Early in the morning on a late winter day in 1909, Father John Wynne, S.J., and his companions opened the first offices of America Press at 32 Washington Square.

Aware that we stand on the shoulders of giants, we seek to do nothing more than what our forebears did, to utilize the very best talent and the very best technology to support the faith formation and intellectual development of American Catholics, the evangelization of American culture and the progress of civil society in the United States and Canada. Hence our name.

Now we have taken Father Wynne’s vision and adapted it for the 21st century. Hence our new name: America Media.

In this impact report, you see the full fruits of our efforts. Through the engagement and interest of our readers, we have been able to host an unprecedented number of events, reach millions through digital, audio and video platforms and produce on-the-ground reportage and live breaking coverage from around the world.

Some have asked over the last year or so, why here? Why does America need to be here in Midtown Manhattan? And I say: “Well, you may very well ask, Why did St. Paul journey to Athens? Why did he climb the hill to the Acropolis? Why did he preach from the Areopagus?” Because in his time, that was the place where the Christian future would be won.

In our time, now more than ever, that place is here.

Rev. Matthew F. Malone, S.J.
President & Editor in Chief
The America community gathered for the dedication of America Media’s new state of the art headquarters in Midtown Manhattan.

Your support empowers us to lead the conversation with groundbreaking content that affirms, nourishes and challenges.

In 2018, your IMPACT was felt across multiple platforms.

> **70,000** biweekly print readers
> **1 million** monthly website visitors
> **94,000** newsletter subscribers
> **156,200** social media followers
> **39.4 million** minutes of our podcasts were heard
> **6.8 million** minutes of video watched

And the audience grows daily.
A Year of Firsts

America’s 109th anniversary culminated in record digital fundraising in support of our multiple platforms.

- America launches all-platform, multi-year editorial coverage of Latinos in the U.S. church
- America celebrates 109th anniversary with record-breaking fundraising
- Launch of “Developing Story,” first live broadcast of breaking news stories
- Launch of “Faith in Focus” with Fr. James Martin, S.J., the first regularly scheduled programming produced entirely in America Media’s state-of-the-art William J. Loschert Studio
- Steve Colbert’s guest appearance on “Faith in Focus” delivers the largest-ever live audience for an America Media video product
- America continues daily multiplatform coverage of the sexual abuse crisis in the church and the case for reform
- Debut of the annual America Profile of a distinguished U.S. Catholic
- America releases the most comprehensive survey of U.S Catholic women ever conducted
- Partnership with Patreon, for podcasts, tripling the number of recurring donors to America
- America launches innovative Classifieds/Marketplace for products and services on America’s website
- Launch of “The Examen” with Fr. James Martin, S.J., podcast
- Launch of “Inside the Vatican” podcast
- 2018 CPA Magazine of the Year
“The best part of my job is coming to work every day with the hardest working, most faithful and smartest men and women I know. Time and again in these years, I have asked more and more of them, and they have never failed me. They always had my love. They earned my respect and my admiration.”

-Matt Malone, S.J.
Telling the Stories That Matter Most

UNIQUE & ACCESSIBLE
- 600 published magazine features
- 2,898 published website features

ENGAGING PUBLIC DISCOURSE
- 383 features addressing immigration
- 101 features addressing Catholic education
- 61 features addressing healthcare
- 1,764 features addressing politics & society

SPECIAL INITIATIVES
U.S. Catholic Women
- 85 features across every platform
Latinos in the U.S. Church
- 137 features across every platform

SPECIAL CRISIS COVERAGE
- 378 features on the sex abuse crisis in the church

I am proud to be able to work on projects like America’s survey of Catholic women in the United States, which was released this year. The survey results offer unique insights into the church and have been cited by other news outlets. It’s gratifying to know that the data we’ve provided can play a part in furthering the conversation about the role of women in the church.

One reader told me that when she sees news about the Catholic Church in the headlines of the secular press, her next stop is America’s website, so that she can use what we say about it to help her talk to others.

America is a rare place where you can come to deepen your faith and educate yourself about the role the church is playing in the world today. I am proud to be a part of an enterprise that acts as a “lifeline” for so many readers and helps to advance the public conversation around faith and culture.

