

OUR MISSION

America Media leads the conversation about faith and culture through high-impact and ground-breaking content across multiple media platforms.

With a highly influential and globally renowned editorial team, we are committed to producing content that is excellent, unique, relevant and accessible. We are a Catholic ministry that interprets the church for the world and the world for the church.



A BRAND SAFE TRUSTED ENVIRONMENT

MAGAZINE

- Biweekly distribution
- 37K subscriptions; 80% renewal rate
- Highly invested audience: \$60/year subscription

WEBSITE/MOBILE

- 736K uniques/month
- 1.4MM+ page views/month
- Daily updates 5-10x/day; mobile optimized

E-NEWSLETTERS

America Today (7x week)

- 68K subscribers

Father James Martin (1x week)

- 5.6K subscribers

Catholic Book Club (1x week)

- 10K subscribers

The Word (1x week)

- 9.4 subscribers

SOCIAL MEDIA

- 765K followers

PODCASTS

- The Examen: 182K downloads per month
- Jesuitical: 23K downloads per month
- The Word: 14.5K downloads per month
- Inside The Vatican: 5.5K downloads per month
- Deliver Us: 10.5K downloads per month
- Plague: 15.5K downloads per month

VIDEO

- Faith in Focus with Fr. James Martin, S.J.

EVENTS

- America Media's NYC Event Space: custom events

WHO IS THE AMERICA MEDIA AUDIENCE?

MAGAZINE AUDIENCE

37,000

Gender

Female	47%
Male	48%

Age

25-74	52%
75+	43%

Education

Bachelor's Degree	88%
Master's Degree	69%
Doctorate Degree	20%

Household Income

\$0-50K	22%
\$50-100K	27%
\$100K-150K	17%
\$150K+	18%

Source: 2019 Reader Survey

WEBSITE/MOBILE AUDIENCE

736,000

Gender

Female	54%
Male	46%

Age

13-54	66%
55+	34%

Education

Bachelor's Degree	35%
Master's Degree	44%

Household Income

\$0-50K	41%
\$50-100K	33%
\$100K-150K	15%
\$150K+	11%

Source: Quantcast June 2019

2020 EDITORIAL CALENDAR

ISSUE DATE (Edit subject to change)

2020

January 6	Financial Planning
January 20	Travel
February 3	Education
February 17	Social Justice DIRECTORY: Retreat
March 2	Summer Pilgrimages DIRECTORY: Vocation/Service
March 16	Education
March 30	Family
April 13	TBD
April 20	SPECIAL: Spring Literary Review
April 27	Social Justice DIRECTORY: Retreat
May 11	Education
May 25	Ideas/Commencement/Thought Leadership
June 8	Health Care
June 22	TBD
July 6	TBD
July 20	TBD
August 3	TBD
August 17	TBD
August 31	Family
September 14	TBD DIRECTORY: Retreat
September 28	Education
October 12	Election
October 19	SPECIAL: Fall Literary Review
October 26	All Saints
November 9	TBD
November 23	Giving
December 7	America Profile
December 21	Christmas

PRODUCTION SPECIFICATIONS

AMERICA MAGAZINE

- Materials due 4 weeks prior to issue date
- Formats: pdf, eps, tiff, 300 dpi, CMYK (hi-res PDF preferred)

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"

1/2 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"

Classified/Marketplace

Magazine: \$2/word

Directories

50 words

Image: 2.25" wide x 1.75" 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

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

Standard Sizes

300x250 (website & e-Newsletter)

728x90

300x600

320x50

970x250

Classified/Marketplace

Self-service portal: marketplace.americamagazine.org

Podcasts

:15 or :30 copy for audio

CONTACT & CREATIVE SUBMISSION

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