DeSALES

Media Kit
2018
Reach Catholics in New York City
The communications and technology arm of the Diocese of Brooklyn, publishing news and information with a Catholic point of view.

Our properties include NET TV and Currents News, New York’s Catholic Station and News Program; The Tablet, the only weekly Catholic newspaper in New York City; Nuestra Voz, the monthly Catholic Spanish-language newspaper; and Catholic Telemedia Network, which provides instructional media resources.

**PRINT**

**THE TABLET**
The only weekly Catholic newspaper in NYC, serving Brooklyn and Queens since 1908.

**NUESTRA VOZ**
The Spanish-language Catholic monthly newspaper serving Brooklyn and Queens.

**TELEVISION**

NYC’s Emmy award-winning Catholic TV station, delivering news and entertainment 24/7.

**WEB**

New York’s daily Catholic news program on cable and livestreaming.

**EMAIL**

thetablet.org
netny.tv
nuestra-voz.org
ctnbq.org
and 50+ parish websites, reaching 565,000 visitors monthly.

**RADIO**

on WOR 710AM and NET TV is an original weekly series exploring the latest news and current events. Hosted by Rev. Msgr. Kieran Harrington.

FYAFM is a podcast of Rev. Msgr. Kieran Harrington’s Sunday homilies, reformatted for a younger demographic. It’s published weekly and has hundreds of downloads.
The Tablet reaches the NYDMA, all 50 states, and 4 countries globally.

2018 Statistical Information of the Diocese of Brooklyn

**15 MILLION CATHOLICS**

Almost 230,000 attend church at over 1,000 weekly Sunday Masses said in 33 different languages in Brooklyn and Queens.

- **17,000** Baptisms
- **12,000** First Communions
- **7,500** Confirmations
- **2,500** Marriages

**185 PARISHES**

- 94 in Brooklyn
- 91 in Queens

**210 CHURCHES**

**85 SCHOOLS**

Nearly 45,000 students in Brooklyn and Queens, from early childhood through high school.
# Tablet Special Sections Calendar 2018

## January

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- **High School Open House**: Reservation: Dec 21, Materials: Dec 23
- **Health**: Reservation: Jan 4, Materials: Jan 5
- **Regular Issue**: Reservation: Jan 11, Materials: Jan 12
- **Catholic Schools Week Special (Pullout)**: Reservation: Jan 18, Materials: Jan 19

## February

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- **Pilgrimages/ Shrines/ Retreats**: Reservation: Jan 25, Materials: Jan 26
- **Spring College Open Houses**: Reservation: Feb 1, Materials: Feb 2
- **Health**: Reservation: Feb 8, Materials: Feb 9
- **Home Improvement Section (Pullout)**: Reservation: Feb 15, Materials: Feb 16

## March

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- **Rockaway St. Patrick’s Day Parade**: Reservation: Feb 22, Materials: Feb 23
- **Regular Issue**: Reservation: Mar 1, Materials: Mar 2
- **St. Patrick’s Day**: Reservation: Mar 8, Materials: Mar 9
- **Palm Sunday/ Camps Spring Break Amly Fun**: Reservation: Mar 15, Materials: Mar 16
- **Easter**: Reservation: Mar 22, Materials: Mar 23

## April

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- **Regular Issue**: Reservation: Apr 26, Materials: Apr 27
- **Mother’s Day**: Reservation: May 3, Materials: May 4
- **Priests’ Jubilee**: Reservation: May 10, Materials: May 11
- **Regular Issue**: Reservation: May 17, Materials: May 18

## May

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- **High School Commencement (Pullout)**: Reservation: May 24, Materials: May 25
- **Brooklyn Chamber Centennial (Pullout)**: Reservation: May 31, Materials: June 1
- **Health/ Father’s Day/ Brother’s/ Sisters’ Jubilee**: Reservation: June 7, Materials: June 8
- **Regular Issue**: Reservation: June 14, Materials: June 15

## June

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- **Double Issue**: See details next page

Continue →
## JULY

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**PRIESTS’ ORDINATION TRAVEL/ VACATION/ SUMMER FUN (DOUBLE ISSUE)**

- Reservation: Jun 21
- Materials: Jun 22

- June 30
- July 7

**REGULAR ISSUE**

- Reservation: Jul 5
- Materials: Jul 6

**TOUR & PILGRIMAGE**

- Reservation: Jul 13
- Materials: Jul 14

**COLLEGE OPEN HOUSE**

- Reservation: Jul 19
- Materials: Jul 20

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## AUGUST

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**BOOMERS & BEYOND (PULLOUT)**