- Kerry Weber
  Executive Editor

- Sam Sawyer, S.J.
  Executive Editor

- Tim Reidy
  Deputy Editor in Chief

Palestinian girls standing next to rubble that was their home, in Gaza City, one of many places America reported from last year.
At a time when the U.S. media is cutting back on international coverage, America’s contributors filed from more than 25 countries in 2018.

Unparalleled Global Coverage

J.D. Long-García
Senior Editor

James T. Keane
Senior Editor

Kevin Clarke
Chief Correspondent

Leo Stuebner, S.J.
Associate Editor

Vivian Cabrera
Editorial Assistant

Michael O’Loughlin
National Correspondent

When it comes to understanding complex issues, there is no substitute for on-the-ground reporting. America Media invests in its journalists so that our readers can grasp clearly what is going on at the intersection of the church and world. Reporting from a number of U.S. states, Canada, Mexico, Europe and the Middle East has afforded me an opportunity to explore the fascinating and textured world of Catholicism.

Reporting From Across the Globe

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Working at America Media means being part of the team that leads the conversation on faith and culture. That conversation includes Latino Catholics in the United States. We cover issues like immigration, education and criminal justice from a Catholic perspective, which means we transcend political labels. And that’s how you get to the truth.

More than 40 new contributors, including:

Tom Kean
Governor (Fmr.), New Jersey

Martin T. Meehan
President of the University of Massachusetts

Sister Helen Prejean
Congregation of St. Joseph, New Orleans

Arthur Brooks
Contributing opinion writer, The New York Times

Cokie Roberts
NPR, ABC News

Cyrus Habib
Lieut. Governor, Washington State

‘True to its name, America will be cosmopolitan in content as well as spirit.’

— America’s founding editorial, 1909
Leading the Conversation

America’s editors and content continue to be a valuable resource for the secular media.

4,468
America Media mentions in the secular press.

America has been a wonderful magazine for more than a century.
- Cokie Roberts
National Public Radio

Faith in Focus shows a new boldness...to not only dabble in faith but to challenge the culture’s awkwardness about talking about God.
- Michelle Boorstein
The Washington Post

Matt Malone, S.J., offers the invocation at the observance of the 50th anniversary of the death of Robert F. Kennedy at Arlington National Cemetery.

Influencing the Media

100+ Press Appearances by the America Media Staff

A few to note:

James Martin, S.J.
Editor at Large
Father Martin was profiled in "Mother Jones" about changing the Catholic church’s approach to L.G.B.T. rights.

Kevin Clarke
Chief Correspondent
Kevin sat down with "Currents News" to speak about the Vatican’s stunning request that the bishops’ meeting in Baltimore stop a vote on the sexual abuse crisis.

Zac Davis, Ashley McKinless & Olga Segura
Hosts of “Jesuitical”
The “Jesuitical” team sat down with “Southern Cross,” a news outlet in Australia, to discuss their participation in Adelaide’s World Youth Day celebration.
Associate editors Olga Segura and Eric Sundrup, S.J., discuss an upcoming episode of the podcast "Jesuitical."
America magazine energizes our faith and commitment to Ignatian spirituality. It hones those critical thinking skills that have molded our personal and professional lives as leaders for the benefit of others.

I want to congratulate America for the excellent issue on Latinos in the U.S. Catholic Church from this past April. It was the first time I could relate to a magazine that was intelligent, articulate and knowledgeable about the Latino community. No magazine that I can recall has ever done that… This is trailblazing work!

In today's changing, challenging and frequently startling world, America's thought-provoking articles and podcasts support and guide our continuing faith journey for ourselves and our family. Our pilgrimage to the Holy Land led by Father Jim Martin, S.J. was truly life-altering. The staff at America is an inspiring and dedicated group. We are privileged and proud to support the mission.

In a time when political discourse can often be divisive, I subscribe to America magazine because it is a platform for respectful dialogue from a variety of viewpoints.

