



DeSALES
M E D I A G R O U P

Media Kit
2019

Reach Catholics
in New York City

DeSALES

MEDIA GROUP

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

TELEVISION

WEB

EMAIL



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.



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



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



thetablet.org
netny.tv
nuestra-voz.org
ctnbq.org

and 50+ parish websites, reaching 125,000+ visitors monthly.



Daily news headlines email newsletter reaching **4,500+ subscribers** with a **26.6% open rate** and **6.3% CTR**.



THE TABLET



on News and Opinion from Brooklyn and Queens

October 3, 2015

The Catholic Perspective

Since 1908

Volume 108, No. 27 - 60 cents



...zio Reflects
Francis' Visit



**NEWSPAPER
OF THE YEAR**



2018 Catholic
Press Awards

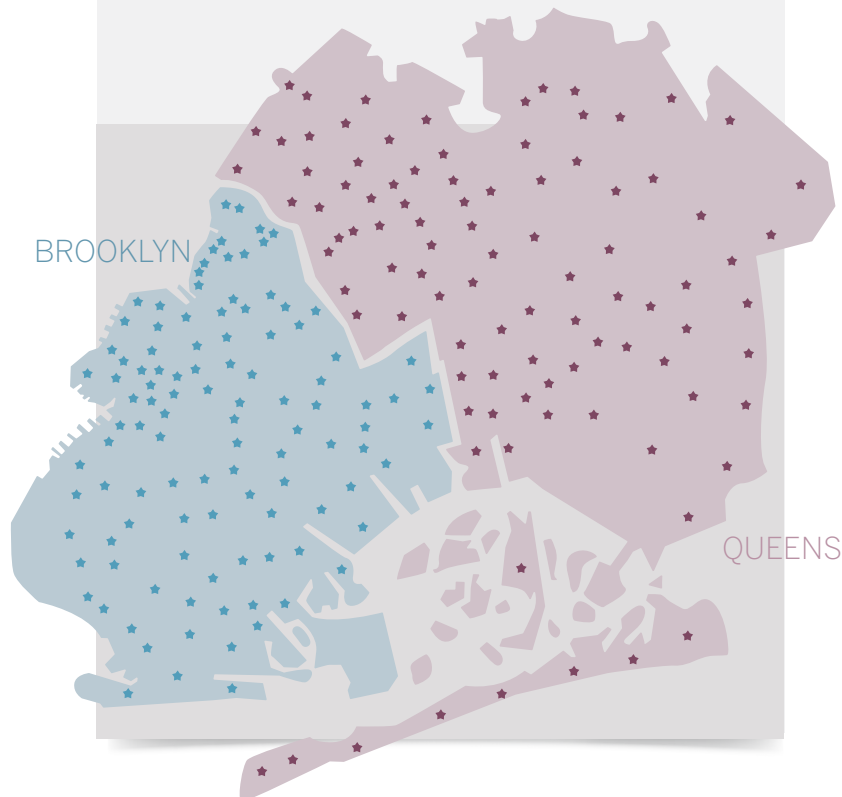
THE TABLET

THE TABLET

Official newspaper for Catholics
in Brooklyn and Queens

74,277
TOTAL COPIES

 **42,632** Mailed Copies
 **31,645** Parish Copies




The Tablet reaches the NYDMA, all 50 states, and 4 countries globally.

2018 Statistical Information of the Diocese of Brooklyn


Out of
1.5 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.



