



America | MEDIA
A JESUIT MINISTRY

2024
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America | MEDIA

A JESUIT MINISTRY

BRAND MISSION

The Catholic Church is changing, and America bridges the gap between the Church and global issues. From Congress to the Vatican, you'll find a smart, refreshing Catholic take on the news. With theological essays, political analysis, book reviews, and more, America interprets the world for the Church and the Church for the world.

Founded and directed by the Jesuits, America is a forum for bold and honest journalism. Our mission is to provide consumers with what they need to know now: in-depth news, analysis, and spiritual resources across print, digital, audio, video, and events.

America Media reaches a thriving community of influential, affluent, and educated subscribers through our media platforms and events. Our audience, which is growing steadily, is more engaged than ever, making you a part of this vibrant community.

BRAND FOOTPRINT

- 70,000 print readers
- 20,000 digital subscribers
- 600,000 monthly unique users*
- 110,000 newsletter subscribers
- 1,900,000 social media followers
- 145,000 podcast downloads per month*
- 72,000 YouTube subscribers

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

Sources: Google Analytics, 2019 Subscriber Studies, Megaphone Data

*Average age of our digital and YouTube subscriber

** Six-month average

PEOPLE OF GOD



OUR PLATFORMS

AMERICA: THE JESUIT REVIEW OF FAITH AND CULTURE

America magazine is the leading Catholic journal of opinion in the United States. From church news to politics, immigration, education, arts and culture, and social justice, our coverage spans the globe.

[Click here to view the current issue of **America**.](#)

AMERICAMAGAZINE.ORG

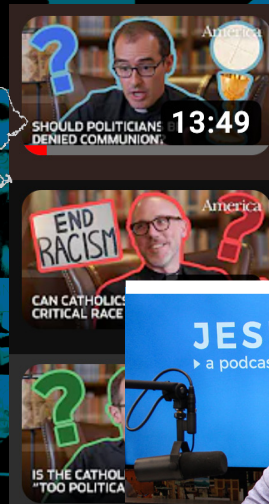
Updated several times daily, americamagazine.org provides the in-depth news and analysis and spiritual resources you need to lead the conversation. Throughout the day, we highlight the latest information on national and global events, along with stories about how faith is being reflected in daily life, arts and culture.

[Click here to visit \[americamagazine.org\]\(http://americamagazine.org\).](http://americamagazine.org)

NEWSLETTERS

"America Today," our daily newsletter, highlights breaking news from the church and the world along with stories on faith and culture. Our weekly and monthly theme newsletters offer reflections on Scripture, literary reviews and editors' picks from the current issue of **America**.

[Click here to sign up for our free newsletters.](#)



VIDEO

America is on YouTube! Find compelling stories, informative interviews, and dynamic explainers on issues at the intersection of the church and the world. Watch our groundbreaking documentary, "The Catholic Church in China" and our exclusive interview with Cardinal Robert McElroy on sex, sin, the inclusion of LGBT people in the church, and women. Get informed and entertained with our popular series "Think Like a Jesuit," with hosts Eric Sundrup, S.J., and Patrick Gilger, S.J. as they break open the most debated issues in the Catholic Church. Produced on location or from the William J. Loschert Studio in New York City.

[Click here to watch our YouTube channel.](#)

PODCAST

From documentaries and news to variety shows and spirituality, our podcast network is a diverse collection of informative and enriching audio experiences. Listen to our weekly podcast for young adult Catholics "Jesuitical," and "Inside the Vatican," where we go behind the headlines of the biggest Vatican news stories, along with documentary series, including "Plague: Untold Stories of AIDS and the Catholic Church"; and seasonal podcasts such as "Voting Catholic" and "Hark! The stories of our favorite Christmas carols."

[Click here to listen to our podcast.](#)

Hark!

NEWSLETTERS

America Media publishes daily and weekly newsletters, each reaching a unique community of subscribers who turn to us for the latest analysis at the intersection of the church and the world. Our newsletters provide the ideal environment to promote your brand message to a highly-engaged audience of Catholics.