- John Dickerson
  Host, "CBS This Morning"

Our Flagship Magazine

- 70,000 readers in print, the highest number in 15 years
- An industry-leading 80% renewal rate
- One of the most-read resources in the American church
- A trusted resource for parishes, libraries, seminaries and schools
- Over 4,500 gift subscriptions purchased for friends and family

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- John Dickerson
  Host, "CBS This Morning"
Digital

AMERICAMAGAZINE.ORG

- 6.8 million users
- 7.43% increase over 2017
- 15.1 million unique page views
- 15% increase over 2017

NEWSLETTERS

- 94,000 subscribers
- 57% increase over 2017

Two new newsletters launched

- James Martin, S.J.: Latest writings, podcasts and video from Father Martin
- Convivir: News, culture and trends related to Latino Catholics

How the Catholic response to Charlottesville fit within a plan to end condemnation of change
By Michael J. Krugger

How much do Catholic priests and their lay colleagues make?
A new report gives answers
By Michael J. Krugger

Remembering Michael Brown and Ferguson with Rev. Broderick/Creny
By Kasey Duggan

FAITHINFOCUS

Andrew Cuomo and the end of power in "sacred monasteries in abbeys"
A new report by his approach to the political world, and the decision for an order on which was shown by Cuomo’s party allies, means the future

FIRE FROM AMERICA

- There were only two major wars in which the United States was involved, and they were the Vietnam and Afghanistan wars. In his new book, "The Art of War," the author talks about the lessons of those two wars.
- The author is a retired Marine Corps general who served in the Vietnam War. He has written several books on military strategy and leadership, including "The Art of War." He is also a contributing editor at Foreign Affairs.

INVEST IN AMERICA TODAY!

CONVIVIR

ARTS & CULTURE

AMERICAN MAGAZINE.ORG
Social Media

- 2,580 Facebook posts in 2018
- 7,500 Tweets in 2018
- 50+ Instagram posts in 2018 with stories documenting editorial stories and pilgrimages

Facebook
- 96,565 Facebook followers
- 39% increase from 2017
- 27,000 more page likes than 2017
- Groups launched
  - U.S. Politics Catholic Discussion Group: 715+ members
  - Catholic Movie Club: 900+ members
  - Catholic Book Club: 2,500+ members
  - Jesuitical: 1,800+ members

Twitter
- 54,300+ followers
- 25% increase from 2017
- 13,700+ @americaeditor followers

YouTube
- Redesigned & rebranded America Media page
- 12,500+ subscribers
- 100% increase from 2017

Instagram
- 5,000+ followers
- 50% increase from 2017

Our Editor at Large

Fr. James Martin, S.J.
- 572,000+ Facebook followers
- 235,100+ Twitter followers
- 49,200+ Instagram followers

My priorities at America include managing our social media platforms, changing headlines and photos for our online content and curating our daily newsletters. I get to witness how America’s content inspires, challenges and nourishes the intellectual and faith lives of our readers.

- Vivian Cabrera
  Editorial Assistant
This podcast is everything. I have felt so lonely since I graduated from my Jesuit university and moved to a place where there are no Jesuits and no church where I feel like I really fit. This podcast is so affirming, uplifting and inspiring. Just listening makes me feel less isolated. Plus, it makes me laugh, which is the icing on the cake.

I've been listening to every episode as it comes out for about a year now and have joined the Facebook group. As a young adult struggling to integrate my faith and service inherent to my vocation as a physician, it has helped to hear from so many voices through a Catholic filter. Thanks for all the hard work you do at America Media!
What do we like best about producing the show?

We think it’s the same thing that draws a rapidly growing audience to Faith in Focus: the opportunity to hear first-hand the intimate faith journeys of well-known believers like Stephen Colbert, Krista Tippett & John Dickerson, as well as the inspiring witnesses of Catholics leading lives of service and devotion.

