



The **Chicago Catholic**, biweekly newspaper of the Archdiocese of Chicago, with a circulation of 35,000 and a readership of 87,500 per issue, is distributed to Catholics throughout Cook and Lake counties in Illinois.

our readers ...

Mature families read the **Chicago Catholic**.

Over 87% own their own home.

Over 61% have substantial investment portfolios.

education ...

The Archdiocese of Chicago has the largest Catholic-school system in the U.S.

Over 69% of our readers have attended college or graduate school.

income ...

Our readers have discretionary income.

Over 94% of our readers donate regularly to charities and religious orders.

Over 80% have taken domestic trips.

Special issues:

- Jan. 8 New Year Special Offers/
Special Wishes and Announcements
- Jan. 22 Catholic Schools Week (Jan.29-Feb. 4)
- Feb. 5 Black History Month
- Feb. 19 Lent issue (February 22)
- Mar. 5 Retreats/Pilgrimages I/Feast Days & Novenas
- Mar. 19 Catholic Hospitals and Healthcare
- Apr. 9 Easter issue (April 9 Easter)/
National Volunteer Month
- Apr. 23 Senior Living (Spring)/Home and Garden
- May 7 Archdiocesan Priest Jubilarians
- May 21 Ordinandi and Ordination/Class of 2023 Graduations
- June 4 Diaconate Ordination/Feasts & Summer Festivals
- June 18 Jubilarians/Vocations
- July 9 Family and Community Healthcare
- July 23 Celebrating World Day for Grandparents
and the Elderly
- Aug. 6 Catholic Schools Fall Enrollment & Open House issue
- Aug. 20 Annual Back to School issue
- Sept. 3 Senior Living (Fall) & Healthcare
- Sept. 17 Pet Blessings (Feast Day of St. Francis of Assisi/
End of Life Care & Planning
- Oct. 8 Catholic High Schools & Entrance Exams/
Retreats Pilgrimages II
- Oct. 22 National Vocations Awareness Week November 6-12
- Nov. 5 Discover Catholic Colleges &
Universities Early Admissions
- Nov. 19 Christmas Gift Guide
- Dec. 3 Parish Christmas & New Year Mass Schedules/
Christmas Books
- Dec. 17 Christmas Specials/End of Year Donations

January

- ☐ 8 Space deadline: Dec. 28 Copy/Art deadline: Dec. 30
- ☐ 22 Space deadline: Jan. 10 Copy/Art deadline: Jan. 12

February

- ☐ 5 Space deadline: Jan. 24 Copy/Art deadline: Jan. 26
- ☐ 19 Space deadline: Feb. 7 Copy/Art deadline: Feb. 9

March

- ☐ 5 Space deadline: Feb. 21 Copy/Art deadline: Feb. 23
- ☐ 19 Space deadline: Mar. 7 Copy/Art deadline: Mar. 9

April

- ☐ 9 Space deadline: Mar. 28 Copy/Art deadline: Mar. 30
- ☐ 23 Space deadline: Apr. 11 Copy/Art deadline: Apr. 13

May

- ☐ 7 Space deadline: Apr. 25 Copy/Art deadline: Apr. 27
- ☐ 21 Space deadline: May 9 Copy/Art deadline: May 11

June

- ☐ 4 Space deadline: May 23 Copy/Art deadline: May 25
- ☐ 18 Space deadline: June 6 Copy/Art deadline: June 8

July

- ☐ 9 Space deadline: June 26 Copy/Art deadline: June 28
- ☐ 23 Space deadline: July 11 Copy/Art deadline: July 13

August

- ☐ 6 Space deadline: July 25 Copy/Art deadline: July 27
- ☐ 20 Space deadline: Aug. 8 Copy/Art deadline: Aug. 10

September

- ☐ 3 Space deadline: Aug. 22 Copy/Art deadline: Aug. 24
- ☐ 17 Space deadline: Sept. 5 Copy/Art deadline: Sept. 7

October

- ☐ 8 Space deadline: Sept. 26 Copy/Art deadline: Sept. 28
- ☐ 22 Space deadline: Oct. 10 Copy/Art deadline: Oct. 12

November

- ☐ 5 Space deadline: Oct. 24 Copy/Art deadline: Oct. 26
- ☐ 19 Space deadline: Nov. 7 Copy/Art deadline: Nov. 9

December

- ☐ 3 Space deadline: Nov. 21 Copy/Art deadline: Nov. 22
- ☐ 17 Space deadline: Dec. 5 Copy/Art deadline: Dec. 7

