



Connecting Catholics

# Media Kit 2020

*We are a branding,  
services, and technology  
agency for Catholics*



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.

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](http://thetablet.org)  
[netny.net](http://netny.net)  
[nuestra-voz.org](http://nuestra-voz.org)  
[ctnbq.org](http://ctnbq.org)  
and 50+ parish websites, reaching 565,000 visitors monthly.



Daily news headlines email newsletter reaching **5,200+ subscribers** with a **26.6%** open rate and **6.3% CTR**.



DeSales News

# The Tablet



# THE TABLET

Official newspaper for Catholics  
in Brooklyn and Queens

51,000

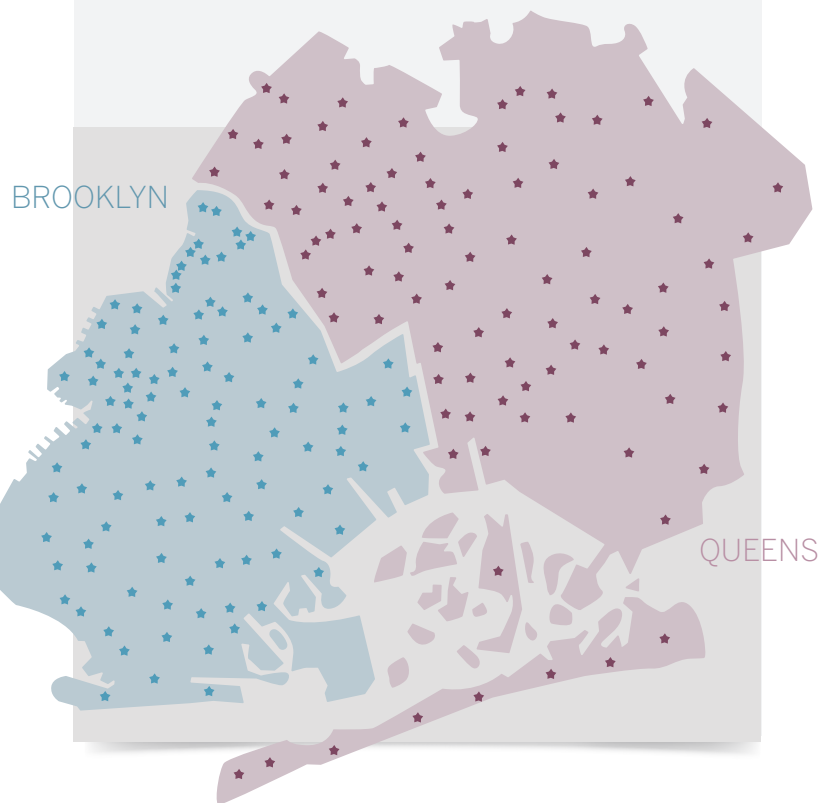
TOTAL COPIES



MAILED COPIES

**28,000** in Queens

**19,000** in Brooklyn



The Tablet reaches the NYDMA.

## 2020 Statistical Information of the Diocese of Brooklyn

**1.3 MILLION+**  
CATHOLICS

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



**10,340**  
Baptisms



**9,636**  
First Communions



**8,528**  
Confirmations



**3,053**  
Marriages



**184**

PARISHES

**94** in Brooklyn

**90** in Queens



**96**

SCHOOLS

Nearly **33,926 students**  
in Brooklyn and Queens,  
from early childhood  
through high school.