2019

Tablet Special Sections Calendar

JANUARY

M	T	W	T	F	S	S	
	1	3	3	4	CHRISTMAS & NEW YEARS DOUBLE ISSUE/ RESERVATION: DEC 18 MATERIALS: DEC 19	5	6
7	8	9	1	11	HIGH SCHOOL OPEN HOUSE RESERVATION: JAN 3 MATERIALS: JAN 4	12	13
14	15	16	17	18	PILGRIMAGES, TRAVEL, TOURS ISSUE RESERVATION: JAN 10 MATERIALS: JAN 11	19	20
21	22	23	24	25	CATHOLIC SCHOOLS WEEK SPECIAL (PULLOUT) RESERVATION: JAN 16 MATERIALS: JAN 17	26	27
28	29	30	31				

FEBRUARY

M	T	W	T	F	S	S	
				1	REGULAR ISSUE RESERVATION: JAN 24 MATERIALS: JAN 25	2	3
4	5	6	7	8	SPRING COLLEGE OPEN HOUSES RESERVATION: JAN 31 MATERIALS: FEB 1	9	10
11	12	13	14	15	HEALTH RESERVATION: FEB 7 MATERIALS: FEB 8	16	17
18	19	20	21	22	HOME IMPROVEMENT SECTION (PULLOUT) RESERVATION: FEB 13 MATERIALS: FEB 14	23	24
25	26	27	28				

MARCH

M	T	W	T	F	S	S	
				1	ROCKAWAY ST. PATRICK'S DAY PARADE RESERVATION: FEB 21 MATERIALS: FEB 22	2	3
4	5	6	7	8	REGULAR ISSUE RESERVATION: FEB 28 MATERIALS: MAR 1	9	10
11	12	13	14	15	ST. PATRICK'S DAY RESERVATION: MAR 7 MATERIALS: MAR 8	16	17
18	19	20	21	22	CAMPS/ SPRING BREAK FAMILY FUN RESERVATION: MAR 15 MATERIALS: MAR 16	23	24
25	26	27	28	29	REGULAR ISSUE RESERVATION: MAR 22 MATERIALS: MAR 23	30	31

APRIL

M	T	W	T	F	S	S	
1	2	3	4	5	WEDDING GUIDE RESERVATION: MAR 28 MATERIALS: MAR 29	6	7
8	9	10	11	12	PILGRIMAGES, TRAVEL, TOURS/ PALM SUNDAY RESERVATION: APR 4 MATERIALS: APR 5	13	14
15	16	17	18	19	BOOMER & BEYOND (PULLOUT)/ EASTER RESERVATION: APR 11 MATERIALS: APR 12	20	21
22	23	24	25	26	REGULAR ISSUE RESERVATION: APR 16 MATERIALS: APR 17	27	28
29	30						

MAY


M	T	W	T	F	S	S	
		1	2	3	REGULAR ISSUE RESERVATION: APR 25 MATERIALS: APR 26	4	5
6	7	8	9	10	MOTHER'S DAY/ VOCATION "WORLD DAY OF PRAYER" RESERVATION: MAY 2 MATERIALS: MAY 3	11	12
13	14	15	16	17	PRIESTS' JUBILEE RESERVATION: MAY 9 MATERIALS: MAY 10	18	19
20	21	22	23	24	DEACON ISSUE RESERVATION: MAY 16 MATERIALS: MAY 17	25	26
27	28	29	30	31			



JUNE

M	T	W	T	F	S	S	
					BROTHERS'/ SISTERS' JUBILEE RESERVATION: MAY 22 MATERIALS: MAY 23	1	2
3	4	5	6	7	HIGH SCHOOL COMMENCEMENT (PULLOUT) RESERVATION: MAY 30 MATERIALS: MAY 31	8	9
10	11	12	13	14	REGULAR ISSUE/ FATHER'S DAY RESERVATION: JUNE 13 MATERIALS: JUNE 14	15	16
17	18	19	20	21	REGULAR ISSUE RESERVATION: JUNE 13 MATERIALS: JUNE 14	22	23
24	25	26	27	28	DOUBLE ISSUE SEE DETAILS NEXT PAGE	29	30