DAILY

“America Today” (Monday-Friday)

Top stories from the church and the world

Subscribers: 108,000

WEEKLY

“Cover Story” (Mondays)

The week’s “must read,” podcast or video

Subscribers: 108,000

“Catholic Book Club” (Tuesdays)

Book reviews and literary discussions

Subscribers: 13,500

“Arts & Culture” (Saturdays)

Weekend culture reads

Subscribers: 108,000

“Faith in Focus” (Sundays)

Sunday reflections on Scripture and daily life

Subscribers: 108,000

MONTHLY

“The Issue” (Fridays)

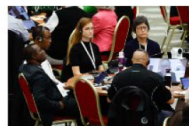
Editor’s picks from the latest edition of America

Subscribers: 108,000



Reading C. S. Lewis during the climb
In “The Great Divorce,” C.S. Lewis paints a picture of afterlife, one that could teach Christians quite a bit.

[READ MORE >](#)



PODCASTS

Podcast: S...

In this episode, Colleen Dulla “The Vatican Prophecies,” guidelines at hand.

[READ MORE >](#)

NEWS

Pope Francis: problems it...

COVERSTORY

This week's top pick from the editors of America Media

It's that time of year again, when a Catholic editor's attention is drawn to demonic possession. Here at America, that means stories about “other horror movies, of which we have run many over the years.”

This Halloween, however, we decided to dig a little deeper and ask correspondent, Michael J. O'Loughlin, to take a long look at, we creeped him out a bit, but he was game and delivered this week “Keeping an eye on the devil: How should today's Catholics think of darkness?”

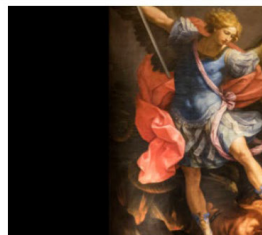
“Spending weeks researching the devil and Catholic attitudes toward the idea of a good time,” Michael writes, “I am admittedly somewhat devil—or at least the devil I have come to know through a steady stream of films.”

“But over and over again Pope Francis has reminded us that the devil is a pop-culture trope.”

You may want to read this one in

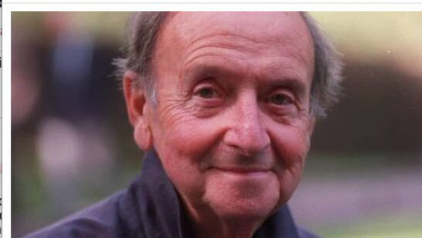
And you can read more about our [Cover Story](#)

Tim Reidy
Deputy Editor in Chief



Keeping an eye on the devil: How should we think about the prince of darkness?

[READ MORE >](#)



Holy sinners and doubting saints: The fiction of Brian Moore
Despite his public antipathy toward Catholicism, a number of Brian Moore's novels dealt subtly and deftly with the profound emotional impact of struggles with faith.

[Read more >](#)



ARTS & CULTURE

From 1999: Brian Moore's Christ-Haunted Fiction

From Brian Moore's earliest and best known novel, The Lonely Passion of Judith Hearne, to his last, The Magician's Wife, the mystery of belief has haunted his best fiction.

[READ MORE >](#)

FAITH IN FOCUS

Sunday reflections on Scripture and daily life

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TWENTY-EIGHTH SUNDAY IN ORDINARY TIME: REFLECTIONS ON SUNDAY'S READINGS

The Good, the Bad and the Ugly: A Glimpse of Heaven?

PODCASTS

From documentaries and news to variety shows and spirituality, our podcast network is a diverse collection of informative and enriching audio experiences.



NEWS

Inside The Vatican

Each week, Colleen Dulle goes behind the headlines of the biggest Vatican news stories with America's Rome correspondent, Gerard O'Connell. They will break down complicated news stories that have a whole lot of history behind them in an understandable, engaging way. Colleen and Gerard will give you the inside scoop on what people inside the Vatican are thinking, saying—and planning.

Throughout the year, we produce special deep dive episodes that take a closer look into some of the personal, theological, and social justice matters most relevant to Catholics today, nationally and worldwide. These deep-dive episodes have been highly-popular among our podcast listeners.

Downloads (6-month average): 5,500



VARIETY

Jesuitical

"Jesuitical" is a weekly podcast featuring Ashley McKinless and Zac Davis—two "young, hip, lay editors" of America Media. On each episode, they discuss the Catholic news of the week and speak with an interesting guest from the world of faith, politics or culture. Drawing from the insights of the Spiritual Exercises of St. Ignatius, the hosts create a fun, relatable atmosphere that invites young adult Catholics to become a part of an interactive online faith community.

Downloads (6-month average): 8,500



SPIRITUALITY

The Examen

The Examen is a centuries-old prayer practice that helps you find God in your daily life. Our podcast is based on a technique that St. Ignatius Loyola outlined in the Spiritual Exercises, his classic manual for prayer. Each week, James Martin, S.J., will provide you with a new reflection and guide you through the Examen prayer.

