

DeSales
Media

Media Kit

2022

We are a news, branding,
services, 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



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.net
nuestra-voz.org
ctnbq.org
and 50+ parish websites, reaching 565,000 visitors monthly.



Daily news headlines email newsletter reaching **9,000+ subscribers** with a **27.9%** open rate and **6.5% CTR**.



THE TABLET

Official newspaper
for Catholics in
Brooklyn and Queens



**BEST WEEKLY
DIOCESAN
NEWSPAPER,
SECOND PLACE**

2020 Catholic
Press Awards

Source: Alliance for Audited Media, 2020-2021

51,000

TOTAL COPIES

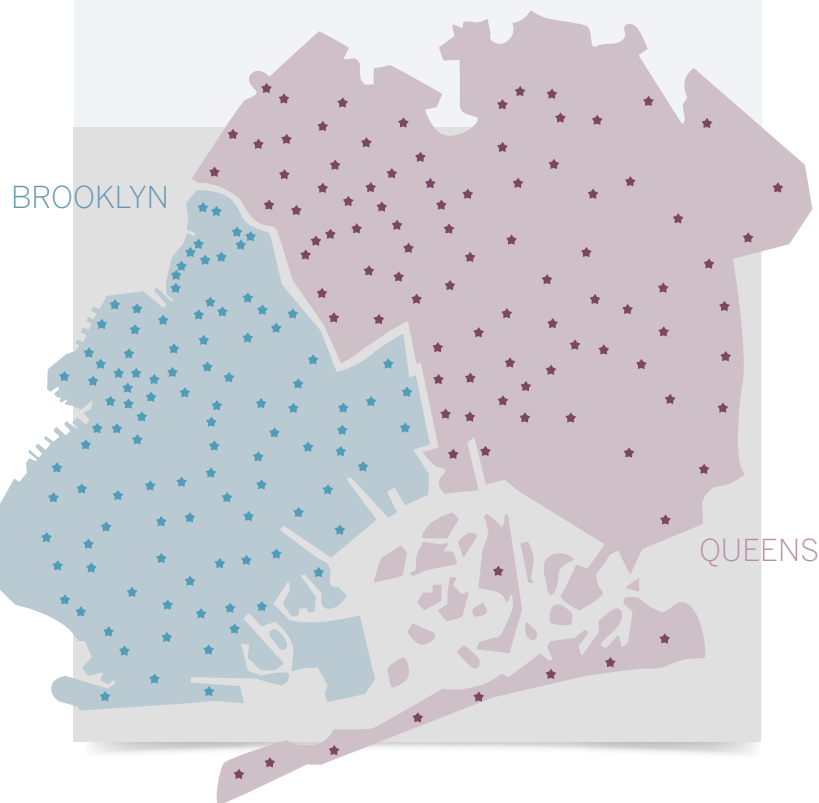


MAILED COPIES

30,000 in Queens

15,000 in Brooklyn

6,000 NYC and Metro
Area Counties



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 **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



85

SCHOOLS

Nearly **30,484 students**
in Brooklyn and Queens,
from early childhood
through high school.



