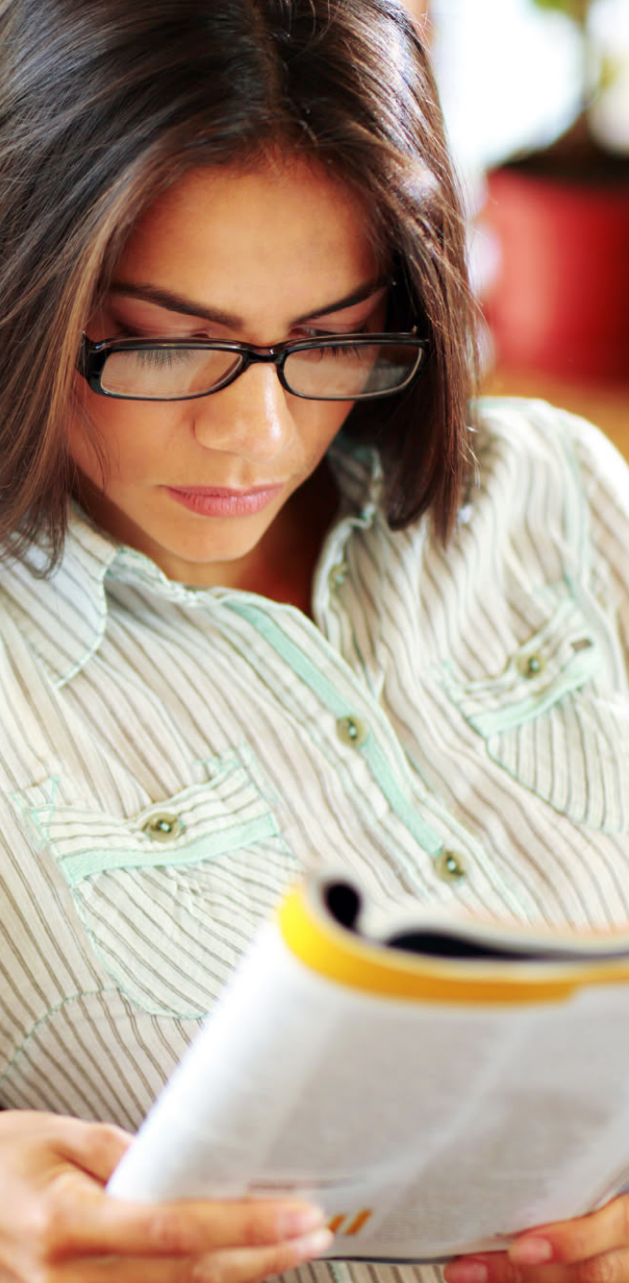


NORTHWEST CATHOLIC

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



Archdiocese
of Seattle



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 166 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



114,700

HOUSEHOLDS



688,000

COPIES PER YEAR

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

OUR PRINT MAGAZINE READERS

69%
WOMEN

31%
MEN

AGE

24%
18-44

47%
45-64

29%
65+

HOUSEHOLD INCOME

17%
UNDER
\$50,000

37%
\$50,000 –
\$99,999

46%
\$100,000
OR MORE



NORTHWEST
CATHOLIC

Contact us at: advertising@seattlearch.org

Advertising calendar 2026/2027



Lent



Easter Season



Respect Life



Advent, Christmas, Catholic Education



Religious Life and Graduations



Back to School

Issue	Advertising Theme	Ad Reservation Deadline	Final Ad Deadline	Mailing Date
Feb/Mar 2026	Lent	Dec 10	Dec 17	Feb 2
April/May 2026	Easter Season	Feb 18	Feb 25	April 1
June/July 2026	Religious Life and Graduations	April 22	April 29	June 2
Aug/Sept 2026	Back to School	June 17	June 24	July 29
Oct/Nov 2026	Respect Life	Aug 19	Aug 26	Sept 30
Dec 2026/Jan 2027	Advent, Christmas and Catholic Education	Oct 21	Oct 28	Dec 2
Feb/Mar 2027	Lent	Dec 9	Dec 16	Feb 1
April/May 2027	Easter Season	Feb 17	Feb 24	Mar 31
June/July 2027	Religious Life and Graduations	April 21	April 28	June 1
Aug/Sept 2027	Back to School	June 23	June 30	Aug 3
Oct/Nov 2027	Respect Life	Aug 18	Aug 25	Sept 29
Dec 2027/Jan 2028	Advent, Christmas and Catholic Education	Oct 20	Oct 27	Dec 1

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"	\$ 1,300	\$ 975	\$ 730	\$ 550
*NWC Business Guide				
(1 column) 1.6563" x 2.2285"				
(2 column) 3.4792" x 1.0465"	\$ 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

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.