Downloads (6-month average): 2,000

NEW Preach: The Catholic Homilies Podcast

What makes a great Catholic homily? And what goes into the art of delivering it well? "Preach" is a new weekly podcast from America Media that features a diverse cast of Catholic preachers who open up their hearts and minds to reveal their techniques, approaches to interpreting scripture and the spiritual reflection necessary to enable great preaching.

Downloads (6-month average): TBD

SEASONAL SPECIALS

Hark! The Stories of our Favorite Christmas Carols
It's the most wonderful time of the year! The cookies, the mistletoe, the lights...oh, and the music! For Christians, Christmas carols mark a season of hope and the celebration of Jesus' birth. Even in popular culture, these iconic jingles capture a warmth, a cheer and a nostalgia that transcends religious belonging.

Downloads (6-month average): 3,500

[Click here to listen to our podcasts.](#)

America Media produces content that is unique, relevant, accessible and impactful—content that provides an emotional connection and spiritual nourishment for its community, giving readers and subscribers resources to navigate through various life events.

During the 2013-2014 school year, Catholic school enrollment across the United States increased by 2.6 percent, according to the National Catholic Educational Association. The organization also noted that this is the first increase in two decades and the largest recorded increase by NCEA. For supporters of Catholic education, these numbers are one of many reasons to hope that Catholic schools will survive a vibrant future.

And when we celebrate Catholic schools and universities we also honor the thousands of faculty members and staff who work tirelessly to uphold their students, as well as to preserve the writings and art and support the scholars in residence there. (What is our some sweeping paper?) And, of course, we celebrate the students who embrace the mission—and resist as if it. And who one day, God willing, will be the numbers to continue it.

As a recent minister, America Media Online alongside our brothers and sisters in Catholic education by providing a trusted, balanced and comprehensive analysis of the latest developments in the church and the world. Together we work to connect Catholics across the globe, to educate people throughout their lives, and to build a better society in the spirit of Christ, our greatest teacher.

Perfetti College Preparatory School

PERFETTI COLLEGE PREPARATORY SCHOOL
10000 N. 100th Ave., Suite 100
Denver, CO 80231
(303) 440-1000
www.perfetticollegeprep.org

- Education Directory
- Retreat Directory
- Volunteer & Vocation Directory
- Holiday Gift Guide

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RETREAT DIRECTORY

AMERICA'S GUIDE TO RETREATS

Many of the retreats are curious about retreats. What does one do in a retreat? Where does one go? What is a retreat and retreat house? Simply put, a retreat is an untroubled period of prayer, usually done in solitude and usually at a retreat house, where a team of spiritual directors helps you find God in your prayer. There are also different kinds of retreats. On a spiritual director a person spends daily with a spiritual director in discernment who is helping in prayer. A guided retreat focuses more on one topic (for example spirituality) and offers presentations as well as opportunities to meet with a director a few times. Freehand retreats consist in listening to presentations and praying on your own, but with less opportunity for direction. And our retreat houses are also good places to connect with trained professional who will help you with regular spiritual direction.

Bringing to you

AMERICA MEDIA

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America's Classifieds offers partners a targeted environment to reach our professional, affluent and engaged community of subscribers—print, digital and now with video!


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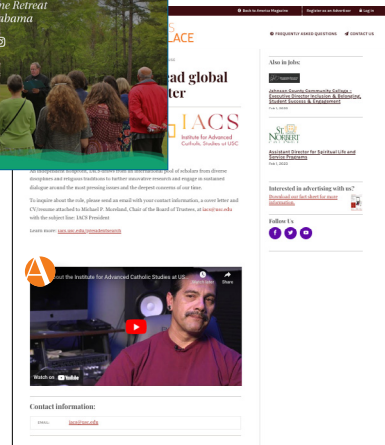
[WHO WE ARE](#)
[SPiritUALITY CENTERS](#)
[HOSPITALITY](#)
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**Missionary Servants
of the
Most Blessed Trinity**