2022

Tablet Special Sections Calendar

JANUARY

M	T	W	T	F	S	S
3	4	5	6	7		
10	11	12	13	14		
17	18	19	20	21		
24	25	26	27	28		
31						

**NEW YEARS DOUBLE
ISSUE / HIGH SCHOOL
OPEN HOUSE**
RESERVATION: DEC 16
MATERIALS: DEC 17



**PILGRIMAGES, TRAVEL,
TOURS ISSUE**
RESERVATION: JAN 6
MATERIALS: JAN 7

REGULAR ISSUE
RESERVATION: JAN 12
MATERIALS: JAN 13

**SPRING COLLEGE
OPEN HOUSE ISSUE**
RESERVATION: JAN 20
MATERIALS: JAN 21

FEBRUARY

M	T	W	T	F	S	S
	1	2	3	4		
7	8	9	10	11		
14	15	16	17	18		
21	22	23	24	25		
28						

**CATHOLIC SCHOOLS WEEK
SPECIAL (PULLOUT)**
RESERVATION: JAN 27
MATERIALS: JAN 28



HEALTH
RESERVATION: FEB 3
MATERIALS: FEB 4

HOME IMPROVEMENT
RESERVATION: FEB 10
MATERIALS: FEB 11



**SPRING 2021
FAMILY ROAD TRIP / VOCATION
"WORLD DAY OF PRAYER"**
RESERVATION: FEB 17
MATERIALS: FEB 18

MARCH

M	T	W	T	F	S	S
	1	2	3	4		
7	8	9	10	11		
14	15	16	17	18		
21	22	23	24	25		
28	29	30	31			

**ROCKAWAY ST. PATRICK'S
DAY PARADE**
RESERVATION: FEB 24
MATERIALS: FEB 25

ST. PATRICK'S DAY
RESERVATION: MAR 3
MATERIALS: MAR 4

CAMP ISSUE
RESERVATION: MAR 10
MATERIALS: MAR 11

**SPRING BREAK
FAMILY FUN**
RESERVATION: MAR 17
MATERIALS: MAR 18



APRIL

M	T	W	T	F	S	S
				1		
4	5	6	7	8		
11	12	13	14	15		
18	19	20	21	22		
25	26	27	28	29		

**CAMPS / SPRING
BOOMERS & BEYOND**
RESERVATION: MAR 24
MATERIALS: MAR 25

**PILGRIMAGES, TRAVEL,
TOURS / PALM SUNDAY**
RESERVATION: MAR 31
MATERIALS: APR 1

**THE TABLET DOB COLLEGE
FAIR (PULLOUT) / EASTER**
RESERVATION: APR 7
MATERIALS: APR 8

REGULAR ISSUE
RESERVATION: APR 14
MATERIALS: APR 15

REGULAR ISSUE
RESERVATION: APR 21
MATERIALS: APR 22



MAY

M	T	W	T	F	S	S
2	3	4	5	6		
9	10	11	12	13		
16	17	18	19	20		
23	24	25	26	27		
30	31					

NATIONAL NURSES WEEK/
RESERVATION: APR 28
MATERIALS: APR 29

DEACON ISSUE
RESERVATION: MAY 5
MATERIALS: MAY 6

PRIEST JUBILEE
RESERVATION: MAY 12
MATERIALS: MAY 13

HEALTH ISSUE
RESERVATION: MAY 19
MATERIALS: MAY 20



JUNE

M	T	W	T	F	S	S
6	7	8	9	10		
13	14	15	16	17		
20	21	22	23	24		

**PRIEST'S ORDINATION/
VOCATION**
RESERVATION: MAY 26
MATERIALS: MAY 27

**HIGH SCHOOL
COMMENCEMENT (PULLOUT)**
RESERVATION: JUN 2
MATERIALS: JUN 3


**FATHERS' DAY / BROTHER'S
AND SISTER'S JUBILEE**
RESERVATION: JUNE 9
MATERIALS: JUNE 10



**SUMMER 2022
FAMILY ROAD TRIP**
RESERVATION: JUN 16
MATERIALS: JUN 17






2022 Tablet Special Sections Calendar

Continuation



JULY						
M	T	W	T	F	S	S
				1	SUMMER FUN DOUBLE ISSUE RESERVATION: JUN 23 MATERIALS: JUN 24 	3
4	5	6	7	8		10
11	12	13	14	15	PILGRIMAGES/ TRAVEL & TOURS RESERVATION: JUL 7 MATERIALS: JUL 8 	17
18	19	20	21	22	COLLEGE OPEN HOUSE RESERVATION: JUL 14 MATERIALS: JUL 15 	24
25	26	27	28	29	REGULAR ISSUE RESERVATION: JUL 21 MATERIALS: JUL 22	31

AUGUST						
M	T	W	T	F	S	S
1	2	3	4	5	REGULAR ISSUE RESERVATION: JUL 28 MATERIALS: JUL 29	7
8	9	10	11	12	SUMMER BOOMERS & BEYOND (PULLOUT) RESERVATION: AUG 4 MATERIALS: AUG 5 	14
15	16	17	18	19	REGULAR ISSUE RESERVATION: AUG 11 MATERIALS: AUG 12	21
22	23	24	25	26	BACK TO SCHOOL (PULLOUT) RESERVATION: AUG 18 MATERIALS: AUG 19 	28
29	30	31				

SEPTEMBER						
M	T	W	T	F	S	S
			1	2	CONTINUING EDUCATION/ COLLEGE PLANNING GUIDE RESERVATION: AUG 25 MATERIALS: AUG 26	4
5	6	7	8	9	CATHOLIC HIGH SCHOOL OPEN HOUSE / 9/11 RESERVATION: SEP 1 MATERIALS: SEP 2	11
12	13	14	15	16	FALL 2022 - FAMILY ROAD TRIP / THE GREAT IRISH FAIR (PULLOUT) RESERVATION: SEP 8 MATERIALS: SEP 9 	18
19	20	21	22	23	HIGH SCHOOL & COLLEGE OPEN HOUSE / PILGRIMAGES, TRAVEL ISSUE RESERVATION: SEP 15 MATERIALS: SEP 16	25
26	27	28	29	30		

