OUR MISSION
America Media is your smart, Catholic take on faith and culture.
With a highly influential and globally renowned editorial team, we are a powerful voice of the Catholic Church—providing a positive space for civil discourse through content about the world’s most pressing issues including politics, global news, religion, society and more.

A BRAND SAFE TRUSTED ENVIRONMENT

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

DIGITAL
• Channels: Politics & Society, Faith, Arts & Culture
• Daily updates 2-3x/day; mobile optimized
• 650K uniques/month
• 1MM page views/month

E-NEWSLETTERS
America Daily (7x week)
• 60K subscribers
Father James Martin (1x week)
• Subscribers - TK
Catholic Book Club (1x week)
• 10+K subscribers
Catholic Movie Club (1x week)
• Subscribers - TK

SOCIAL MEDIA
• 670K followers

AUDIO/PODCASTS
Four podcasts weekly
• The Examen: 180K downloads per month
• Jesuitical: 20K downloads per month
• The Word: 7K downloads per month
• Inside The Vatican: Downloads per month - TK

VIDEO
• Faith in Focus

EVENTS
• NYC Studio events

WHO IS THE AMERICA MEDIA AUDIENCE?

GENDER
Female 52%
Male 48%
Faith-Based 71%
Clergy/Religious Order 29%

AGE
13-24 26%
25-44 30%
45+ 44%

CHILDREN
Kids in Household 43%

EDUCATION
Bachelor’s Degree 71%
Master’s Degree 50%
Doctorate Degree 18%

HOUSEHOLD INCOME
$0-50K 44%
$50-100K 29%
$100K-150K 16%
$150K+ 11%

CONTACT
KEN ARKO
Director of Advertising Services
212.515.0126
karko@americamedia.org

LAUREN MICHAELS
Business Development
917.903.7395
lmichaels@americamedia.org
## 2018 & 2019 EDITORIAL CALENDAR

**ISSUE DATE (Edit subject to change)**

### 2018
- **December 10**: Christmas
- **December 24**: Books on the Bible

### 2019
- **January 7**: Catholic Resources 2019
- **January 21**: Travel
- **February 4**: Education/Finance
- **February 18**: Health & Wellness
- **March 4**: Social Justice/Philanthropic Giving
- **March 18**: SPECIAL: Sports
- **April 1**: Vocational Discernment/Volunteering Ministry
- **April 15**: Finance
- **April 22**: SPECIAL: Spring Literary Review
- **April 29**: Travel/Summer Pilgrimages
- **May 13**: Education
- **May 27**: Ideas/Commencement/Thought Leadership
- **June 10**: SPECIAL: Healthcare
- **June 24**: Family
- **July 8**: Consistent Life Ethics (Children & Eldercare)
- **July 22**: SPECIAL: Aerospace
- **August 5**: TBD
- **August 19**: TBD
- **September 2**: Media Today
- **September 16**: Politics
- **September 30**: Education
- **October 14**: Social Justice
- **October 21**: SPECIAL: Fall Literary Review
- **October 28**: All Saints
- **November 11**: TBD
- **November 25**: Service: Giving & Tithings
- **December 9**: TBD
- **December 23**: Christmas

## PRODUCTION SPECIFICATIONS

**AMERICA MAGAZINE**
- Materials due 4 weeks prior to issue date
- Formats: pdf, eps, tiff, 300 dpi, CMYK

**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 3/8”
- Trim: 8 1/8” x 10 1/2”

**2/3 Page**
- 4 5/8” x 9 1/2”

**1/3 Page**
- Vertical: 2 ¼” x 9 1/2”
- Horizontal: 7 1/8” x 3 1/8”

**Quarter Page**
- 3 ½” x 4 5/8”

**Classified/Marketplace**
- Magazine: $2/word
- Directories: 50 words
- Image: 1.75” wide x 2.25” high

## DIGITAL PLATFORMS

**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
- Light/white background creative must include a 1 pt. grey stroke around unit

**Standard Sizes**
- 300x250 (website & e-Newsletter)
- 728x90
- 300x600
- 320x50

**Classified/Marketplace**
- Self-service portal: marketplace@americamagazine.org

**Podcasts**
- :15 or :30 copy for audio

## CREATIVE SUBMISSION

**KEN ARKO**
Director of Advertising Services
America Media
1212 Avenue of the Americas, 11th floor
New York, NY. 10036f
212.515.0126
karko@americamedia.org

**CIRCULATION**
800.627.9533

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**America Media**
A Jesuit Ministry
## 2018/2019 SPECIAL ADVERTISING UNITS

### Polybag
- **Insert up to 5 pieces into polybag including issue of America.**
- **Specs:** Minimum size: 5”x5” on 70# stock. Maximum size: 8.125” x 10.5”. Trim size with total thickness of package no more than 1.375”.
- **Cost:** $5,000 depending on postage

### Gatefold
- **A high impact unit to showcase your message on more than a traditional spread.**
- **Specs:** 23.625” x 10.5”; Minimum stock is 60# interior, 100# exterior.
- **Cost:** $9,000 includes 3 ad pages.

### Tip-in Card / Envelope
- **Card or envelope glued to interior page. Must run on a form break overtop your full-page ad.**
- **Specs:** Minimum size: 4.5” x 5.5”. Maximum size: 8.125” x 10.5” plus another 0.125” if trimming with issue and resting on top or outer edge. Must be on form break.
- **Cost:** $4,850 includes ad page

### Nesting - Envelope
- **An envelope nested between two pages with no staple through center of magazine for easy pull out. Leading edge of envelope to be overtop your ad.**
- **Specs:** Standard #9 envelope Must be on form break.
- **Cost:** $3,350 includes ad page

### Bind-in Card
- **Easy-open insert in a locked position of magazine. This is usually perforated and less than full size of page due to trimming of magazine. A white, unmarked page will be on opposite side of magazine as the staple will go through and hold in place.**
- **Specs:** Minimum size from spine of magazine to facing edge: 5.5” head to foot = 4.5” with 1/8” additional trimming on head and 3/8” binding lap on high folio side.
- **Cost:** $4,850 includes ad page

### Blow-in BRC or BRE
- **Card or envelope blown in at signature break. Unlike a bind-in card, it cannot be positioned under the cover or in the center spread.**
- **Specs:** Minimum card size: 3.5” x 5”. Maximum size: 6.5” x 6.5”.
- **Cost:** $3,000 includes ad page

### Ship to:
- **Attn:** Andrea Sargeant  
  LSC Communications (America Magazine)  
  1600 N. Main Street Pontiac, IL 61764

### More info:
- **Ken Arko**  
  Director of Advertising Services  
  PH (212) 515-0126 | karko@americamedia.org

- Orders due 5 weeks before issue date  
  (gatefold due 8 weeks prior for paper ordering).
- Materials due at printer 4 weeks before issue date.
- Sample or digital file for review 6 weeks prior to issue date.
- Quantity = Circulation plus 5% spoilage  
  (approx. 40,000 as of 10/1).
- Geographic split availabilities: East, Mid-West, West.