Blessed Trinity Shrine Retreat
Fort Mitchell, Alabama

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WEBSITE TAKEOVER

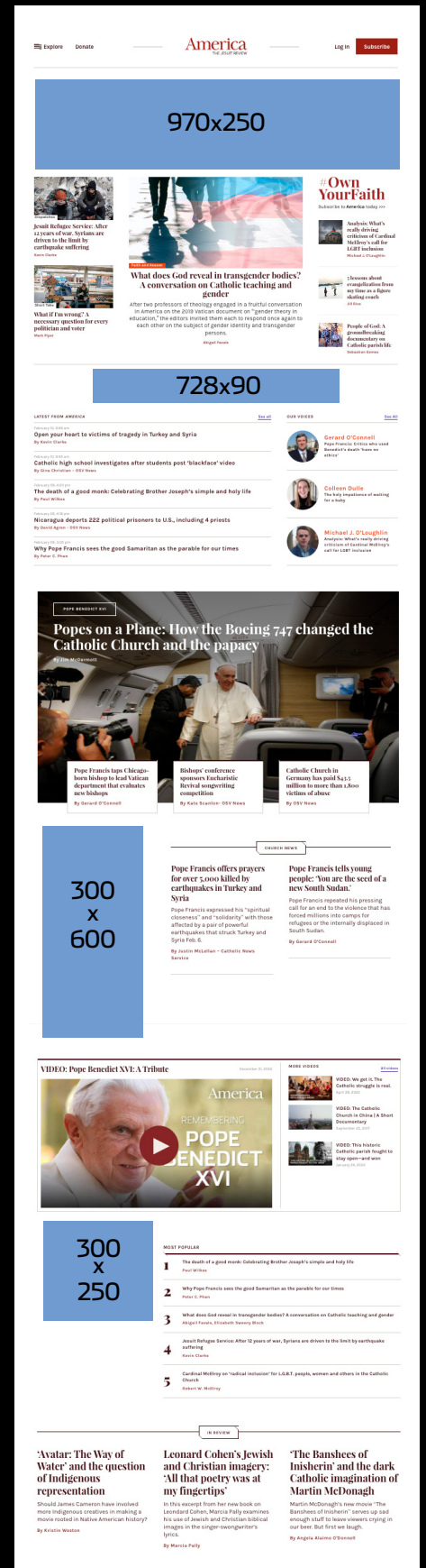
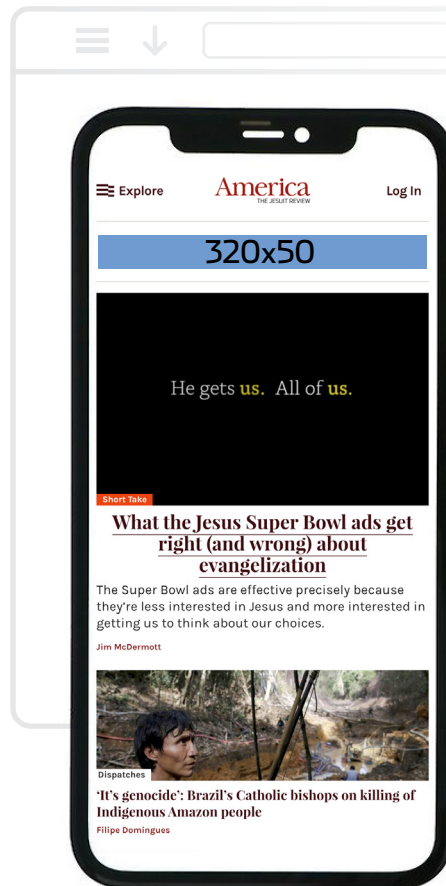
Have your advertising message take center stage with an immersive advertising experience on americamagazine.org. With a website takeover, you will reach thousands of engaged and responsive users who turn to us for in-depth news and analysis on events at the intersection of the church and the world.

By utilizing various creative executions, you will capture users' attention and promote one or more brand messages for one day. **America's** Creative Studio is available to assist with developing advertising that connects your brand to our audience.