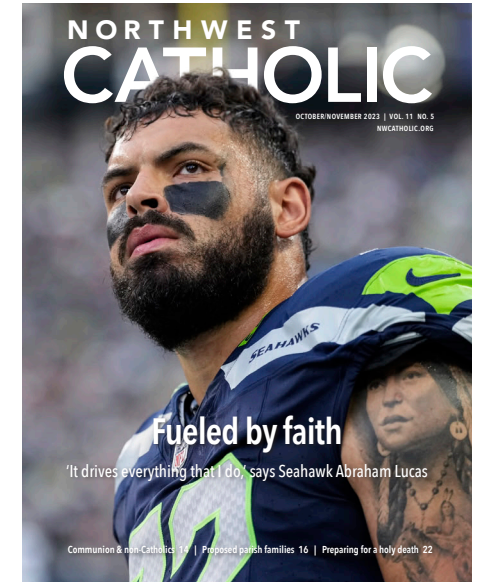
We reserve the right to object to, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.

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.

**NORTHWEST
CATHOLIC**

Contact us at: advertising@seattlearch.org



Reserve space

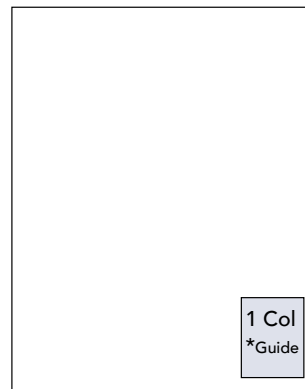
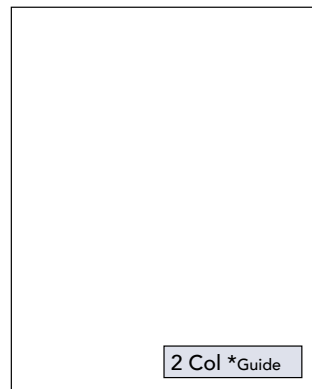
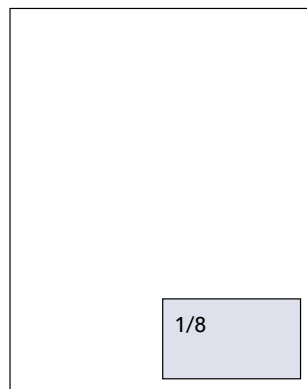
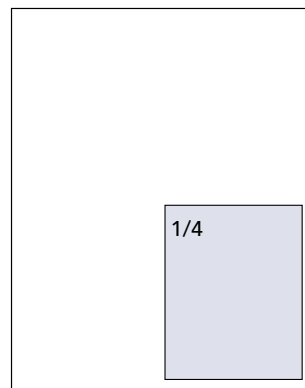
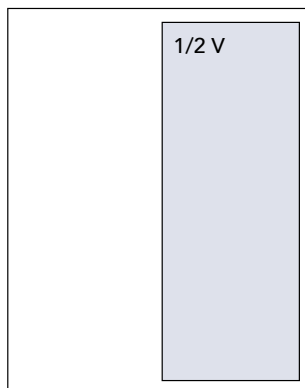
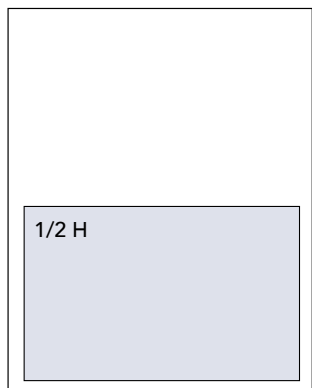
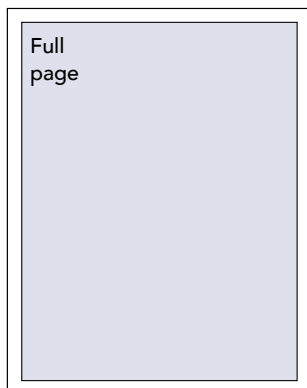
Keri Hake, Ad Sales Manager

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.

**NORTHWEST
CATHOLIC**

Contact us at: advertising@seattlearch.org

Classified Advertising

Classified ads are online at 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

Contact us:

classifieds@seattlearch.org

206-382-2075

NORTHWEST
CATHOLIC

Contact us at: advertising@seattlearch.org

Bonus: Web advertising

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

281,000+
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 Leo XIV
- 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



NORTHWEST
CATHOLIC

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Catholic Media Association Awards

Northwest Catholic and the Archdiocese of Seattle's Communications team won 11 national awards from the Catholic Media Association for work published during the 2024 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

2025

- **Best Advertising Campaign** - Catholic Schools Department, First Place
- **Best Promotional Ad** - Northwest Catholic Newsletter, Second Place

2024

- **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

NORTHWEST
CATHOLIC



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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