DeSales Media is a direct provider of Catholic news, events, and original content through print, TV, digital, and experiential, to engage Catholics and drive them to put their faith in action.

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

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

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

WEB

thetablet.org
netny.net
nuestra-voz.org
ctnbq.org
reaching 565,000 visitors monthly.

EMAIL

Dedicated email deployments to a customized target audience that delivers results.

Daily news headlines email newsletter reaching 10,000+ subscribers with a 15-18% open rate and 6.5% CTR.
The Tablet reaches the NYDMA.

**Statistical Information of the Diocese of Brooklyn**

- **1.3 MILLION+ CATHOLICS**
  - Almost 230,000 attend church at over 1,000 weekly Sunday Masses celebrated in 26 different languages in Brooklyn and Queens.
- **10,661** Baptisms
- **6,149** First Communion
- **7,188** Confirmations
- **1,685** Marriages

- **176** PARISHES
  - 87 in Brooklyn
  - 89 in Queens
- **84** SCHOOLS
  - Nearly 29,842 students in Brooklyn and Queens, from early childhood through high school.

Source: Diocesan Statistical Overview 2022-2023
# Tablet Special Sections Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 30/Jan 6</td>
<td>New Year’s Double Issue / High School Open House</td>
<td>20-Dec 21-Dec</td>
</tr>
<tr>
<td>13-Jan</td>
<td>Pilgrimages, Travel / Tours Issue</td>
<td>4-Jan 5-Jan</td>
</tr>
<tr>
<td>20-Jan</td>
<td>Regular Issue</td>
<td>10-Jan 11-Jan</td>
</tr>
<tr>
<td>27-Jan</td>
<td>Spring College Open House Issue / Catholic Schools Week Special (Pullout)</td>
<td>17-Jan 18-Jan</td>
</tr>
<tr>
<td>3-Feb</td>
<td>Regular Issue</td>
<td>25-Jan 26-Jan</td>
</tr>
<tr>
<td>10-Feb</td>
<td>Health Issue</td>
<td>1-Feb 2-Feb</td>
</tr>
<tr>
<td>17-Feb</td>
<td>Home Improvement</td>
<td>8-Feb 9-Feb</td>
</tr>
<tr>
<td>24-Feb</td>
<td>Regular Issue</td>
<td>15-Feb 16-Feb</td>
</tr>
<tr>
<td>2-Mar</td>
<td>Rockaway St. Patrick’s Day Parade</td>
<td>22-Feb 23-Feb</td>
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<tr>
<td>9-Mar</td>
<td>Camp Issue</td>
<td>29-Feb 1-Mar</td>
</tr>
<tr>
<td>16-Mar</td>
<td>St. Patrick’s Day / Feast of St. Joseph</td>
<td>7-Mar 8-Mar</td>
</tr>
<tr>
<td>23-Mar</td>
<td>Spring Break Family Fun / Palm Sunday</td>
<td>14-Mar 15-Mar</td>
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<tr>
<td>30-Mar</td>
<td>Camps/Easter</td>
<td>21-Mar 22-Mar</td>
</tr>
<tr>
<td>6-Apr</td>
<td>The Tablet DOB College Fair (Pullout)</td>
<td>26-Mar 27-Mar</td>
</tr>
<tr>
<td>13-Apr</td>
<td>Spring Boomers &amp; Beyond</td>
<td>4-Apr 5-Apr</td>
</tr>
<tr>
<td>20-Apr</td>
<td>Pilgrimages, Travel/Tours</td>
<td>11-Apr 12-Apr</td>
</tr>
<tr>
<td>27-April</td>
<td>Regular Issue</td>
<td>18-Apr 19-Apr</td>
</tr>
<tr>
<td>4-May</td>
<td>Vocation “World Day Prayer” / Nurses Week</td>
<td>25-Apr 26-April</td>
</tr>
<tr>
<td>11-May</td>
<td>Mother’s Day</td>
<td>25-Apr 26-April</td>
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<tr>
<td>18-May</td>
<td>Priest Jubilee Issue</td>
<td>9-May 10-May</td>
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<tr>
<td>25-May</td>
<td>Health Issue</td>
<td>16-May 17-May</td>
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<tr>
<td>1-Jun</td>
<td>Priests’ Ordination / Vocation</td>
<td>22-May 23-May</td>
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<tr>
<td>8-Jun</td>
<td>Commencement Issue (Pullout)</td>
<td>30-May 31-May</td>
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<tr>
<td>15-Jun</td>
<td>Father’s Day / Brothers’ and Sisters’ Jubilee</td>
<td>6-Jun 7-Jun</td>
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<tr>
<td>22-Jun</td>
<td>Regular Issue</td>
<td>13-Jun 14-Jun</td>
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<tr>
<td>June 29/July 6</td>
<td>Summer Fun - Double Issue</td>
<td>17-Jun 18-Jun</td>
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<tr>
<td>13-Jul</td>
<td>Pilgrimages, Travel / Tours Issue</td>
<td>2-Jul 3-Jul</td>
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<tr>
<td>20-Jul</td>
<td>College Open House</td>
<td>11-Jul 12-Jul</td>
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<tr>
<td>27-Jul</td>
<td>Regular Issue</td>
<td>18-Jul 19-Jul</td>
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<tr>
<td>Aug 3/Aug 10</td>
<td>Summer Boomers &amp; Beyond</td>
<td>24-Jul 25-Jul</td>
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<tr>
<td>17-Aug</td>
<td>Regular Issue</td>
<td>8-Aug 9-Aug</td>
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<tr>
<td>24-Aug</td>
<td>Back to School Issue (Pullout)</td>
<td>14-Aug 15-Aug</td>
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<tr>
<td>31-Aug</td>
<td>Continuing Education / College Planning Guide</td>
<td>22-Aug 23-Aug</td>
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<tr>
<td>7-Sep</td>
<td>Catholic High School Open House / 9/11</td>
<td>28-Aug 29-Aug</td>
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<tr>
<td>14-Sep</td>
<td>The Great Irish Fair (Pullout)</td>
<td>5-Sep 6-Sep</td>
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<tr>
<td>21-Sep</td>
<td>High School &amp; College Open House / Pilgrimages; Travel Issue</td>
<td>12-Sep 13-Sep</td>
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<td>28-Sep</td>
<td>High School Open House / Women’s Health</td>
<td>19-Sep 20-Sep</td>
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<tr>
<td>5-Oct</td>
<td>College Open House</td>
<td>26-Sep 27-Sep</td>
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<tr>
<td>12-Oct</td>
<td>Special Annual High School Issue (Pullout)</td>
<td>3-Oct 4-Oct</td>
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<tr>
<td>26-Oct</td>
<td>Bereavement Issue / Vocation Awareness Week</td>
<td>17-Oct 18-Oct</td>
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<tr>
<td>2-Nov</td>
<td>Regular Issue</td>
<td>24-Oct 25-Oct</td>
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<tr>
<td>9-Nov</td>
<td>Veteran’s Day</td>
<td>31-Oct 1-Nov</td>
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<tr>
<td>16-Nov</td>
<td>Gift Guide (Pullout)</td>
<td>7-Nov 8-Nov</td>
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<tr>
<td>23-Nov</td>
<td>Regular Issue</td>
<td>14-Nov 15-Nov</td>
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<tr>
<td>30-Nov</td>
<td>Winter - Family Road Trip</td>
<td>21-Nov 22-Nov</td>
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<tr>
<td>7-Dec</td>
<td>Winter Boomers &amp; Beyond</td>
<td>26-Nov 27-Nov</td>
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<tr>
<td>14-Dec</td>
<td>Christmas Greetings</td>
<td>5-Dec 6-Dec</td>
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<td>21-Dec</td>
<td>Christmas Greetings / Vocations</td>
<td>12-Dec 13-Dec</td>
</tr>
<tr>
<td>Dec 28/Jan 4</td>
<td>New Year’s Double Issue / High School Open House</td>
<td>18-Dec 19-Dec</td>
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</table>
NUESTRAVOZ

