

Multi-Media Platform Overview

**FEARLESS REPORTING. NEWS THAT NOURISHES.
PERSPECTIVES THAT CHALLENGE.
DIVERSITY OF OPINIONS.**

America Media leads the conversation about faith and culture. We continuously strive to produce content that says something different, that offers a different opinion or perspective, that showcases a voice that asks the unconsidered, better question. Our coverage spans the globe from church news, politics and social justice to education, health care, arts and culture. America Media stands out for our balance and the depth of our reporting—digital, social, print, audio, video and events.

Partnerships

America Media's print and digital platforms provide timely news and in-depth analysis, while our podcasts and video products offer narrative shows, weekly conversations and deep dives into complex topics. Our connection with our audience goes deeper than most media properties. We offer our partners a dual community of educated and engaged influencers who are invested personally for the long term.

Our Community

Gender:

Female/Male: 53/45

Age:

Print reader: 73

Digital user: 58

Newsletter subscriber: 68

Education:

70% have a master's degree and higher

Income:

Average HHI of \$90K

Brand Footprint

Print: 37,000 readers

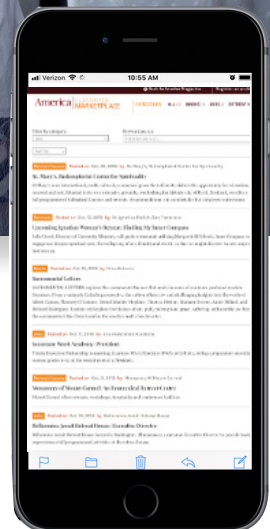
Digital: 1.3M unique users per month
(average last 6 months)

Newsletters: 100,000 subscribers

Social: 173,000 followers

Audio: 243,914 downloads per month
(average last 6 months)

Video: 132,805 views on YouTube per month
(average last 6 months)



KEN ARKO

Director of Advertising Services
America Media

Office: 212-515-0126

Mobile: 732-720-9941

karko@americamedia.org

GEENA DI CAMILLO

Advertising Services Associate
America Media

Office: 212-515-0127

Mobile: 727-741-9209

gdicamillo@americamedia.org

Editorial Calendar

2020

July	Community & Pop Culture
August	Family Directory: Vocation
September	Education & Immigration Directory: Retreat
October	Election Directory: Bereavement
October Bonus	Special: Fall Literary Review
November	Politics, Philanthropy & Giving
December	America Profile Directory: Gift Guide

2021

January	Technology & Communication Directory: Retreat & Spiritual Guidance
February	Education Directory: Scholarship/ Education Programs
March	Social Justice & Spiritual Reflection
April	Service, Volunteering, Vocation Directory: Vocation
April Bonus	Special: Spring Literary Review
May	Financial Business Directory: Retreat
June	Health Care

**Materials due 6 weeks prior to issue date*

Acceptable File Formats

PREFERRED FORMAT:

High-Res Adobe PDF with bleed and crop marks

CROP MARKS: 1/8" offset

RESOLUTION: 300 DPI

COLOR SPACE: 4 Colors, CMYK

No Spot, Lab or Process colors

**Important illustrations and text should be kept 1/4" from trim and 1/2" from gutter*

PRODUCTION SPECIFICATIONS

CENTER SPREAD

BLEED: 16 1/2" x 10 3/4"

TRIM: 16 1/4" x 10 1/2"

FULL PAGE

NON-BLEED: 7 1/8" x 9 1/2"

BLEED: 8 3/8" x 10 3/4"

TRIM: 8 1/8" x 10 1/2"

2/3 PAGE: 4 5/8" x 9 1/2"

HALF PAGE

VERTICAL: 3 1/2" x 9 1/2"

HORIZONTAL: 7 1/8" x 4 1/2"

1/3 PAGE: 2 1/4" x 9 1/2"

QUARTER PAGE: 3 1/2" x 4 5/8"

DIRECTORIES

50 words

Image: 2 1/4" x 1 3/4"

DIGITAL PLATFORMS

WEBSITE & E-NEWSLETTERS:

Standard Sizes:

300x250

728x90

300x600

320x50

970x250

FILE TYPES

Website: Hi-Res JPG (preferred), GIF and PNG

E-Newsletters:

Hi-Res JPG (only), 72 DPI, RGB

File Size no larger than 80K

When using a light/white background, creative must include a 1 pt. grey stroke around unit

PODCASTS

:15 or :30 copy for audio

Ad/Message Recommendations

- Connection with our audience is key; motivation drives engagement
- Start with "why your brand matters" or a personal story
- Drive curiosity so they take the next step to contact you
- Call-to-action should engage the listener to call a phone number or visit your website; less than 5 words, if possible

CLASSIFIED MARKETPLACE

Self-service portal: marketplace.americamagazine.org

• Magazine: \$2/ word

• Digital: \$75 per month/ unlimited copy

CIRCULATION

800.267.6939