feb 26	March 31
June/July 2025	April 23	April 30	June 2
Aug/Sept 2025	June 18	June 25	July 30
Oct/Nov 2025	Aug 20	Aug 27	Oct 1
Dec 2025/Jan 2026	Oct 22	Oct 29	Dec 1
Feb/Mar 2026	Dec 10	Dec 17	Feb 2

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)	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"	\$ 1,300	\$ 975	\$ 730	\$ 550
*NWC Business Guide (sizes adjusted 7/2023)				
(1 column) 1.6563" x 2.2285"				
(2 column) 3.4792" 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"	\$ 5,750	\$ 4,312	\$ 3,249	\$ 2,444
Back Cover HP 7.125" x 4.5854"	\$ 4,375	\$ 3,281	\$ 2,469	\$ 1,844

INSERTS AVAILABLE: BRE Envelope, Flyer, Postcard

Price: \$3,600 (does not include printing). See [insert guide](#) for additional information.

*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.

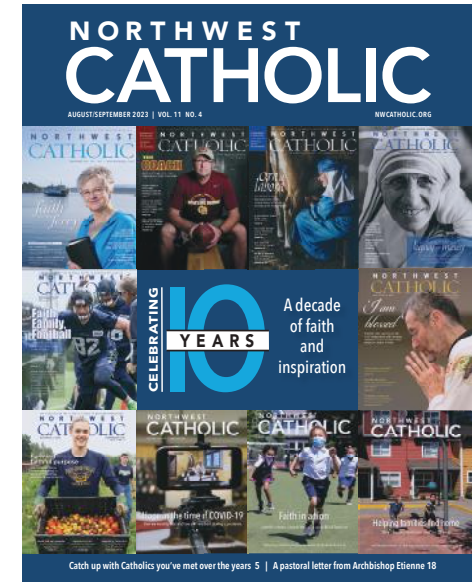
We reserve the right to object to, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.

All ads are subject to approval by Northwest Catholic. Ad space reservation is a binding contract.

Full list of terms and policies are available online.

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Reserve space

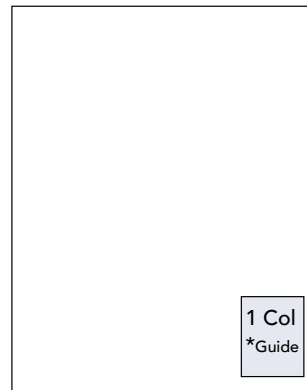
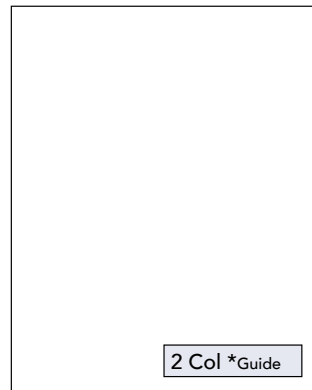
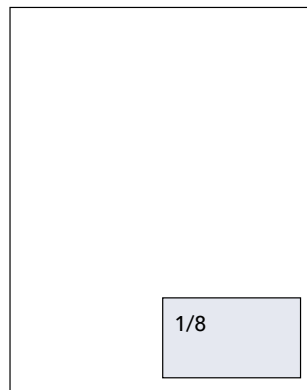
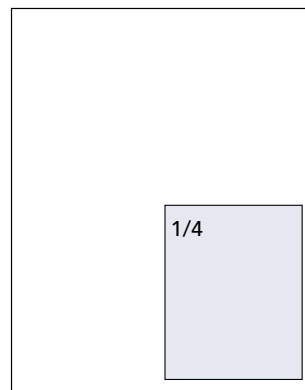
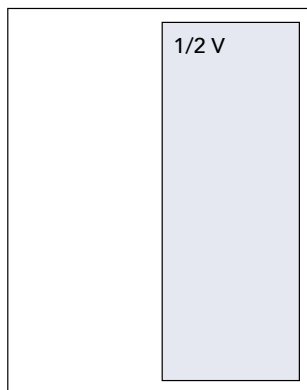
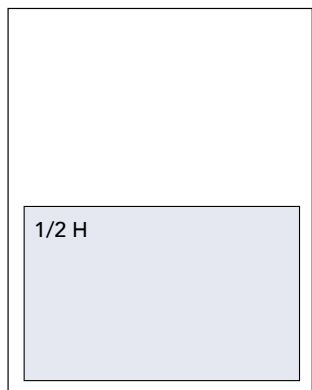
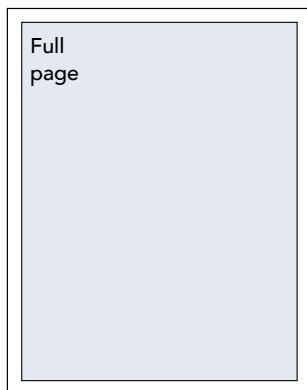
Keri Hake, Ad Sales Manager

206-382-2075

advertising@seattlearch.org

NWCatholic.org/advertise

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.

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

Classified Advertising

Classified ads are online at [NWCatholic.org/classifieds](https://nwcatholic.org/classifieds).

Only
60¢
per word

For 60¢ per word, you can reach thousands of viewers! Classifieds are posted every other Thursday and will remain online for two weeks. We require all ad text and final proofs to be submitted and approved the Tuesday prior to the posting date.

Submit an ad online:

[NWCatholic.org/submit-classified](https://nwcatholic.org/submit-classified)

Contact us:

classifieds@seattlearch.org

206-382-2075

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Bonus: Web advertising

Web ads are an added bonus with paid magazine print advertising.

189,000+
annual
visitors

NWCatholic.org

With new content daily, NWCatholic.org gives Catholics ways to be inspired and a place to get the latest Catholic news from the Pope and the Bishops to the local parish down the street. NWCatholic.org features:

- Feature stories about local Catholics and parishes throughout the archdiocese
- Coverage of Pope Francis
- National and international Catholic news
- Thought-provoking local and national Catholic columnists
- Movie reviews through a Catholic lens
- Local events calendar, Catholic obituaries and crossword puzzle
- Plus, all the magazine stories and a digital flipbook version, with 10 years of content

SIZES

300px X 250px

300px X 600px

728px X 90px

970px X 90px



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2024 Catholic Media Association Awards

Northwest Catholic and the Archdiocese of Seattle's Communications team won 18 national awards from the Catholic Media Association for work published during the 2023 calendar year. "Almost every element of production was honored — writing, design, photography, columns, advertising, social media," said Kate DeWeese, editor of Northwest Catholic.

ADVERTISING AWARDS, Magazine Division

- **Best Media Kit**, Second Place
- **Best Special Issue with Advertising Emphasis** - Religious Life & Graduation issue, Second Place
- **Best Ad Copywriting** - #FulcrumYES Campaign, Third Place
- **Best Promotional House Ad** - Northwest Catholic Newsletter, Third Place



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Advertising contact information



For more information, please reach out to

Keri Hake, Advertising Sales Manager

206-382-2075

advertising@seattlearch.org

nwcatholic.org

Northwest Catholic is the official publication of the
Archdiocese of Seattle
710 9th Avenue
Seattle, WA 98104



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