BENEFITS

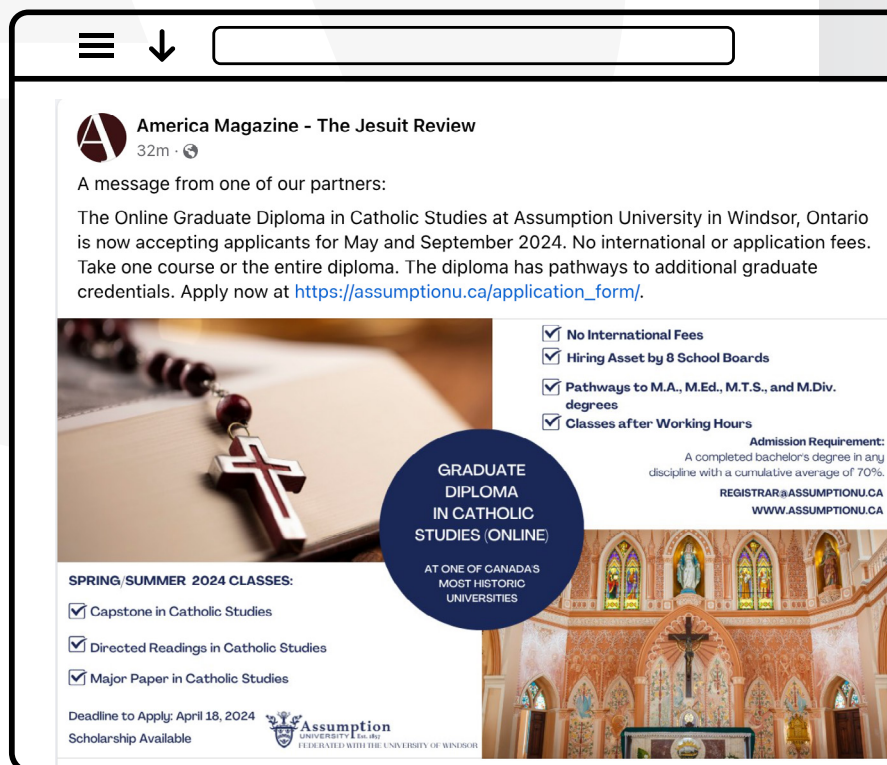
- One-day campaign
- Exclusive promotion across website; full ROS takeover
- 125,000 digital impressions (minimum)
- Offered twice per month based on availability

NOTE: Category takeover packages also available upon request. Categories include: Publishing, Education, Faith, Health Care and Arts & Culture, just to name a few.



SOCIAL MEDIA

America Media offers two social media opportunities, sponsored posts and social paid boosts, promoting your brand message to targeted followers.

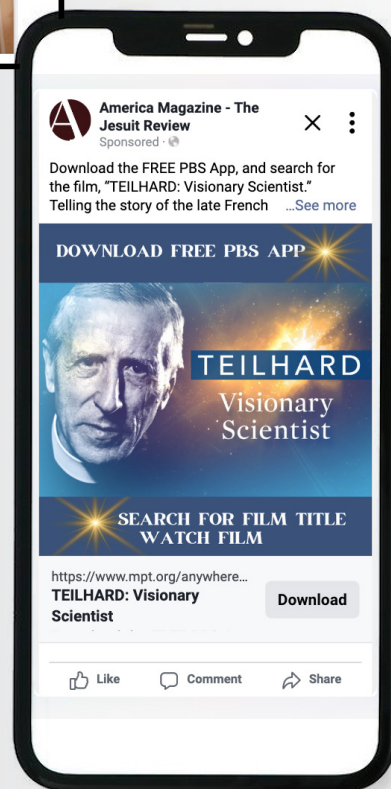
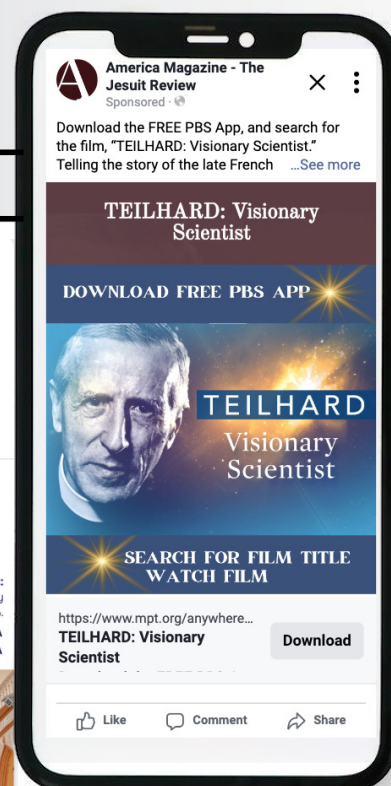


Sponsored Post (America Media Audience)

Reach America Media's social community on Facebook or Instagram.

Sponsored Paid Boost

Reach targeted audiences outside America Media's community on Facebook or Instagram. In close collaboration with you, our team will work to customize a campaign that promotes your message regionally or nationally.





PRIVATE EVENTS

America Media offers a premier, state-of-the-art event space, located in the heart of New York City, to its premier partners. This venue is the perfect location to host alumni events, mentoring events, movie screenings, book readings/signings, seminars, school recruitment events, panel discussions and more. With its contemporary design, this space can accommodate 75+ guests and includes a fully equipped, on-site kitchen and separate bathroom facilities.

