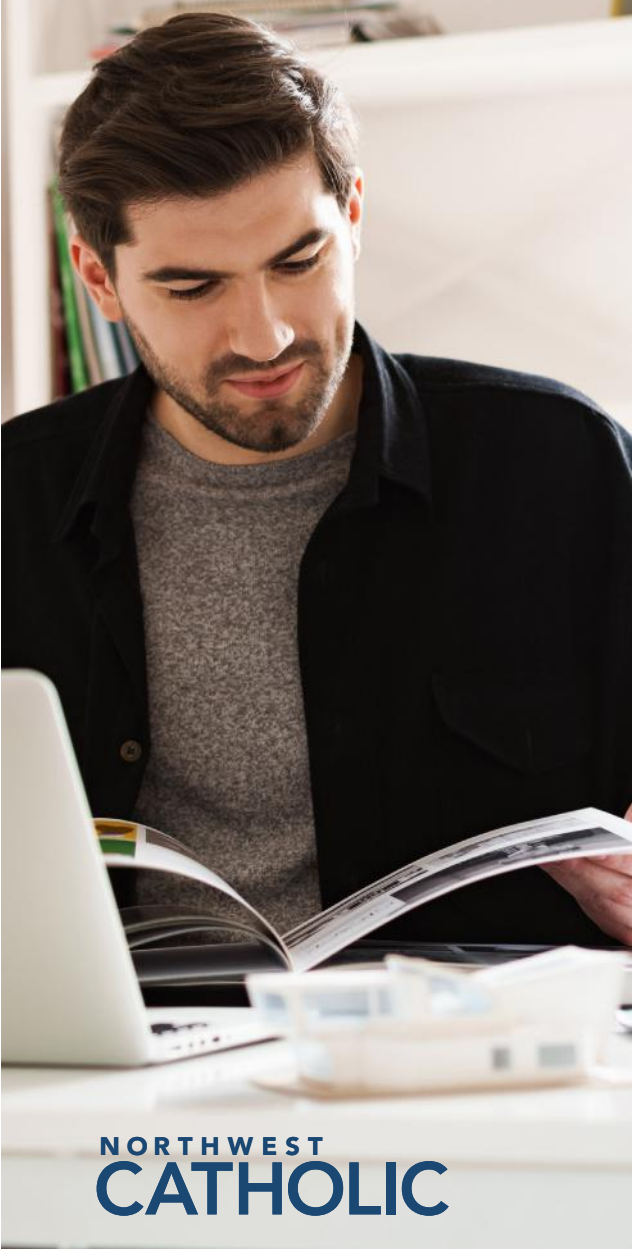


NORTHWEST CATHOLIC

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



NORTHWEST CATHOLIC

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 140 awards since 2014.

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Circulation strength

STATS

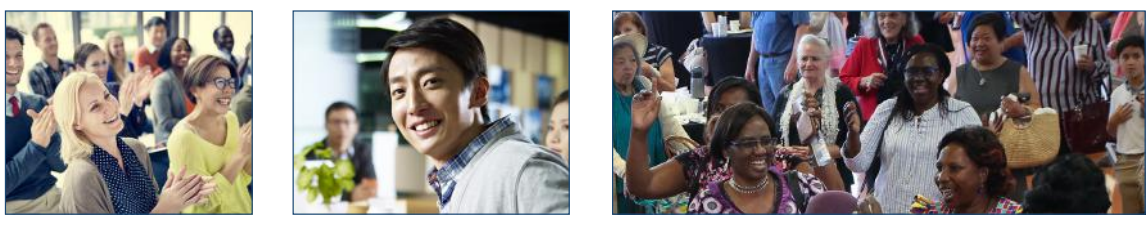


110,000
HOUSEHOLDS



665,000
COPIES PER YEAR

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



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Contact us at: advertising@seattlearch.org