2024 Nuestra Voz Monthly Calendar

<table>
<thead>
<tr>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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<tbody>
<tr>
<td><strong>February 3</strong></td>
<td>CATHOLIC SCHOOLS WEEK / COLLEGE OPEN HOUSE / ASH WEDNESDAY / LENT</td>
<td>RESERVATION: JAN 16 MATERIALS: JAN 22</td>
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<tr>
<td><strong>March 2</strong></td>
<td>PALM SUNDAY/ HOLY WEEK / EASTER / RECONC. MONDAY/ ST. PATRICK’S DAY</td>
<td>RESERVATION: FEB 12 MATERIALS: FEB 20</td>
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<td><strong>April 6</strong></td>
<td>PILGRIMAGES / TRAVEL; TOURS / DOB COLLEGE FAIR</td>
<td>RESERVATION: MAR 11 MATERIALS: MAR 18</td>
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<tr>
<td><strong>May 4</strong></td>
<td>MOTHER’S DAY / NATIONAL NURSES WEEK / PRIESTS’ JUBILEE</td>
<td>RESERVATION: APR 15 MATERIALS: APR 24</td>
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<tr>
<td><strong>June 1</strong></td>
<td>FATHER’S DAY / BROTHERS’ &amp; SISTERS’ JUBILEE / VOCATION / PRIESTS’ ORDINATION</td>
<td>RESERVATION: MAY 13 MATERIALS: MAY 20</td>
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<tr>
<td><strong>June 29 / July 6</strong></td>
<td>DOUBLE ISSUE COLLEGE OPEN HOUSES / PILGRIMAGE</td>
<td>RESERVATION: JUN 17 MATERIALS: JUN 21</td>
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<tr>
<td><strong>September 7</strong></td>
<td>NO AUGUST ISSUE</td>
<td>RESERVATION: AUG 19 MATERIALS: AUG 26</td>
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<tr>
<td><strong>October 5</strong></td>
<td>NO AUGUST ISSUE</td>
<td>RESERVATION: SEP 16 MATERIALS: SEP 23</td>
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<tr>
<td><strong>November 2</strong></td>
<td>NO AUGUST ISSUE</td>
<td>RESERVATION: OCT 15 MATERIALS: OCT 21</td>
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<tr>
<td><strong>December 7</strong></td>
<td>CHRISTMAS EDITION / RECONC. MONDAY</td>
<td>RESERVATION: NOV 18 MATERIALS: NOV 22</td>
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</tbody>
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Source: Alliance for Audited Media, 2022-2023