BENEFITS AVAILABLE

- Premium AV capabilities, including livestream
- Hi-speed Wi-Fi
- Catering
- Staffing
- Event materials and giveaways
- Advertising and marketing promotion





2024 EDITORIAL CALENDAR

July/August	Arts & Culture
September	Education Directory: Education
October	Publishing/Literary Directory: Retreat
November	Philanthropy/Giving Directory: Vocation & Volunteer
December	Year Wrap Up Holiday Gift Guide

2025 EDITORIAL CALENDAR

January	Spiritual Wellness
February	Education Directory: Education
March	Social Justice
April	Publishing/Literary Directory: Retreat
May	Family Directory: Vocation & Volunteer
June	Health Care

PRODUCTION SCHEDULE

AMERICA MAGAZINE

Space & Materials Closing

January Issue	11/29
February Issue	1/3
March Issue	1/31
April Issue	2/28
May Issue	4/3
June Issue	5/1
July/August Issue	6/11
September Issue	7/31
October Issue	8/28
November Issue	9/25
December Issue	10/30

AMERICAMAGAZINE.ORG

10 days prior to launch

NEWSLETTERS

10 days prior to launch

PODCASTS

14 days prior to air date

SOCIAL MEDIA

7 days prior to post

2022/2023 RATE CARD

AMERICA MAGAZINE

Center Spread	\$7,200
Spread	\$6,500
Full Page	\$3,600
½ Page	\$2,150
¼ Page	\$1,000

AMERICAMAGAZINE.ORG

ROS Campaign	\$15/CPM
Website Takeover	\$2,500 one day (minimum package)

NEWSLETTERS

Ad Unit—300x250	\$550 per day
Sponsorship—600x70	\$650 per day

PODCASTS

Single Placements—:15/:30 spots	\$250 per spot
Integrated Ad—:60 spot	\$375 per spot

SOCIAL MEDIA

Sponsored Post	\$250
Sponsored Paid Boost	\$2,500 package and above

CLASSIFIEDS

Magazine Listing (1x)	\$375
Digital Listing (1 month)	\$125
Magazine & Digital Listings	\$500

DIRECTORIES & GUIDES

Magazine Listing (1x)	\$375
Digital Listing (1 month)	\$125
Magazine & Digital Listings	\$500

CREATIVE/MEDIA SPECIFICATIONS

AMERICA MAGAZINE

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"

Half-Page Horizontal: 7 1/8" x 4 1/2"

Quarter Page: 3 1/2" x 4 5/8"

Preferred Format: Supplied PDF

- High-Res Adobe PDF with bleed and crop marks
- Crop Marks: 1/8" Offset
- Image Resolution: 300 Dpi
- Color Space: images must be converted to CMYK
- No Spot, Lab or Process colors
- Font size should be no smaller than 10 pt.

Note: Illustrations and text should be kept 1/4" from trim and 1/2" from gutter

AMERICAMAGAZINE.ORG & NEWSLETTERS

Sizes: 728x90, 300x250, 300x600, 970x250, 600x70 & 320x50

Preferred Format: High-Res JPEG, GIF or PNG

- Resolution: 300 DPI
-

PODCASTS

Preferred Format: MP3

Script/copy points for host-read ads

Recommended word count - :30 spot = 80 words; :60 spot = 130 words

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
- CTA should engage the listener to call a phone number or visit your website

SOCIAL MEDIA

Sponsored Post (America Media Audience)

Images

Preferred Format: High-Res JPEG, GIF or PNG

Resolution: 300 DPI

- Facebook: 1200x630
- Instagram: Grid Post 1080x1080, Story Post 1080x1920

Post copy

- 280 characters maximum
- Post Link/URL

Note: All posts will be noted as "SPONSORED"

Sponsored Paid Boost (External Meta Targeted Audience)

- Primary Text: 125 characters
 - Headline: 40 characters
 - Description: 25 characters
 - Call to Action
 - Post link/URL
-

CLASSIFIEDS, DIRECTORIES & GUIDES

Magazine

- 50 words plus contact information
- Logo: 1.75" wide x 2.25" high

Website

- Promotional message and image
 - Custom web page with contact information
 - Ability to link your YouTube Video to your listing
 - Register at our self-service portal
marketplace.americamagazine.org
-

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