

MEDIA KIT



WESTERN NEW YORK
CATHOLIC
NEWSPAPER

• wnycatholic.org •

DEMOGRAPHICS

Founded in 1871, the *Western New York Catholic* is the longest published Catholic newspaper on the East Coast. The newspaper and website provide news and information distributed across Western New York in 163 parishes.

"I read the WNY Catholic to appreciate all the wonderful ministries in the diocese, and to appreciate the people who make so many great things happen. It's a wonderful source of news and opinion on all things Catholic."

Sister Carol Cimino, SSJ
Superintendent of Catholic Schools
Diocese of Buffalo

DISTRIBUTION

- 43,000 issues distributed monthly in churches and religious communities
- 450 issues mailed directly to the homes of subscribers
- Overall readership exceeds 173,323 families and 600,925 Catholics
- Subscribers reside within the state of New York as well as 24 other states

WHAT'S SO SPECIAL ABOUT THE CATHOLIC MARKET?

More than just the largest single Christian faith, more than just people who share a common religion, the Catholic market is one of the most dynamic of all consumer markets. Compared to the general population, Catholics are more likely to:

- Own their own home
- Be in professional or managerial positions
- Buy a third car
- Have a college and a graduate degree
- Dine out more than the population in general

OUR READERS

Western New York Catholic print issue readers are loyal, respectful and trusting people who are rooted in their local communities.



EDITORIAL CONTACT

Western New York Catholic
Patrick McPartland, Managing Editor
(716) 847-8743
pmcpartland@buffalodiocese.org



Western New York Catholic **Reporters and Photographer** **can help to tell your story**

From Lake Ontario to the rolling Allegheny hills and from the shores of Lake Erie to Letchworth, the Diocese of Buffalo is a big place. More than 600,000 Catholics live in the Diocese of Buffalo, and each person has a story to tell. Seniors living out their golden years, youth making a difference through service, teachers forming the next generation of leaders, priests and religious guiding lost sheep - These are the stories the *Western New York Catholic* shares.

The staff of writers and photographers at the *Western New York Catholic* are willing and able to help you tell your story to the Diocese of Buffalo. Please contact us at wncatholic@buffalodiocese.org.



*An "extremely well-written newspaper,
masterful in its details and approach.
Strong on human interest stories, Western
New York Catholic is highly informative,
with engaging articles and photographs."*

Catholic Press Association

WESTERN NEW YORK
CATHOLIC

AD DEADLINES

<u>Month</u>	<u>Focus Topic</u>	<u>Deadline Date: Focus Topic</u>	<u>Deadline Date: Regular Paper</u>	<u>Distribution Date</u>
January	Catholic Schools Week	December 4th	December 11th	January 7th
February	Lent/Fish Fry/Finance/Black History Month/Weddings & Bridal	January 8th	January 16th	February 4th
March	Lent/Fish Fry/Easter	February 5th	February 12th	March 4th
April	Retreats-Shrines-Pilgrimages/Spring Events	March 5th	March 12th	April 1st
May	Healthy Living/Older Americans Month/Camps	April 2nd	April 16th	May 6th
June	Cemeteries/Communications/Propagation of the Faith/ Summer Events	May 7th	May 12th	June 3rd
July	Lawn Fetes & Parish Festivals	June 6th	June 11th	July 1st
August	Colleges & Universities/Back-to-School Shopping	July 2nd	July 16th	August 5th
September	Back-to-School/Addiction-Recovery/Hispanic Heritage/ Autumn Events	August 6th	August 13th	September 2nd
October	Respect Life/Craft Shows	September 5th	September 10th	October 7th
November	Vocations/Veterans Day/Gift Ideas & Holiday Bazaars/ Advent/Winter Events	October 1st	October 15th	November 4th
December	Advent/Christmas/Religious Retirement Fund	November 5th	November 12th	December 2nd

Lent 2018: February 14 - March 29

Advent 2018: December 2 - December 24

Please note: Vocations has been moved from our February issue to our November issue.



PRINT ADVERTISING



Save with a Frequency Agreement!