- Reservation: Jul 25
- Materials: Jul 26

- July 27

**REGULAR ISSUE**

- Reservation: Aug 3
- Materials: Aug 4

**REGULAR ISSUE**

- Reservation: Aug 10
- Materials: Aug 11

**BACK TO SCHOOL (PULLOUT)**

- Reservation: Aug 17
- Materials: Aug 18

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## SEPTEMBER

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**REGULAR ISSUE**

- Reservation: Aug 23
- Materials: Aug 24

**CONTINUING EDUCATION/ COLLEGE PLANNING GUIDE**

- Reservation: Aug 30
- Materials: Aug 31

**CATHOLIC HIGH SCHOOL OPEN HOUSE**

- Reservation: Sep 6
- Materials: Sep 7

**NATIONAL COLLEGE FAIR/ THE GREAT IRISH FAIR (PULLOUT)**

- Reservation: Sep 13
- Materials: Sep 14

**HIGH SCHOOL & COLLEGE OPEN HOUSE**

- Reservation: Sep 20
- Materials: Sep 21

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## OCTOBER

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**REGULAR ISSUE**

- Reservation: Sep 27
- Materials: Sep 28

**BIG APPLE COLLEGE FAIR (PULLOUT)**

- Reservation: Oct 4
- Materials: Oct 5

**ANNUAL HIGH SCHOOL (PULLOUT)/ ELECTIO DAY**

- Reservation: Oct 18
- Materials: Oct 19

**Bereavement/ Health**

- Reservation: Oct 28
- Materials: Oct 29

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## NOVEMBER

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**VOCATION AWARENESS WEEK**

- Reservation: Oct 25
- Materials: Oct 26

**NATIONAL COLLEGE FAIR/ THE GREAT IRISH FAIR (PULLOUT)**

- Reservation: Sep 13
- Materials: Sep 14

**HIGH SCHOOL & COLLEGE OPEN HOUSE**

- Reservation: Sep 20
- Materials: Sep 21

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## DECEMBER

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**REGULAR ISSUE**

- Reservation: Nov 22
- Materials: Nov 23

**CHRISTMAS GREETINGS/ HOLIDAY GIFT GUIDE**

- Reservation: Nov 29
- Materials: Nov 30

**CHRISTMAS GREETINGS/ WINTER BREAK ACTIVITIES**

- Reservation: Dec 6
- Materials: Dec 7

**CHRISTMAS & NEW YEAR’S DOUBLE ISSUE/ VOCATIONS**

- Reservation: Dec 13
- Materials: Dec 14
NUESTRA·VOZ

Nuestra Señora del Refugio, Brooklyn
Padre James Hughes

Comunidad religiosa Pág. 17

Columna Pág. 11
Venezuela, una iglesia que se crece

MAYO DE 2017
Año VI Número 9
60 centavos
www.nuestra-voz.org

NUESTRAR:VOZ

A 100 años de Fátima
PÁGS. 11-14

La Semana Santa
PÁGS. 10 Y 11

EL PERIÓDICO EN ESPAÑOL DE LA DIÓCESIS DE BROOKLYN
# NUESTRA VOZ

**Spanish-language, Catholic monthly newspaper and website serving Brooklyn and Queens**

90% of original content, featuring exclusive interviews with renown national and international Catholic and Media personalities.


## CIRCULATION

**Totals:**
- **Brooklyn & Queens:** 18,005 TOTAL COPIES
- **Brooklyn:** 8,495 COPIES
- **Queens:** 9,510 COPIES

98 Parishes comprised of 111 Churches

## Nuestra Voz Monthly Calendar 2018

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<tr>
<td><strong>February 3</strong>: <strong>ASH WED/LENT / PILGRIMAGES AND COLLEGE OPEN HOUSES</strong></td>
<td><strong>March 3</strong>: <strong>Palm Sunday/ HOLY WEEK / RECONCILIATION MONDAY</strong></td>
<td><strong>March 31</strong>: <strong>Easter</strong></td>
<td><strong>May 5</strong>: <strong>Mother's Day/ World Communications Day/ Memorial Day</strong></td>
<td><strong>June 2</strong>: <strong>Father's Day/ Priest Ordinations</strong></td>
<td><strong>June 30</strong>: <strong>Independence Day/ Summer Vacation</strong></td>
<td><strong>August 4</strong>: <strong>Back to School</strong></td>
<td><strong>September 1</strong>: <strong>Hispanic Heritage Month / Labor Day</strong></td>
<td><strong>October 6</strong>: <strong>Hispanic Heritage Month / College Open House</strong></td>
<td><strong>November 3</strong>: <strong>Thanksgiving Day / Gift Guide</strong></td>
<td><strong>December 1</strong>: <strong>Christmas Edition / Reconciliation Monday</strong></td>
<td><strong>December 22</strong>: <strong>Life and Pro-Vita Mass</strong></td>
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**90% of original content, featuring exclusive interviews with renown national and international Catholic and Media personalities.**

