America Media leads the conversation on faith and culture. As a trusted brand, America engages its print and digital audiences with relevant content of the world’s most pressing issues, including politics, global news, religion and culture.

**WHO IS THE AMERICA READER?**

Bachelor’s Degree: 71%
Master’s Degree: 50%
Doctor’s Degree: 18%

Female: 46%
Male: 53%
Faith-Based People: 71%
Clergy/Religious Order: 29%
Average Age: 68.8

**A TRUSTED ENVIRONMENT FOR YOUR BRAND**

**PRINT**
- Bi-weekly
- 40K subscriptions
- Highly-invested audience: $60/year subscription
- 80% renewal rate

**DIGITAL**
- **Channels:** Politics & Society, Faith, Arts & Culture
- Content updated 2-3x/day; mobile optimized
- 550K uniques/month; 1M pages views/month

**DIGITAL NEWSLETTER**
- Daily (6x) sent to 35K
- Bi-weekly issue announcement sent to 35K+
- Catholic Book Club 10k

**SOCIAL MEDIA FOOTPRINT:** 670K Followers + Growing

**AUDubill/VIDEO**
- **Jesuitical:** A new podcast from the young, hip and lay editors of America Media approaching 4K downloads per week
- **America this Week:** Weekly radio broadcast on The Catholic Channel, Sirius XM’s 31M subscribers
- Film/Video: America Films, our in-house documentary video production unit

**EVENTS**
- Join us and attend our live events, take part in our life-changing pilgrimages and spiritual building retreats.

**INTEGRATED OPPORTUNITIES**

**INTRODUCTORY ($2,500)**
- 2 quarter page ads
- Design/consult of digital assets
- 100K digital impressions
- 1 e-newsletter

**BASIC ($5,000)**
- 2 full page ads
- 200K digital impressions
- 2 e-newsletters

**ENHANCED ($10,000)**
- Inside cover page, one full page, 3 quarter page ads
- Design and create digital assets
- 300K digital impressions
- 3 e-newsletters

**PREMIUM ($20,000)**
- 2 cover pages
- 2 full pages
- 6 half pages
- 600K digital impressions
- 4 e-newsletters

**OPTION A**
- 10 franchise half pages
- 600K digital impressions
- 4 e-newsletters

**SUPERIOR ($50,000)**
- 5 cover page, 5 full pages, 12 half page ads
- 1 million digital impressions
- 12 e-newsletters
- Bonus books from America Media

**KEN ARKO**
- Director of Advertising Services
- America Media
- 1212 Avenue of the Americas, 11th FL, New York, NY 10036
- Office: 212-515-0126
- Mobile: 732-720-9941
- karko@americamedia.org
2018-2019 EDITORIAL CALENDAR

Materials due 4 weeks prior to issue date

ISSUE DATE
(Subject to change)

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<th>Month</th>
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PRINT AND DIGITAL SPECIFICATIONS

Format: pdf, eps, tiff, 300dpi, Bleed – 1/8", CMYK

Center Spread – Trim Size – 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 Size – 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"

Customized digital options are available and third party ad tags are accepted.

File types
Web – .jpeg (preferred), .gif, and .png
ENewsletter – .jpeg (only)

Standard sizes
300 x 250
728 x 90
300 x 600
320 x 50

Classified Postings: AmericaMagazine.org/classifieds
Print: $2 per word + $175 for image
Digital: $175 per month

Directories: $375 per listing (annual programs available)
(50 words/1.75w x 2.25h image)

Podcast: Fifteen and thirty second readings

Submit Creative to:
KEN ARKO
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