Frequency Discounts are offered on multiple recurring ads.

- 12 consecutive months - 20% Discount
- 6 consecutive months - 15% Discount
- 3 consecutive months - 10% Discount
- 6 non-consecutive months - 8% Discount
- 3 non-consecutive months - 5% Discount

Size and Specs Chart

Page Size: 10.75" W x 12" H

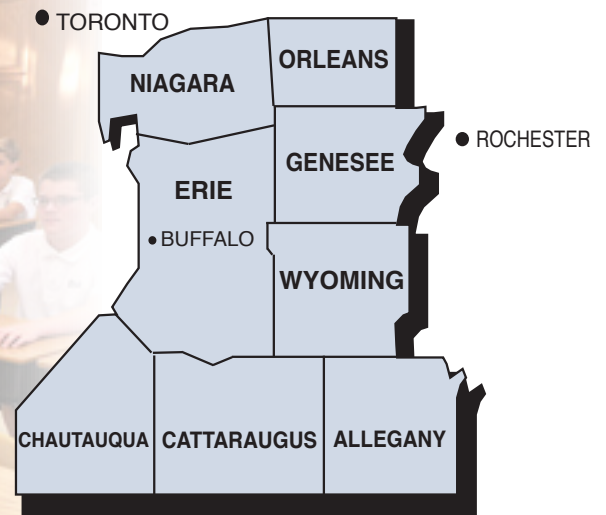
<p>Full Page 9.75" x 10.875"</p> <p>Full Color - \$1,785</p> <p>BW - \$1,535</p>	<p>Half Page Vertical 4.75" x 10.31"</p> <p>Full Color - \$919</p> <p>BW - \$769</p>	<p>Half Page Horizontal 9.75" x 5"</p> <p>Full Color - \$919</p> <p>BW - \$769</p>	<p>Quarter Page Vertical 4.75" x 5"</p> <p>Full Color - \$476</p> <p>BW - \$376</p>
<p>Quarter Page Horizontal 9.75" x 2.35"</p> <p>Full Color - \$476</p> <p>BW - \$376</p>	<p>Eighth Page Vertical 2.25" x 5"</p> <p>Full Color - \$272</p> <p>BW - \$197</p>	<p>Eighth Page Horizontal 4.75" x 2.35"</p> <p>Full Color - \$272</p> <p>BW - \$197</p>	<p>Sixteenth Page 2.25" x 2.35"</p> <p>Full Color - \$163</p> <p>BW - \$113</p>

"This paper has a clean and inviting look, an attractive design throughout. It covers a wealth of local stories and relevant features."

Catholic Press Association

Package rates are offered

PRINT ADVERTISING



Total Circulation
Eight Counties . . . 6,455 square miles!
600,925 Catholics
Print Run . . . 45,000

- Published **Monthly** and distributed on the **first** weekend of the month to **ALL** Catholic parishes, other Catholic facilities and 40 Tops Friendly Markets within the Catholic Diocese of Buffalo. **HUNDREDS** of subscribers also receive our publication through the U.S. Postal Service.
- Camera Ready Ads are gladly accepted as PDF & JPG files. Camera Ready Ads must be sized according to proper Specs (page 5). In the event that an ad is not sized properly and there is no ability to resize the ad in a timely manner by the client, the *Western New York Catholic* reserves the right to resize the ad. The *Western New York Catholic* does not “float” ads due to incorrect sizing.
- Once the decision is made to advertise in the *Western New York Catholic* newspaper and you know the message you want to convey to our Audience, our **Award-Winning on-staff Graphic Designer** can create your ad at **No Additional Cost** to you. Our Designer can take your ideas to the next level and give the finished work a professional polish that’ll attract the reader’s eye. Our Designer will then take the approved ad materials and format the files for the printing press. We can also create different versions of one ad, for a multiple-month ad campaign. Our Graphic Designer has the creative talent and tools to update existing ads and to create a similar digital version for online use at www.wnycatholic.org.
- To begin the process of creating your ads for the *Western New York Catholic*, contact our Advertising Coordinator today at 716-847-8736.
- Four-color (4C) printing process - standard on all color ads.
- The publisher reserves the right to decline any advertising or editorial deemed inappropriate or in conflict with the teachings of the Roman Catholic Church.
- The *Western New York Catholic* respectfully declines any political advertising.