**Awarded 50 CPA Awards** in 2016 - 2018 and second place for **Best Publication** in 2017.
## Advertising Standard Sizes

<table>
<thead>
<tr>
<th>Layout</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>9.75&quot; w x 10.563&quot; h</td>
</tr>
<tr>
<td>HALF PAGE H</td>
<td>9.75&quot; w x 5.2505&quot; h</td>
</tr>
<tr>
<td>HALF PAGE V</td>
<td>4.813&quot; w x 10.563&quot; h</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>4.813&quot; w x 5.25&quot; h</td>
</tr>
<tr>
<td>THIRD PAGE H</td>
<td>9.75&quot; w x 3.475&quot; h</td>
</tr>
<tr>
<td>THIRD PAGE V</td>
<td>3.167&quot; w x 10.563&quot; h</td>
</tr>
<tr>
<td>STRIP</td>
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</tr>
<tr>
<td>BUSINESS CARD</td>
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<tr>
<td>TWO THIRDS PAGE</td>
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<tr>
<td>JUNIOR PAGE</td>
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<tr>
<td>THREE EIGHTS PAGE</td>
<td>4.813&quot; w x 7.9065&quot; h</td>
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<tr>
<td>SIXTH PAGE</td>
<td>3.167&quot; w x 5.25&quot; h</td>
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</tr>
<tr>
<td>EIGHTH PAGE H</td>
<td>4.813&quot; w x 2.594&quot; h</td>
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<tr>
<td>TWELVETH PAGE</td>
<td>3.167&quot; w x 2.59&quot; h</td>
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<td>SIXTEENTH PAGE</td>
<td>4.813&quot; w x 1.265&quot; h</td>
</tr>
</tbody>
</table>

### PRINT AD DESIGN REQUIREMENTS

- **ACCEPTABLE FILE FORMATS**
  - (PDF • JPG • PSD • TIFF)
- **PDF Files**
  - Must have all fonts embedded.
- **Color Ads and images**
  - Must be set to CMYK.
- **Black**
  - Must be 100% black
  - (No CMYK in black channel).
- **Black and white Ads**
  - Must be on Gray Scale format.
- **Files and image resolution**
  - Should be from 180 dpi to 300 dpi max.

For rates and more information:

- **JoAnn DiNapoli**
  - Email: jdinapoli@desalesmedia.org
  - Phone: 718.517.3131
INSERTS
Insert your pre-printed material at a fraction of what it would cost to mail them directly to the subscriber households. Reach our total circulation, or specify by bulk, mail or zip code.

Minimum
Free standing inserts
Front page sticker available
Full Run or Brooklyn Only/Queens Only

Insert Minimum
10,000 Full Run

Classified  |  Real Estate  |  Service Center

CLASSIFIED ADVERTISING
$28.28 4 line minimum
Discounts: 2-50 weeks
Photo ad / border ad / color ad: $3.00 extra
File format (if applicable): PDF, JPG, TIFF, 180 dpi min.
Ads must be pre-paid
Deadline Tuesday at 3 PM

For rates and more information: JoAnn DiNapoli
jdinapoli@desalesmedia.org  718.517.3131
The Tablet, Net TV and Nuestra Voz

Web Advertising Standard Sizes

WEB PAGES

- 300x600 px
- 300x250 px
- 728x90 px

Web Services

- Parish Network
  - 54,500 Monthly pageviews
  - 2 Minutes per user session

- Academy Network
  - 252,600 Monthly pageviews
  - 2.5 Minutes per user session

Monthly Pageviews

- thetablet.org, netny.tv and nuestra-voz.org: 92,000
- thetablet.org: 2 Minutes per User Session

4500+ Subscribers to Daily Email Newsletter

6% CTR

26% Open Rate

Source: Google Analytics, Summer 2018

For rates and more information: JoAnn DiNapoli
jdinapoli@desalesmedia.org  718.517.3131
New York’s Catholic Station

Coverage with over 2 million households in Manhattan, Brooklyn, Queens, Staten Island, all of Long Island, Westchester, Cos Cob and Stamford, CT.

Based in Brooklyn, NET TV is the leading faith-based channel, delivering news and entertainment with a Catholic perspective.

Launched as The Prayer Channel in 1988, the network was renamed New Evangelization Television in 2008.

Available in NYC on:

- Fios by Verizon 48
- Optimum 30
- Spectrum 97

and livestreamed 24-7 on www.netny.tv

268,000 viewers each month.

NET TV shows are syndicated to 14 networks worldwide.