2019 Tablet Special Sections Calendar


Continuation



JULY						
M	T	W	T	F	S	S
					PRIESTS' ORDINATION TRAVEL/ VACATION/ SUMMER FUN (DOUBLE ISSUE) RESERVATION: JUN 20 MATERIALS: JUN 21 	JUNE 29 JULY 6
1	2	3	4	5		7
8	9	10	11	12	REGULAR ISSUE RESERVATION: JUL 2 MATERIALS: JUL 3	13
15	16	17	18	19	TOUR & PILGRIMAGE RESERVATION: JUL 11 MATERIALS: JUL 12	20
22	23	24	25	26	COLLEGE OPEN HOUSE RESERVATION: JUL 18 MATERIALS: JUL 19	27
29	30	31				

AUGUST						
M	T	W	T	F	S	S
			1	2	BOOMERS & BEYOND (PULLOUT) RESERVATION: JUL 25 MATERIALS: JUL 26 	4
5	6	7	8	9	REGULAR ISSUE RESERVATION: AUG 1 MATERIALS: AUG 2	10
12	13	14	15	16	REGULAR ISSUE RESERVATION: AUG 8 MATERIALS: AUG 9	17
19	20	21	22	23	BACK TO SCHOOL (PULLOUT) RESERVATION: AUG 13 MATERIALS: AUG 14 	24
23	27	28	29	30	REGULAR ISSUE RESERVATION: AUG 22 MATERIALS: AUG 23	31

SEPTEMBER						
M	T	W	T	F	S	S
2	3	4	5	6	CONTINUING EDUCATION/ COLLEGE PLANNING GUIDE RESERVATION: AUG 29 MATERIALS: AUG 30	7 1 8
9	10	11	12	13	CATHOLIC HIGH SCHOOL OPEN HOUSE RESERVATION: SEP 5 MATERIALS: SEP 6	14 15
16	17	18	19	20	NATIONAL COLLEGE FAIR/ THE GREAT IRISH FAIR (PULLOUT) RESERVATION: SEP 12 MATERIALS: SEP 13 	21 22
23	24	25	26	27	PILGRIMAGES, TRAVEL, TOURS ISSUE/ HIGH SCHOOL & COLLEGE OPEN HOUSE RESERVATION: SEP 19 MATERIALS: SEP 20	28 29
30						

OCTOBER						
M	T	W	T	F	S	S
	1	2	3	4	WOMEN'S HEALTH ISSUE RESERVATION: SEP 26 MATERIALS: SEP 27 	6
7	8	9	10	11	BIG APPLE COLLEGE FAIR (PULLOUT) RESERVATION: OCT 2 MATERIALS: OCT 3	12 13
14	15	16	17	18	ANNUAL HIGH SCHOOL (PULLOUT)/ ELECTION DAY RESERVATION: OCT 8 MATERIALS: OCT 9 	
21	22	23	24	25	HEALTH RESERVATION: OCT 17 MATERIALS: OCT 18	26 27
28	29	30	31			

NOVEMBER						
M	T	W	T	F	S	S
				1	BEREAVEMENT ISSUE/ VOCATION AWARENESS WEEK RESERVATION: OCT 24 MATERIALS: OCT 25	2 3
4	5	6	7	8	COLLEGE TRANSFER/ GRADUATE SCHOOL RESERVATION: OCT 31 MATERIALS: NOV 1	9 10
11	12	13	14	15	GIFT GUIDE (PULLOUT) RESERVATION: NOV 6 MATERIALS: NOV 7 	16 17
18	19	20	21	22	HEALTH RESERVATION: NOV 15 MATERIALS: NOV 16	23 24
25	26	27	28	29	REGULAR ISSUE RESERVATION: NOV 21 MATERIALS: NOV 22	30

DECEMBER						
M	T	W	T	F	S	S
2	3	4	5	6	BOOMERS & BEYOND (PULLOUT) RESERVATION: NOV 25 MATERIALS: NOV 26	7 8
9	10	11	12	13	CHRISTMAS GREETINGS/ HOLIDAY GIFT GUIDE RESERVATION: DEC 5 MATERIALS: DEC 6 	14 15
16	17	18	19	20	CHRISTMAS GREETINGS/ RESERVATION: DEC 12 MATERIALS: DEC 13	21
23	24	25	26	27	CHRISTMAS & NEW YEARS DOUBLE ISSUE/ VOCATIONS RESERVATION: DEC 16 MATERIALS: DEC 17 	22 JAN 4
30	31					