# 2020

## Tablet Special Sections Calendar

### JANUARY

M	T	W	T	F	S	S
		1	2	3	<b>CHRISTMAS &amp; NEW YEARS DOUBLE ISSUE/</b> RESERVATION: DEC 19 MATERIALS: DEC 20	5
6	7	8	9	10	<b>HIGH SCHOOL OPEN HOUSE</b> RESERVATION: JAN 2 MATERIALS: JAN 3	12
13	14	15	16	17	<b>PILGRIMAGES, TRAVEL, TOURS ISSUE</b> RESERVATION: JAN 9 MATERIALS: JAN 10	19
20	21	22	23	24	<b>CATHOLIC SCHOOLS WEEK SPECIAL (PULLOUT)</b> RESERVATION: JAN 16 MATERIALS: JAN 17	26
27	28	29	30	31		

### FEBRUARY

M	T	W	T	F	S	S
					<b>REGULAR ISSUE</b> RESERVATION: JAN 23 MATERIALS: JAN 24	2
3	4	5	6	7	<b>SPRING COLLEGE OPEN HOUSES</b> RESERVATION: JAN 30 MATERIALS: JAN 31	9
10	11	12	13	14	<b>HEALTH</b> RESERVATION: FEB 6 MATERIALS: FEB 7	16
17	18	19	20	21	<b>HOME IMPROVEMENT SECTION (PULLOUT)</b> RESERVATION: FEB 13 MATERIALS: FEB 14	23
24	25	26	27	28	<b>REGULAR ISSUE</b> RESERVATION: FEB 20 MATERIALS: FEB 21	29

### MARCH

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

### APRIL

M	T	W	T	F	S	S
		1	2	3	<b>PALM SUNDAY</b> RESERVATION: MAR 26 MATERIALS: MAR 27	5
6	7	8	9	10	<b>PILGRIMAGES, TRAVEL, TOURS / EASTER</b> RESERVATION: APR 2 MATERIALS: APR 3	12
13	14	15	16	17	<b>THE TABLET'S 2020 SPRING COLLEGE FAIR (PULLOUT)</b> RESERVATION: APR 9 MATERIALS: APR 10	19
20	21	22	23	24	<b>REGULAR ISSUE</b> RESERVATION: APR 16 MATERIALS: APR 17	26
27	28	29	30			

### MAY

M	T	W	T	F	S	S
				1	<b>REGULAR ISSUE</b> RESERVATION: APR 23 MATERIALS: APR 24	3
4	5	6	7	8	<b>NATIONAL NURSES WEEK/ VOCATION "WORLD DAY OF PRAYER"</b> RESERVATION: APR 30 MATERIALS: MAY 1	10
11	12	13	14	15	<b>REGULAR ISSUE</b> RESERVATION: MAY 7 MATERIALS: MAY 8	17
18	19	20	21	22	<b>HEALTH ISSUE</b> RESERVATION: MAY 14 MATERIALS: MAY 15	24
25	26	27	28	29	<b>CAMP - SUMMER PROGRAMS</b> RESERVATION: MAY 21 MATERIALS: MAY 22	31

### JUNE

M	T	W	T	F	S	S
1	2	3	4	5	<b>HIGH SCHOOL COMMENCEMENT (PULLOUT)</b> RESERVATION: MAY 28 MATERIALS: MAY 29	7
8	9	10	11	12	<b>FATHERS' DAY / BROTHER'S AND SISTER'S JUBILEE</b> RESERVATION: JUN 4 MATERIALS: JUN 5	14
15	16	17	18	19	<b>PRIESTS JUBILEE</b> RESERVATION: JUNE 11 MATERIALS: JUNE 12	21
22	23	24	25	26	<b>TRAVEL/ VACATION/ SUMMER FUN</b> RESERVATION: JUN 25 MATERIALS: JUN 26	28
29	30					

# 2020 Tablet Special Sections Calendar

Continuation

JULY						
M	T	W	T	F	S	S
		1	2	3	<b>PRIESTS' ORDINATION/ VOCATION - DOUBLE ISSUE</b> RESERVATION: JUN 18 MATERIALS: JUN 19	5
6	7	8	9	10		12
13	14	15	16	17	<b>BISHOP ELECT SWEENEY SPECIAL/TOUR &amp; PILGRIMAGE</b> RESERVATION: JUL 9 MATERIALS: JUL 10	19
20	21	22	23	24	<b>COLLEGE OPEN HOUSE</b> RESERVATION: JUL 16 MATERIALS: JUL 17	26
27	28	29	30	31		