- **Original content**, featuring exclusive interviews with renowned national and international Catholic and Media personalities.
- **39%** of readerships is **18-34 y/o**
- Awarded **133 CPA Awards** in 2016 - 2023, first place for **Best Publication** in 2021-2022 and third place in 2023.

Spanish-language, Catholic **monthly** newspaper and website serving Brooklyn and Queens.
**Display Advertising Sizes**

**Advertising Standard Sizes**

- **FULL PAGE**
  9.75" w x 11.25" h

- **HALF PAGE H**
  9.75" w x 5.5313" h

- **HALF PAGE V**
  4.7812" w x 11.25" h

- **QUARTER PAGE**
  4.7812" w x 5.5313" h

- **THIRD PAGE H**
  9.75" w x 3.625" h

- **THIRD PAGE V**
  3.125" w x 11.25" h

- **STRIP**
  9.75" w x 1.65" h

- **BUSINESS CARD**
  3.125" w x 1.757" h

- **TWO THIRDS PAGE**
  6.4375" w x 11.25" h

- **SIXTH PAGE**
  3.125" w x 5.5313" h

- **EIGHTH PAGE V**
  3.125" w x 3.625" h

- **EIGHTH PAGE H**
  4.7812" w x 2.672" h

- **TWELFTH PAGE**
  3.125" w x 2.672" h

- **1 Column**
  1.4688" w

- **2 Columns**
  3.125" w

- **3 Columns**
  4.7812" w

- **4 Columns**
  6.4375" w

- **6 Columns**
  9.75" w

**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.

*We strongly encourage to send the files in CMYK, otherwise, the color might slightly change.*
The Tablet and Nuestra Voz

Inserts
Insert your pre-printed material at a fraction of what it would cost to mail them directly to the subscriber households.

Classified, Real Estate, and Service Center

Advertising Options

Free standing inserts
Full Run or Brooklyn Only/Queens Only

Insert Minimum
10,000
10,000
THE TABLET NUESTRA VOZ

Discounts: 2-50 weeks
File format (if applicable): PDF, JPG, TIFF. 180 dpi min.
Deadline: Monday at 5 PM

Personalized Email Deployment
A permission-based, highly targeted email marketing campaign that delivers results.
• Fast, efficient, and cost-effective
• One of the largest databases
• Measurable, real-time results

Target by
• Age
• Gender
• Presence of children
• Religion
• Zip code
• Household income
• NetWorth
• Homeowners and more!

Requirements
• Send us your design:
  Width: From 550 to 750 pixels
  Height: No restrictions (images should not exceed 1700 pixels)
  Or we can create it for you!
• Email subject line
• Date and time to schedule the email
• Target details

$28.28 4 line minimum
Photo ad / border ad / color ad: $3.00 extra
Ads must be pre-paid
The Tablet, Nuestra Voz, and Net TV

Digital Advertising Available

Web Display Advertising

Digital Presence

MEDIA KIT 2024
Based in Brooklyn, NET-TV is the leading faith-based channel, delivering news and entertainment with a Catholic perspective.

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

Available in NYC on:
- Fios by Verizon 548, Optimum 30, Spectrum 97,
- and livestreamed 24-7 on www.netny.tv

Multi-lingual Celebration of Masses On Linear TV

Demographics
- NET TV adult household age 25-54 years old
- NET TV adult household age 55+ years old

Source: Fios by Verizon, Optimum, and Spectrum, 2021

Reports on the day’s top stories from the Catholic perspective

Weeknights at 7 PM
Rebroadcasts at 10 PM & 7:30 AM

Recipient of several Catholic Media Association Awards, and three EMMY® AWARD nominations.

Anchored by Christine Persichette, a Queens native journalist, Currents News is seen on TV in the New York market and also streams live online.