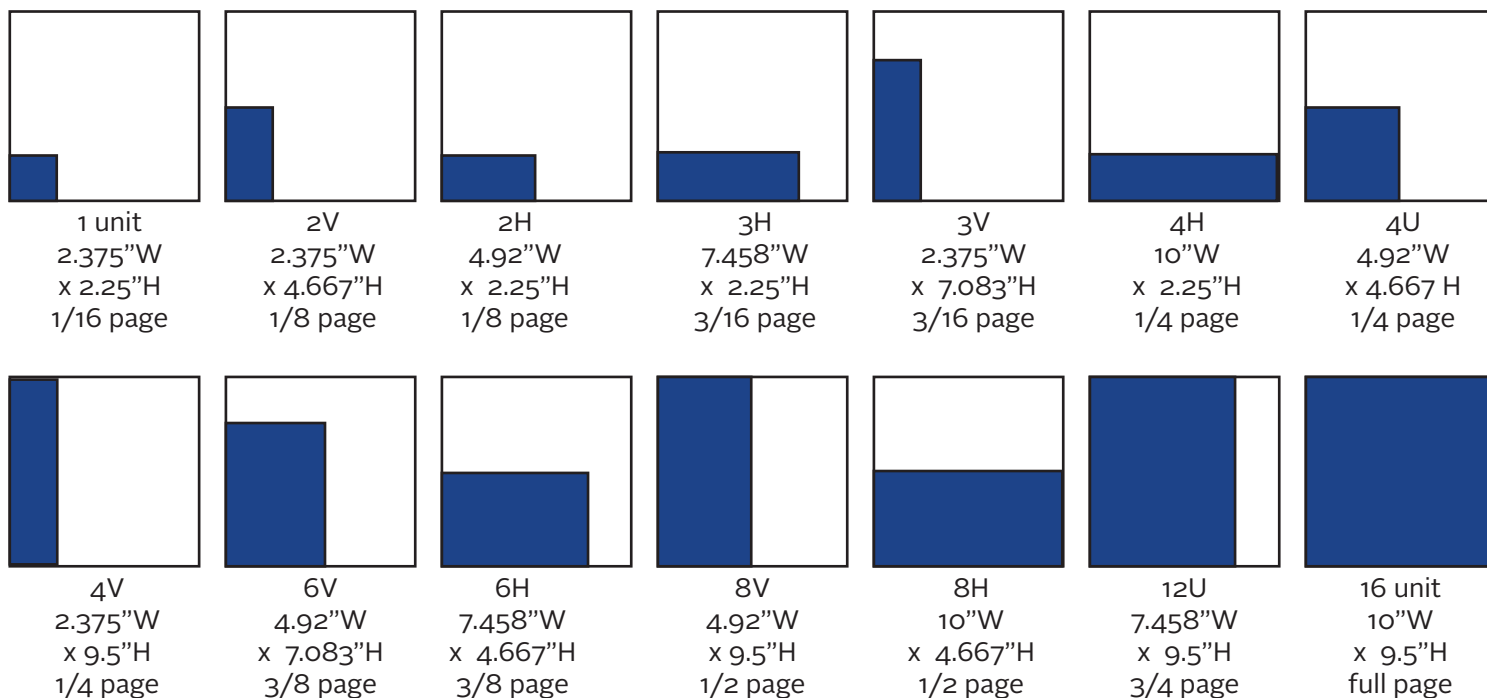
Call Cesar Cazares

(312) 534-7082 email: ccazares@archchicago.org

New World Publications 835 N. Rush St. Chicago, IL 60611-2030

www.chicagocatholic.com

Rates print edition Modular Sizes



Frequency	1 unit	2 unit	3 unit	4 unit	6 unit	8 unit	12 unit	16 unit
Open Rate	\$119	\$239	\$348	\$458	\$642	\$1,008	\$1,466	\$1,833
4x rate	\$103	\$205	\$299	\$392	\$549	\$864	\$1,256	\$1,570
12x rate	\$85	\$170	\$246	\$327	\$458	\$720	\$1,047	\$1,308
24x rate	\$70	\$139	\$204	\$268	\$376	\$590	\$858	\$1,073

Ad placement

- Published biweekly
- Commissions 15% to recognized agencies
- Inserts \$55.00 per 1000 (contact for large-format rates)
- Space Reservation deadline 11 days prior to publication
- Artwork deadline 9 days prior to publication
- Color \$200

www.catholicnewworld.com/Web rates

	Pixels	Full-year Monthly Rate*
Home page banner ad	728 x 90	\$325
Home page tile ads	300 x 300	\$225
Inside banner ads	728 x 90	\$225
Inside tiles ads	300 x 300	\$150

* Inquire about our 6 month and 3 month web rates. Ad space is limited and sold on a first-to-sign basis. Ads are billed monthly. Ads can be changed monthly.

E-newsletter Ad available. Call for more information.

Home page tile ad (300 x 300 pixels)

Business Directory Card Ad

2.375\"W x 2.25\"H with full color \$108 per issue

Terms & Conditions

The Chicago Catholic reserves the right to review or decline any advertising.

The Chicago Catholic reserves the right to insert the word "advertisement" above or below any advertising.

The Chicago Catholic does not guarantee positioning of advertisements. Positioning is at the sole discretion of the publisher, except when a request for a preferred position is acknowledged by the publisher in writing.

Payment is accepted by credit card or check only. Payment terms are net 30 days.

Early cancellation of an advertising schedule that includes a frequency discount before the ad schedule commitment is fulfilled will result in the elimination of the frequency discount on all earlier ads. Advertisers will be billed for each ad already published at the applicable frequency discount rate.

No cancellations after space-reservation deadline. Advertiser will be responsible for full payment.