AUGUST						
M	T	W	T	F	S	S
					<b>BOOMERS &amp; BEYOND (PULLOUT)</b> RESERVATION: JUL 23 MATERIALS: JUL 24	2
3	4	5	6	7	<b>REGULAR ISSUE</b> RESERVATION: JUL 30 MATERIALS: JUL 31	9
10	11	12	13	14	<b>REGULAR ISSUE</b> RESERVATION: AUG 6 MATERIALS: AUG 7	16
17	18	19	20	21	<b>BACK TO SCHOOL (PULLOUT)</b> RESERVATION: AUG 13 MATERIALS: AUG 14	23
24	25	26	27	28	<b>REGULAR ISSUE</b> RESERVATION: AUG 20 MATERIALS: AUG 21	30
31						

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

OCTOBER						
M	T	W	T	F	S	S
			1	2	<b>PILGRIMAGES, TRAVEL, TOURS / WOMEN'S HEALTH</b> RESERVATION: SEP 24 MATERIALS: SEP 25	4
5	6	7	8	9	<b>COLLEGE OPEN HOUSE</b> RESERVATION: OCT 1 MATERIALS: OCT 2	11
12	13	14	15	16	<b>ANNUAL HIGH SCHOOL (PULLOUT)/ ELECTION DAY</b> RESERVATION: OCT 8 MATERIALS: OCT 9	18
19	20	21	22	23	<b>HEALTH</b> RESERVATION: OCT 15 MATERIALS: OCT 16	25
26	27	28	29	30	<b>BEREAVEMENT ISSUE</b> RESERVATION: OCT 22 MATERIALS: OCT 23	

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

DECEMBER						
M	T	W	T	F	S	S
	1	2	3	4	<b>BOOMERS &amp; BEYOND (PULLOUT)</b> RESERVATION: NOV 26 MATERIALS: NOV 27	6
7	8	9	10	11	<b>CHRISTMAS GREETINGS/ HOLIDAY GIFT GUIDE</b> RESERVATION: DEC 3 MATERIALS: DEC 4	13
14	15	16	17	18	<b>CHRISTMAS GREETINGS/</b> RESERVATION: DEC 3 MATERIALS: DEC 4	19
21	22	23	24	25	<b>CHRISTMAS &amp; NEW YEARS DOUBLE ISSUE/ VOCATIONS</b> RESERVATION: DEC 17 MATERIALS: DEC 18	26
28	29	30	31			





**SPANISH  
PUBLICATION  
OF THE YEAR**

2019 Catholic  
Press Awards

*DeSales News*

**Nuestra  
Voz**



# NUESTRA VOZ

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



**90% 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.



**39%** of readerships is **18-34 y/o**



Awarded **95 CPA Awards** in 2016 - 2020 and first place for **Best Publication** in 2019.