ADDITIONAL PRINT ADVERTISING OPTIONS ...

Advertorials - an extended text advertisement coupled with a standard advertisement that promotes the advertiser's product or services but resembles an editorial in style and layout. Advertorials are accepted in Full or Half Page sizes only.

A Client's **Circulars or Inserts** inserted by machine at \$40 per thousand, 43,000 piece requirement. Inserts **must be** delivered to **our printer** 2 weeks after the associated deadline dates located on page 4. Clients who require assistance with printing services for their circulars or inserts should contact our Advertising Coordinator for details and a separate price sheet.

What's Happening? is printed in each monthly issue. Classified style publishing rates are: 1 to 20 words \$20; 21-30 words \$30; 31-40 words \$40; 41-50 words \$50. There is a 50 word maximum. **The deadline for submission is the 10th of the month prior to publication.**

- Classified ads are not published in the *Western New York Catholic* newspaper. This includes advertisements for *Help Wanted, Real Estate, Business Services, Items for Sale, Personal Notices, etc.*
- Email Kimberlee Sabshin at ksabshin@buffalodiocese.org with the *What's Happening?* content. You may also call her at (716) 847-8726.



ONLINE ADVERTISING

Advertisers can extend their reach to on-the-go readers seeking news, entertainment, spiritual formation and commentary. Updated daily, wnycatholic.org includes stories from the print issue, photos and bonus content. A downloadable PDF allows the current print issue to be read on tablet and mobile devices.



Rates and Sizes

BANNER AD

728 pixels wide x 90 pixels high

\$100 per month

SAVE
WITH A PRINT/WEB
ADVERTISING COMBO

Details:

- 10% off when both print/web ads are purchased
- Color or BW Accepted

LARGE RECTANGLE AD

300 pixels wide
x
250 pixels high

\$50 per month

TOWER AD

260
pixels wide
x
600
pixels high

\$75 per month

ONLINE IMAGE SPECIFICATIONS ...

All online advertisements must conform to the following specifications:

Accepted file formats:

JPG (RGB color mode) and GIF (index color mode)

File size: 72 dpi

Animation:

Permitted (maximum duration 10 seconds)



AWARDS



CATHOLIC PRESS ASSOCIATION

AWARDS

The *Western New York Catholic* has received numerous awards from the Catholic Press Association including first place for General Excellence. It has been honored with four third-place awards for General Excellence and recognized many times for Best News Writing, Best Feature Writing and Best Personality Profile. The *Western New York Catholic* has also received numerous awards for advertisements, including being honored for Best Single Ad-Color. Among other award honors have been Best Photo Feature and Best Single Photo.

We celebrate our new partnership with Southern Tier Pregnancy Care Center in Olean now in our Parish Life Center

THE BASILICA OF ST. MARY OF THE ANGELS
202 S. Union St. | Olean, NY | smaolean.org

BECAUSE ISSUES ARE RARELY SIMPLE ...

... LET WESTERN NEW YORK CATHOLIC HELP YOU SORT THEM OUT!

www.wnycatholic.org



"Excellent imagery. Minimal text yet message still clear. Well done."

Catholic Press Association on Best Promotional House Ad

WESTERN NEW YORK CATHOLIC NEWSPAPER

CONTACT:

Darryl Tills, Advertising Coordinator
(716) 847-8736 • dtills@buffalodiocese.org



• wnycatholic.org •



The Western New York Catholic is one of the finest informative papers that are presented to everyone in the Diocese of Buffalo. Many articles that appear in the paper give many a wide source of what is happening in the Catholic Diocese from the Bishop, Clergy, Deacons, Lay people, from Churches, Schools, in addition to many programs such as Pro-Life, Family Life, Holy Name, Youth groups and many more that are offered to everyone.

Raymond W. Zientara
Executive Director, Diocesan Union of Holy Name Society