**Video**

At America’s William J. Loschert Studio, we launched an unprecedented number of:
- Video field reports
- Live broadcasts
- Studio-produced programming

- 6.8 million minutes watched
  Total audience doubled
- 1,000+ minutes of live video produced
- 600% increase to revenue
  from direct advertising

**Faith in Focus**

- Launch of “Faith in Focus with Fr. James Martin, S.J.” a monthly digital series
- First regularly scheduled programming produced entirely in America Media’s production facility
- Guests have included: Comedians Jim and Jeannie Gaffigan, Stephen Colbert, NPR host Krista Tippett and CBS News’s John Dickerson

“ I believe in the vision and future of America Media as an important voice to lead the conversation about faith and culture and serve as a bridge between the church and the world for years to come.”

- William J. Loschert
  Director, America Media

Assistant Producer Colleen Dulle manages the control room at America’s Loschert Studio during the filming of “Faith in Focus with Fr. James Martin, S.J.” featuring guest Stephen Colbert.
Investing in the Future

The George W. Hunt, S.J., Prize for Excellence in Journalism, Arts & Letters supports emerging writers and artists whose work embodies Roman Catholic literary intelligence and imagination.

The Joseph A. O’Hare, S.J., Fellowship welcomes three graduating seniors of Jesuit universities to work at America Media for one year.

Partnering with Cristo Rey New York, America continues to support the work of their ministry by welcoming interns as part of the corporate sponsorship program.

The Jesuit Post, a media ministry operated entirely by Jesuits in formation, continues to reach Catholics in their 20’s and 30’s.

The Jesuit High School Partnership Program makes magazine subscriptions available to families.

JesuitSwag is a co-venture of America and Homeboy Industries in Los Angeles, producing Jesuit-branded merchandise that supports the work of Homeboy, the largest gang-intervention program in the world.

America continues to be a leading sponsor of The Ignatian Family Teach-In for Justice, which gathers 2,500 students for days of learning, prayer and action on Capital Hill in Washington, D.C.

In partnering with St. Joseph’s Seminary in the Archdiocese of New York, America hosts events and develops programs for the next generation of priests in the Catholic Church.

2018/2019 O’Hare Fellows

“The Joseph A. O’Hare fellowship has been an excellent transition out of college and into the workforce. I have learned so much about multimedia journalism. I have grown my writing skills with the talented editors here, and I have gained new skills in audio and social media.”
- Emma Winters
  Boston College ’18

“For an early-career journalist, the O’Hare fellowship is a dream job. Thanks to the editorial staff at America, I’ve had the opportunity to cover grassroots activism and the labor movement in New York, cultural and political events like the Al Smith dinner, and oral arguments at the Supreme Court.”
- Brandon Sanchez
  Santa Clara University ’18

“The fellowship has given me an opportunity to learn a plethora of new skills, from audio and video production to content creation—all while also having the space and creative freedom to explore and publish my thoughts and ideas in America magazine.”
- Ciaran Freeman
  Santa Clara University ’18

Past O’Hare Fellows have been selected from Georgetown University, Marquette University, Loyola University Chicago, Loyola University New Orleans and Loyola Marymount University.
Engaging with people who have opinions different than your own is required to be an America reader.

-Matt Malone, S.J.

A conversation with the Catholic and libertarian Arthur Brooks of the American Enterprise Institute.
I have seen glimpses of this earlier pilgrimage, but today it is becoming real to me in a deeper way.... As we crowded into the Chapel in the cave at Manresa for Mass.... As I considered all the people, throughout history, who have made and are making and will make the Spiritual Exercises, which got their start right here in the mystical experience of St. Ignatius.

Pilgrimages With Readers

PILGRIMAGE TO SPAIN 2018
- 24 pilgrims
- In partnership with Midwest Province Jesuits

PILGRIMAGE TO THE HOLY LAND 2018
- 100 pilgrims including
- 4 Ignatian Educators:
  - Meghan Clark, St. John’s University
  - Kevin Ahern, Manhattan College
  - Howard Place, DeSmet Jesuit High School
  - John St. Peter, Marquette University High School
- 5th pilgrimage since inception

Since 2015, over 750 pilgrims have journeyed with America on pilgrimage to three countries.

America’s pilgrims at The Wedding Church at Cana, the site of Jesus’ first miracle.

“...As we crowded into the Chapel in the cave at Manresa for Mass.... As I considered all the people, throughout history, who have made and are making and will make the Spiritual Exercises, which got their start right here in the mystical experience of St. Ignatius.”

