

# Multi-Media Platform Overview

America Media leads the conversation about faith and culture. Founded and directed by the Jesuits, we bring 111 years of history that is empowering and inspiring by continuously producing content that says something different, offers a different opinion or perspective and 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 depth of our reporting—digital, print, social, audio, video and events.

## Our Community

**One of the best educated audiences in journalism**

- Education: 90% college degree+; 70% master's degree+
- Average age: 45\*
- Average HHI: \$97,000

**Responsive influencers who are invested personally for the long term.**

- 90% read us for an intellectual and informed take on church issues
- 87% take action as a result of reading an article
- 80% renew magazine subscription
- 71% share content
- Donate regularly: \$2M+ annually

## Brand Footprint

**Website:** 1,410,000 monthly unique users\*\*

**Magazine:** 35,000 subscribers

**Newsletters:** 175,000 subscribers

**Social Media:** 1,125,000 followers

**Podcasts:** 570,000 downloads per month\*\*

**YouTube:** 45,000 subscribers

## Partnership Benefits

Together with you, we will develop a turnkey media and marketing campaign that aligns with your marketing objectives and meets your goals. Custom media elements within relevant content will promote your brand message, thus driving engagement with our community of influential subscribers.

Sources: Google Analytics, 2019 Subscriber Studies, Megaphone Data, YouTube Analytics

\* Average age of our digital and YouTube subscriber

\*\* Six-month average

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# Editorial Calendar

## 2021

October	Women in the Church
October Bonus	Special: Fall Literary Review
November	Philanthropy & Giving
December	America Profile & Travel Directory: Gift Guide

## 2022

January	Technology & Communication Directory: Retreat & Spiritual Guidance
February	Education Directory: High School Education
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

## 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 & NEWSLETTERS:

Standard Sizes:

300x250

728x90

300x600

320x50

970x250

### FILE TYPES

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

### 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 and :30 spot scripts or keyword list for integrated ad units

### AD/SCRIPT 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](https://marketplace.americamagazine.org)

• Magazine: \$2/ word

• Digital: \$75 per month/ unlimited copy

## CIRCULATION

800.267.6939

*\*Themes subject to change. 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*