51,000

TOTAL COPIES



MAILED COPIES

Brooklyn

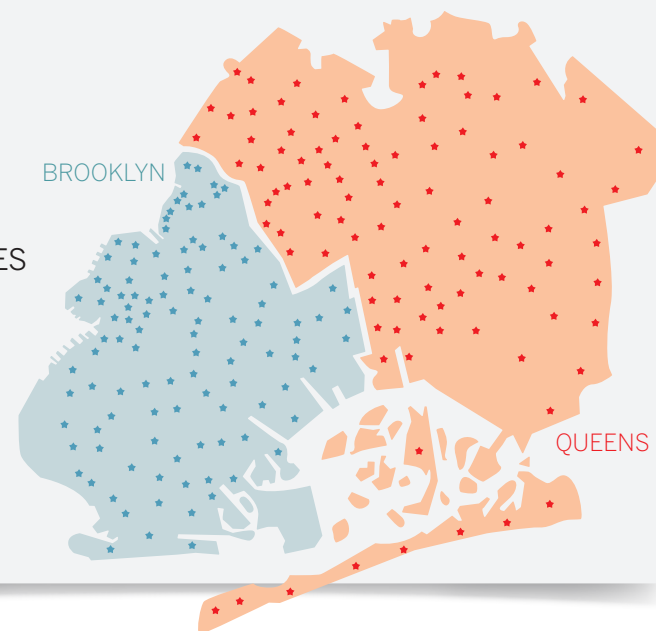
19,000

Queens

28,000






BROOKLYN

QUEENS



2020

Nuestra Voz Monthly Calendar

	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN 2021
<b>February 1</b>	<b>March 7</b>	<b>April 4</b>	<b>May 2</b>	<b>June 6</b>	<b>July 4</b>	<b>August 1</b>	<b>September 5</b>	<b>October 3</b>	<b>November 7</b>	<b>December 5</b>	<b>January 3</b>	
<b>HEALTH/ COLLEGE OPEN HOUSES</b>	<b>ASH WEDNESDAY/ LENT/ ST. PATRICK'S DAY</b>	<b>PALM SUNDAY/ HOLY WEEK/ EASTER/ RECONC. MONDAY</b>	<b>MOTHER'S DAY/ WCD/ PRIESTS' JUBILEE/ PRIEST'S ORDINATION</b>	<b>FATHER'S DAY/ PENTECOST/ BROTHERS' &amp; SISTERS' JUBILEE</b>	<b>COLLEGE OPEN HOUSES/ PILGRIMAGE/ TRAVELS &amp; TOURS</b>	<b>BACK TO SCHOOL</b>	<b>HISPANIC HERITAGE MONTH / ANNIVERSARY</b>	<b>HISPANIC HERITAGE MONTH / ANNUAL HIGH SCHOOL ISSUE</b>	<b>THANKS-GIVING DAY/ GIFT GUIDE</b>	<b>CHRISTMAS EDITION/ RECONC. MONDAY</b>	<b>LIFE AND PRO-VITA MASS</b>	
RESERVATION: JAN 17 MATERIALS: JAN 20, 21	RESERVATION: FEB 21 MATERIALS: FEB 24, 25	RESERVATION: MAR 20 MATERIALS: MAR 23, 24	RESERVATION: APR 17 MATERIALS: APR 20, 21	RESERVATION: MAY 22 MATERIALS: MAY 25, 26	RESERVATION: JUN 19 MATERIALS: JUN 22, 23	RESERVATION: JUL 17 MATERIALS: JUL 20, 21	RESERVATION: AUG 21 MATERIALS: AUG 24, 25	RESERVATION: SEP 18 MATERIALS: SEP 21, 22	RESERVATION: OCT 23 MATERIALS: OCT 26, 27	RESERVATION: NOV 20 MATERIALS: NOV 23, 24	RESERVATION: DEC 14 MATERIALS: DEC 14	
												



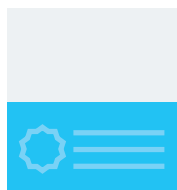
### Advertising Standard Sizes



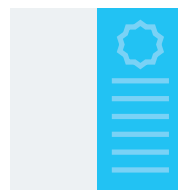
For rates and more information: **JoAnn DiNapoli**  
[jdinapoli@desalesmedia.org](mailto:jdinapoli@desalesmedia.org) 718.517.3131



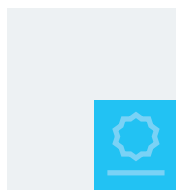
**FULL PAGE**  
9.75" w x 10.563" h



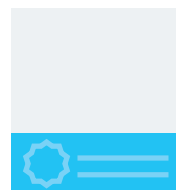
**HALF PAGE H**  
9.75" w x 5.2505" h



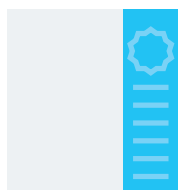
**HALF PAGE V**  
4.813" w x 10.563" h



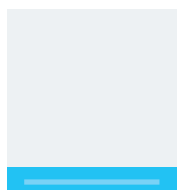
**QUARTER PAGE**  
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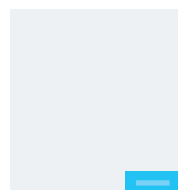
**THIRD PAGE H**  
9.75" w x 3.475" h