- Lauren Hackman-Brooks
  Chaplain
  Loyola University Chicago Health Sciences Division
  Spain 2018 Pilgrimage
With your help we will continue to lead the conversation about faith and culture.

I am in awe of the work that Father Malone and his dynamic staff have done to transform America from a print magazine to a multi-platform media enterprise that leads the conversation about faith and culture. Thanks to the generosity of our supporters and readers, America is able to have a profound impact by creating content that both affirms and challenges our thinking.

-Susan S. Braddock
Chair, Board of Directors
ANNIVERSARY GIVING DAY
Each April 17, America celebrates its anniversary and invites supporters to make a gift commemorating each new year.

- $21,019.29 raised
- 243 gifts
- 150 gifts from new donors
- Average gift amount: $86.50

GIVING TUESDAY
As part of the general effort to give thanks, each November, America participates in Giving Tuesday following Thanksgiving.

- $11,000 raised
- Nearly double from 2017
- Over 175 gifts from 27 states, as well as gifts from Saipan, Guam and Palau

Your Support Makes It Possible

- Over 3,300 total donors
- Over 5,000 gifts totaling over $1.2 million
- Over 3,300 gifts under $100 totaling $145,000 – every gift, no matter the dollar amount goes a long way
- 231 gifts of $1,000 or more totaling over $750,000 – generosity and commitment from our most loyal benefactors
- Over 1,300 first-time donors totaling over $175,000
- Gifts received from donors who reside in all 50 states as well as internationally, including Australia, Austria, Canada, China (Hong Kong), Ecuador, England, France, Germany, Guam, Ireland, Italy, Lebanon, Mexico, New Zealand, the Philippines, Singapore and South Africa

JESUIT LEGACY SOCIETY
This society includes benefactors who have directed bequests, estate gifts or other planned gifts to America

- 60 members as of 2018
- Over $1,370,000 donated

Congratulations America - I’m so happy to be a subscriber and donor and want to thank you all for your incomparable journalism and courage. I know speaking out for inclusion comes with some unpleasant responses (even at the RE Congress) but it makes me proud to be a Catholic when I read your articles on our responsibility to love those on the margins and those who have far too long suffered the abuse/sin of prejudice. Here’s hoping you all continue to raise your voices in print and other media for another century and more, and know you are greatly appreciated and cheered.

- America Giving Day Supporter
Strategic Business Partnerships

Your contribution helps grow revenue!

- 160 advertisers
- 22% increase from 2017
- $547,310 advertising revenue
- 50% increase from 2017

- Advertising categories include: education, health care, books & publishing, travel & retreats, social justice, financial, arts & culture and religious communities
- Average spend per advertiser: $3,420

Partnerships that keep our operation sustainable!

- Print, Digital and Mobile Display Advertising
- Classified Marketplace (ad)
- Retreat Directories (ad)
- Jesuit University Partner Programs
- Cristo Rey High School Programs
- Faith in Focus Sponsorships
- Video Sponsorships
- Podcast Sponsorships

Preparing the Leaders of Tomorrow

Cristo Rey Jesuit High School, Chicago

Cristo Rey Jesuit High School is a ministry of the Society of Jesus, which was founded in 1540 by St. Ignatius of Loyola. The school provides an education to students from low-income families who are interested in attending college and career services.

We are proud to offer a unique educational experience that combines academic excellence with a focus on servant leadership. Our mission is to prepare students for success in college and beyond, through a combination of strong academics, career development, and faith formation.

This year, we have expanded our program with new partnerships and initiatives, including:

- Jesuit University Partner Programs
- Cristo Rey High School Programs
- Faith in Focus Sponsorships
- Video Sponsorships
- Podcast Sponsorships

Through the creation of regular travel and retreat directories, and advancing the missions of our partners through advertorials and testimonials, America highlights the work of various ministries throughout the United States to an invested audience.

Prepared by America's Media Team

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It is only through the committed generosity of supporting members that America is able to lead the conversation about faith & culture across multiple platforms.