Nuestras parroquias Pág. 16
Nuestra Señora del Refugio, Brooklyn



Comunidad religiosa Pág. 17
Padre James Hughes



Columna Pág. 11
Venezuela, una iglesia que se crece

NUESTRA VOZ

EL PERIÓDICO EN ESPAÑOL DE LA DIÓCESIS DE BROOKLYN

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

A 100 años de Fátima
PÁGS. 11-14



La Semana Santa
PÁGS. 10 Y 15

NUESTRA VOZ

NUESTRA VOZ

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

CIRCULATION

Totals:
Brooklyn
& Queens

18,005
TOTAL COPIES

98 Parishes
comprised of
111 Churches

Brooklyn



Queens

8,495
COPIES

53 Parishes
comprised of
61 Churches

9,510
COPIES

45 Parishes
comprised of
50 Churches

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

Featuring some of the best columnists, reporters and writers in the Hispanic media.

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



2019

Nuestra Voz Monthly Calendar

JANUARY	FEB	MAR	APR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DEC	JAN 2020
RESERVATION / MATERIALS: 2018	February 2	March 2	April 6	May 4	June 1	July 6	August 3	September 7	October 5	November 2	December 2	December 28
	HEALTH/ COLLEGE OPEN HOUSES	ASH WEDNESDAY/ LENT/ ST. PATRICK'S DAY	PALM SUNDAY/ HOLY WEEK/ EASTER/ RECONC. MONDAY	MOTHER'S DAY/ WCD/ PRIESTS' JUBILEE/ DEACON ISSUE	FATHER'S DAY/ BROTHERS' & SISTERS' JUBILEE	PRIEST ORDINATIONS AND COLLEGE OPEN HOUSES	BACK TO SCHOOL	HISPANIC HERITAGE MONTH	HISPANIC HERITAGE MONTH / ANNUAL HIGH SCHOOL ISSUE	THANKS-GIVING DAY/ GIFT GUIDE	CHRISTMAS EDITION/ RECONC. MONDAY	LIFE AND PRO-VITA MASS
	RESERVATION: JAN 18 MATERIALS: JAN 22	RESERVATION: FEB 15 MATERIALS: FEB 19	RESERVATION: MAR 22 MATERIALS: MAR 26	RESERVATION: APR 19 MATERIALS: APR 23	RESERVATION: MAY 17 MATERIALS: MAY 21	RESERVATION: JUN 21 MATERIALS: JUN 25	RESERVATION: JUL 19 MATERIALS: JUL 23	RESERVATION: AUG 23 MATERIALS: AUG 27	RESERVATION: SEP 20 MATERIALS: SEP 24	RESERVATION: OCT 18 MATERIALS: OCT 22	RESERVATION: NOV 15 MATERIALS: NOV 22	RESERVATION: DEC 13 MATERIALS: DEC 16

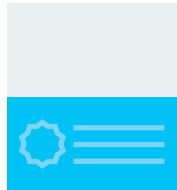
Advertising Standard Sizes



For rates and more information: **JoAnn DiNapoli**
jdinapoli@desalesmedia.org 718.517.3131



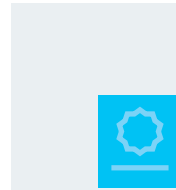
FULL PAGE
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HALF PAGE H
9.75" w x 5.2505" h



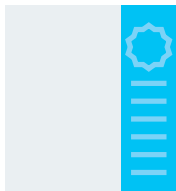
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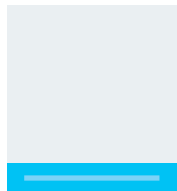
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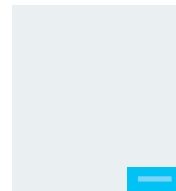
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THIRD PAGE V
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STRIP
9.75" w x 1.65" h