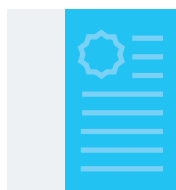
**THIRD PAGE V**  
3.1670" w x 10.563" h



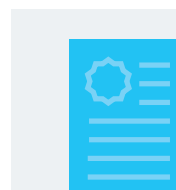
**STRIP**  
9.75" w x 1.65" h



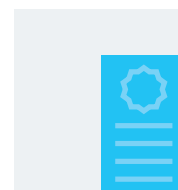
**BUSINESS CARD**  
3.167" w x 1.3083" h



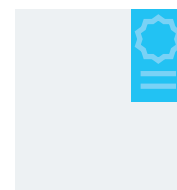
**TWO THIRDS PAGE**  
6.458" w x 10.563" h



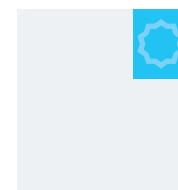
**JUNIOR PAGE**  
6.458" w x 8.85" h



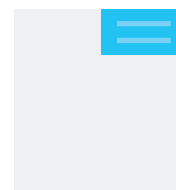
**THREE EIGHTS PAGE**  
4.813" w x 7.9065" h



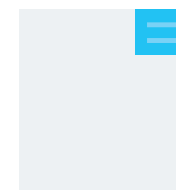
**SIXTH PAGE**  
3.167" w x 5.25" h



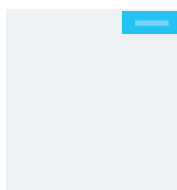
**EIGHTH PAGE V**  
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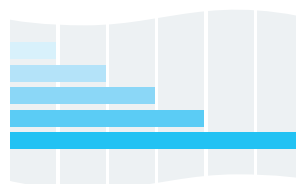
**EIGHTH PAGE H**  
4.813" w x 2.594" h



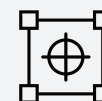
**TWELVETH PAGE**  
3.167" w x 2.59" h



**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

## Advertising Options



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.



Free standing inserts



Full Run or Brooklyn Only/  
Queens Only

### Insert Minimum

10,000

THE TABLET

10,000

NUESTRA VOZ

## Classified | Real Estate | Service Center

### CLASSIFIED ADVERTISING



\$28.28 4 line minimum



Photo ad / border ad /  
color ad: \$3.00 extra



Ads must be pre-paid



Discounts: 2- 50 weeks



File format (if applicable):  
PDF, JPG, TIFF. 180 dpi min.



Deadline Tuesday at 3 PM



# The Tablet, Net TV and Nuestra Voz

## Web Display Advertising



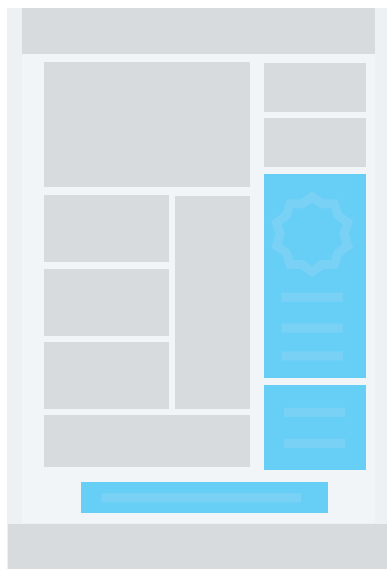
For rates and more information: **JoAnn DiNapoli**  
**jdinapoli@desalesmedia.org 718.517.3131**