Advertising calendar 2023/2024



AUG/SEPT 2023
Back to School and 10-Year Anniversary



OCT/NOV 2023
Respect Life



DEC 23/JAN 2024
Advent, Christmas and Catholic Education



FEB/MARCH 2024
Lent and Easter



APRIL/MAY 2024
Senior Living



JUNE/JULY 2024
Religious Life and Graduations



AUG/SEPT 2024
Back to School



OCT/NOV 2024
Respect Life



DEC 24/JAN 2025
Advent, Christmas and Catholic Education

Issue	Ad Res. Deadline for Ads We Create	Ad & Art Deadline for Print Ready	Mailing Date
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
Feb/March 2024	Dec 6	Dec 13	Jan 26
April/May 2024	Feb 14	Feb 21	March 27
June/July 2024	April 10	April 17	May 28
Aug/Sept 2024	June 12	June 19	July 29
Oct/Nov 2024	Aug 14	Aug 21	Sept 27
Dec 2024/Jan 2025	Oct 9	Oct 16	Nov 25

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

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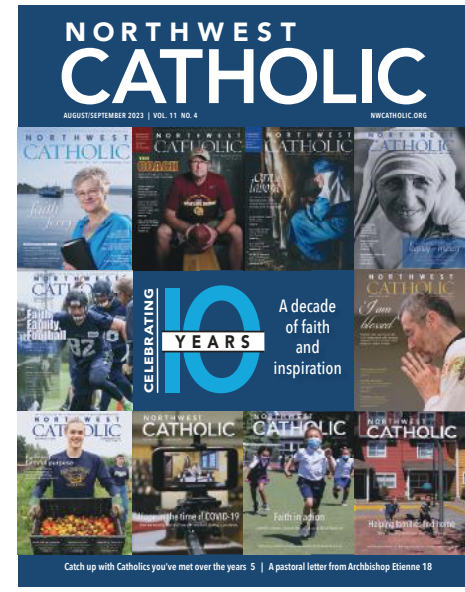
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Rate card for print magazine

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
Quarter Page 3.4792" x 4.5854"	\$ 2,250	\$ 1,685	\$ 1,265	\$ 950
Eighth Page 3.4792" x 2.285"	\$ 1,300	\$ 975	\$ 730	\$ 550
*NWC Business Guide (sizes adjusted 7/2023)				
(1 column) 1.6563" x 2.2285"	\$ 535	\$ 435	\$ 335	\$ 235
(2 column) 3.4792" x 1"				
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.