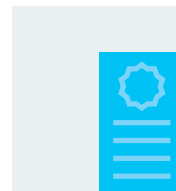
BUSINESS CARD
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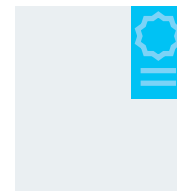
TWO THIRDS PAGE
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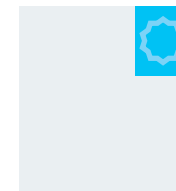
JUNIOR PAGE
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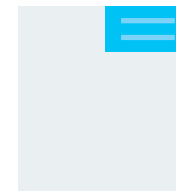
THREE EIGHTS PAGE
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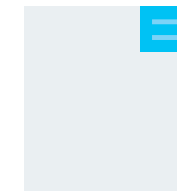
SIXTH PAGE
3.167" w x 5.25" h



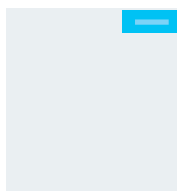
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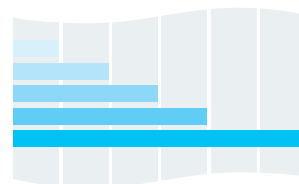
EIGHTH PAGE H
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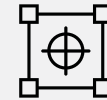
TWELVETH PAGE
3.167" w x 2.59" h



SIXTEENTH PAGE
4.813" w x 1.265" h



- 1 Column 1.5210" w
- 2 Columns 3.167" w
- 3 Columns 4.813" w
- 4 Columns 6.458" w
- 6 Columns 9.75" w



PRINT AD DESIGN REQUIREMENTS

ACCEPTABLE FILE FORMATS
(PDF • JPG • PSD • TIFF)



Aa 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.

The Tablet and Nuestra Voz



For rates and more information: **JoAnn DiNapoli**
jdinapoli@desalesmedia.org 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**.



Free standing inserts



Front page sticker available



Full Run or Brooklyn Only/Queens Only

Insert
Minimum

10,000

THE TABLET

Full Run

NUESTRA VOZ

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

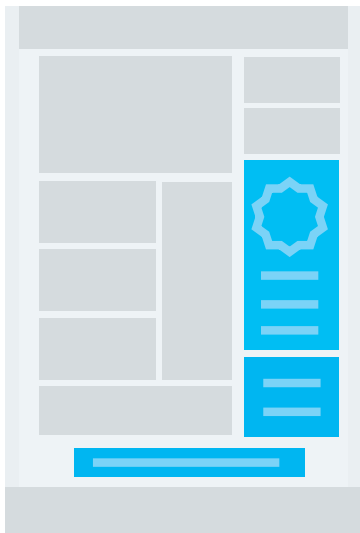




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jdinapoli@desalesmedia.org 718.517.3131

Web Advertising Standard Sizes

WEB PAGES



300x600 px



300x250 px



728x90 px

92,000
 Monthly Page views
 thetablet.org, netny.tv
 and nuestra-voz.org

2
 Minutes per
 User Session

NEWSLETTER HEADLINES



4500+
 Subscribers
 to Daily Email
 Newsletter

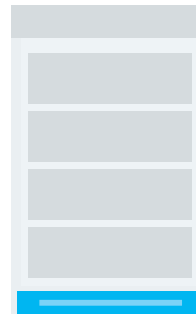


6%
 CTR



26%
 Open Rate

560x59 px



Source: Google Analytics, Summer 2018

Diocese of Brooklyn Web Services

Parish Network

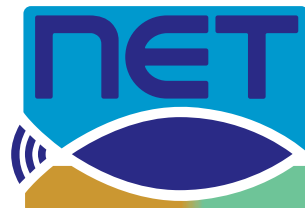
54,500
 Monthly
 pageviews

2
 Minutes per
 user session

Academy Network

252,600
 Monthly
 pageviews

2.5
 Minutes per
 user session





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.