## Digital Advertising Available

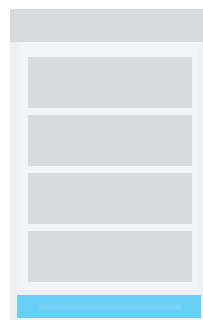


FILE FORMAT  
REQUIREMENT: **JPG**

### WEBSITES



### CATHOLIC HEADLINES



300x600 px



300x250 px



728x90 px

560x69 px

## Digital Presence

**1.25 mill+**  
**Total Users**

**220k+**  
Monthly Page views

Source: Google Analytics, Spring 2020



Total page views:  
**1,395,289**

New Users:  
**615,116**

Total Sessions:  
**820,273**

Followers: **12K+**  
Approx. reach:  
**1.2 million+**

Followers: **2.6K**

Followers: **400+**

**DEMOGRAPHICS**

**40%** of web audience is < 45 y/o  
**43%** female - **57%** male



Total page views:  
**518,012**

New Users:  
**369,106**

Total Sessions:  
**414,834**

Followers: **162K+**  
Approx. reach:  
**6 million**

Followers: **500+**

Followers: **500+**

**DEMOGRAPHICS**

**61%** of web audience is < 45 y/o  
**65%** female - **35%** male



Total page views:  
**730,713**

New Users:  
**265,318**

Total Sessions:  
**464,739**

Followers: **7.8K+**  
Approx. reach: **90.2K+**

Subscribers: **8K+**  
Approx. reach: **5.4M**  
CTR: **4%**

Followers: **1.9k**

**DEMOGRAPHICS**

**36%** of web audience is < 45 y/o  
**64%** female - **36%** male





**TELEVISION  
STATION OF  
THE YEAR**

2019 Catholic  
Press Awards

*DeSales Studios*

**NET TV**

# New York's Catholic Station



## 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 (NET) in 2008.

Available in NYC on:

**fios**  
by verizon

**optimum.**

**Spectrum**

Fios by Verizon 48, Optimum 30, Spectrum 97  
and **livestreamed 24-7 on [www.netny.tv](http://www.netny.tv)**



**740,000 viewers**  
each month.



**370,000 households**  
each month.

# Multi-lingual

# Celebration of MASSES

# On Linear TV

## The COVID pandemic

has impacted Americans' religious behaviors. Churches are able to reach more people via online tools and religious programming.



**68%**  
said they have prayed  
for an end to the spread  
of coronavirus.



**59%**  
attended religious  
services in person  
less often.

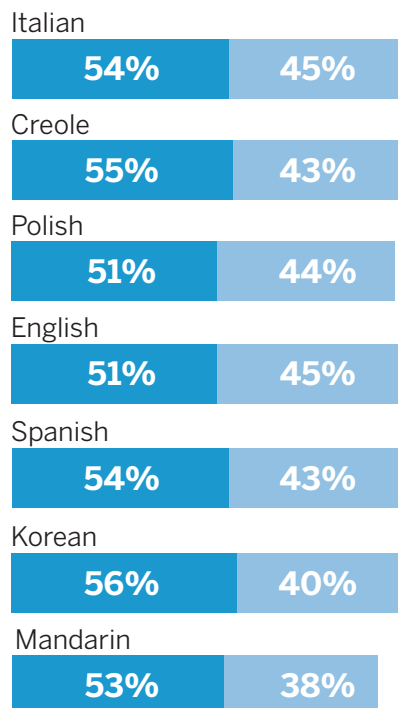
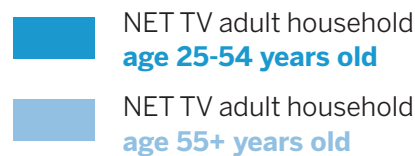


**57%**  
report having watched  
religious services online or  
on TV instead of in person.

Source: Pew Research Center. And [www.census.gov/prod/cen2010/briefs/c2010br-14.pdf](http://www.census.gov/prod/cen2010/briefs/c2010br-14.pdf)

## Demographics

As the number of households staying home grew throughout the month of March into April, an increase in audiences tuning to NET TV for religious programming.