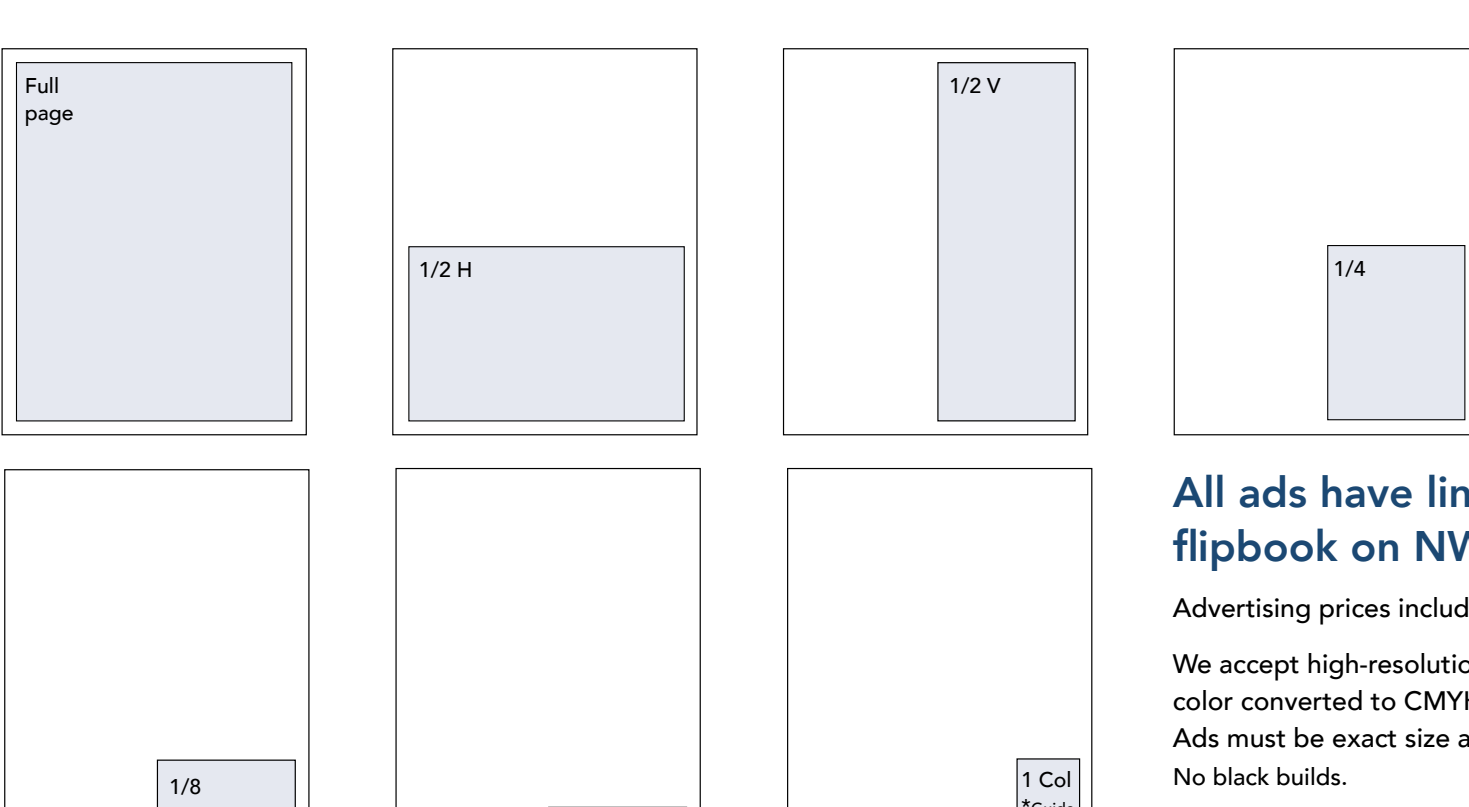
Reserve space
Keri Hake, Ad Sales Manager
206-382-2075
advertising@seattlearch.org
NWCatholic.org/advertise

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Contact us at: advertising@seattlearch.org

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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Bonus: Web advertising

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

59,000+ annual visitors

NWCATHOLIC.ORG

There's new content every day on our website, where you can be inspired by the ways local Catholics are living their faith, read the latest message from Pope Francis, see if that hot new movie is appropriate for your kids or promote your latest job opening. You'll find:

- 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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Connect with Northwest Catholic

2,400+ subscribers

NORTHWEST CATHOLIC NEWSLETTER

Editor Kate DeVee provides a friendly take on the NW and a curated slate of features to read our stories and connect with other readers. Our social media specialist often treats our followers to great photos and fun videos promoting Catholic life. Check us out: Instagram: [northwestcatholic](https://www.instagram.com/northwestcatholic) Facebook: [NorthwestCatholic](https://www.facebook.com/NorthwestCatholic) Twitter: [@nwestcatholic](https://twitter.com/nwestcatholic)

8,800+ followers

SOCIAL MEDIA

Northwest Catholic is on Facebook, Instagram and Twitter, giving you another great way to read our stories and connect with other readers. Our social media specialist often treats our followers to great photos and fun videos promoting Catholic life. Check us out:

- Instagram: [northwestcatholic](https://www.instagram.com/northwestcatholic)
- Facebook: [NorthwestCatholic](https://www.facebook.com/NorthwestCatholic)
- Twitter: [@nwestcatholic](https://twitter.com/nwestcatholic)



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