OCTOBER						
M	T	W	T	F	S	S
					HIGH SCHOOL OPEN HOUSE / WOMEN'S HEALTH RESERVATION: SEP 22 MATERIALS: SEP 23 	2
3	4	5	6	7	COLLEGE OPEN HOUSE RESERVATION: SEP 29 MATERIALS: OCT 30	9
10	11	12	13	14	ANNUAL HIGH SCHOOL (PULLOUT)/ ELECTION DAY RESERVATION: OCT 5 MATERIALS: OCT 6 	16
17	18	19	20	21	HEALTH RESERVATION: OCT 13 MATERIALS: OCT 14	23
24	25	26	27	28	BEREAVEMENT ISSUE VOCATION AWARENESS WEEK RESERVATION: OCT 20 MATERIALS: OCT 21	30
31						

NOVEMBER						
M	T	W	T	F	S	S
	1	2	3	4	REGULAR ISSUE RESERVATION: OCT 27 MATERIALS: OCT 28	6
7	8	9	10	11	COLLEGE FAIR EDITION (PULLOUT) RESERVATION: NOV 3 MATERIALS: NOV 4	13
14	15	16	17	18	GIFT GUIDE (PULLOUT) RESERVATION: NOV 10 MATERIALS: NOV 11 	20
21	22	23	24	25	REGULAR ISSUE RESERVATION: NOV 17 MATERIALS: NOV 18	27
28	29	30				

DECEMBER						
M	T	W	T	F	S	S
			1	2	WINTER FAMILY ROAD TRIP/ CHRISTMAS GREETINGS RESERVATION: NOV 22 MATERIALS: NOV 23 	4
5	6	7	8	9	WINTER BOOMERS & BEYOND (PULLOUT) RESERVATION: DEC 1 MATERIALS: DEC 2	11
12	13	14	15	16	CHRISTMAS GREETINGS RESERVATION: DEC 8 MATERIALS: DEC 9	18
19	20	21	22	23	CHRISTMAS / VOCATIONS RESERVATION: DEC 15 MATERIALS: DEC 16 	25
26	27	28	29	30	NEW YEARS DOUBLE ISSUE / HIGH SCHOOL OPEN HOUSE RESERVATION: DEC 15 MATERIALS: DEC 16	31 / JAN 7



NUESTRA VOZ

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



**SPANISH
PUBLICATION
OF THE YEAR
FIRST PLACE**

2021 Catholic
Press Awards



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**



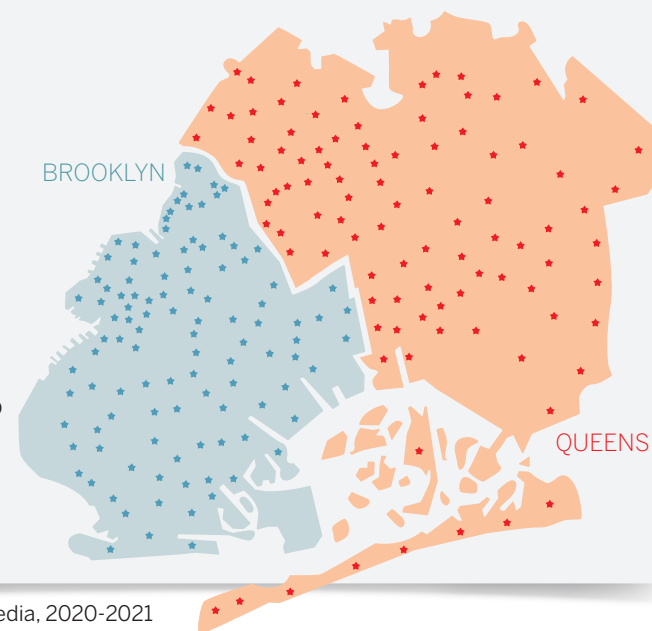
Awarded **124 CPA Awards** in 2016 - 2021 and first place for **Best Publication** in 2021.