**50%**

**On average** of all households that tune-in to **WATCH THE LIVE MASSES** are **Adult households between the age of 25-54.**

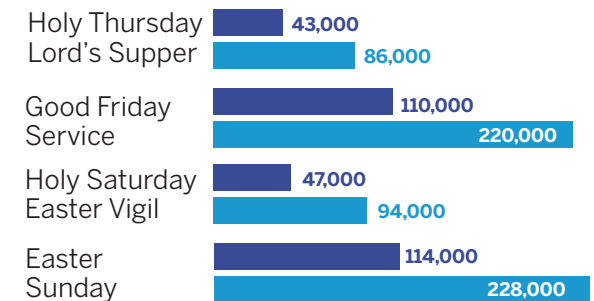
## Holy Week 2020

### Daily Mass Audience Growth:

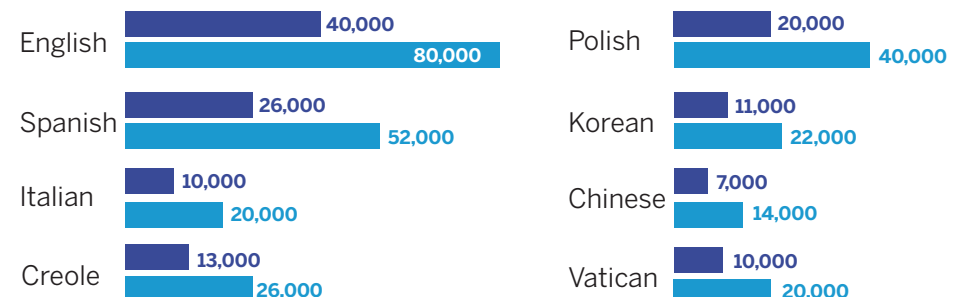
Language	Viewership 3/23 - 3/27	Viewership 4/6 - 4/10
English	41,350	60,720
Creole	29,620	51,510
Spanish	41,330	69,200
Polish	30,440	46,830
Italian	31,870	42,370
Chinese	27,820	33,040
Korean	9,650	24,710



### HOLY WEEK DALY BROADCAST REACH



### TELEVISED SUNDAY MASSES





# Emmy-Award-winning broadcast television

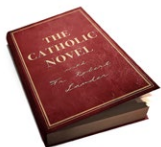
## Original Content

NET TV produces around-the-clock original content for the diocese, promotes the Bishop's initiatives and projects, and syndicate its content throughout the US and Canada.



Creators & producers of award-winning Catholic content

DeSales Studios content is produced for both NET TV and syndication, and includes award-winning Catholic television shows, documentary films, and television specials.



*DeSales News*

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# **Currents News**

Putting your faith  
in the news



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

Currents News is NET TV's nightly news program on cable TV and online live-streaming. Launched in 2009 Currents News is the country's first daily Catholic news program in the country.

**WEEKNIGHTS AT 7 PM -  
Rebroadcasts at 10 PM & 7:30 AM**

Fios by Verizon 48, Optimum 30, Spectrum 97  
and livestream on **www.netny.tv**

**CRUX**

Currents News content is now **featured on Crux's website**, which distributes Currents News to the Crux's large global audience.



Their programming has won over **50 Catholic Press Association** awards, **9 Telly Awards**, and was **EMMY® AWARD Nominated** in 2020.



Currents News **produced several special projects and documentaries** on human trafficking, and an investigative feature for a call for a forum on racism in the Catholic Church.

## Catholic Headlines

Every weekday we bring you local, national, and international news and opinion that's important to you.



**7.6K+**  
Subscribers  
to Catholic  
Headlines



Open Rate  
**27.9%**



CTR **6.5%**

## Digital Presence



Total page  
views:  
**50,400K**



Followers: **22.6K+**  
Approximated reach: **733K+**



Subscribers: **5.1K+**  
Approximated reach: **10.7M+**  
CTR: **5.3%**

Source: Google Analytics, Spring 2020