51,000

TOTAL COPIES

BROOKLYN

30,000 in Queens
15,000 in Brooklyn
6,000 NYC and Metro
Area Counties



Source: Alliance for Audited Media, 2020-2021



2022

Nuestra Voz Monthly Calendar

	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN 2022
JANUARY RESERVATION / MATERIALS: 2020	February 5 CATHOLIC SCHOOLS WEEK / COLLEGE OPEN HOUSE / ASH WEDNESDAY / LENT RESERVATION: JAN 18 MATERIALS: JAN 24	March 5 PALM SUNDAY/ HOLY WEEK/ RECONC. MONDAY/ ST. PATRICK'S DAY RESERVATION: FEB 14 MATERIALS: FEB 22	April 2 EASTER/ PILGRIMAGES/ TRAVEL, TOURS/ DOB COLLEGE FAIR RESERVATION: MAR 14 MATERIALS: MAR 21	May 7 MOTHER'S DAY/ NATIONAL NURSES WEEK/ PRIESTS' JUBILEE RESERVATION: APR 18 MATERIALS: APR 25 WCD	June 4 FATHER'S DAY/ BROTHERS' & SISTERS' JUBILEE/ VOCATION/ PRIESTS' ORDINATION RESERVATION: MAY 16 MATERIALS: MAY 23	July 2 COLLEGE OPEN HOUSES/ PILGRIMAGE/ TRAVELS & TOURS RESERVATION: JUN 13 MATERIALS: JUN 21	August 6 BACK TO SCHOOL RESERVATION: JUL 18 MATERIALS: JUL 25	September 3 HISPANIC HERITAGE MONTH/ CATHOLIC HIGH SCHOOL OPEN HOUSE RESERVATION: AUG 15 MATERIALS: AUG 22	October 1 HISPANIC HERITAGE MONTH / ANNUAL HIGH SCHOOL/COLLEGE ISSUE RESERVATION: SEP 12 MATERIALS: SEP 19	November 5 THANKS-GIVING DAY/ COLLEGE FAIR/ GIFT GUIDE RESERVATION: OCT 17 MATERIALS: OCT 24	December 3 CHRISTMAS EDITION/ RECONC. MONDAY RESERVATION: NOV 14 MATERIALS: NOV 21	January 7 HIGH SCHOOL OPEN HOUSE/ PILGRIMAGES/ TRAVEL & TOURS RESERVATION: DEC 12 MATERIALS: DEC 19

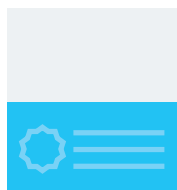
Advertising Standard Sizes



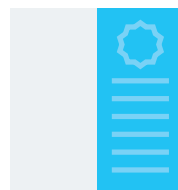
For rates and more information: **JoAnn DiNapoli**
jdinapoli@desalesmedia.org 718.517.3131



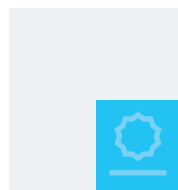
FULL PAGE
9.75" w x 10.563" h



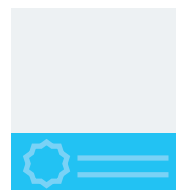
HALF PAGE H
9.75" w x 5.2505" h



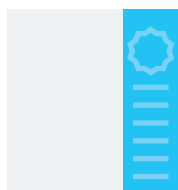
HALF PAGE V
4.813" w x 10.563" h



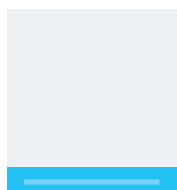
QUARTER PAGE
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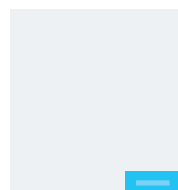
THIRD PAGE H
9.75" w x 3.475" h



THIRD PAGE V
3.1670" w x 10.563" h



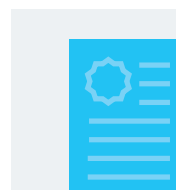
STRIP
9.75" w x 1.65" h



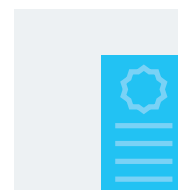
BUSINESS CARD
3.167" w x 1.3083" h



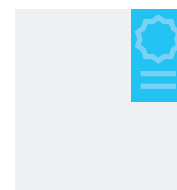
TWO THIRDS PAGE
6.458" w x 10.563" h



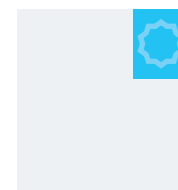
JUNIOR PAGE
6.458" w x 8.85" h



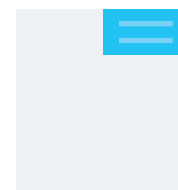
THREE EIGHTS PAGE
4.813" w x 7.9065" h



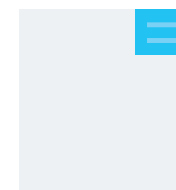
SIXTH PAGE
3.167" w x 5.25" h



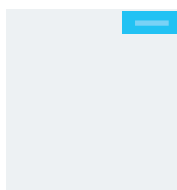
EIGHTH PAGE V
3.167" w x 3.922" h



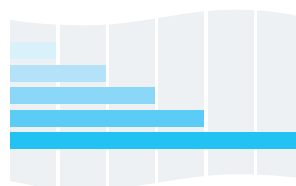
EIGHTH PAGE H
4.813" w x 2.594" h



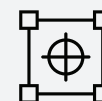
TWELVETH PAGE
3.167" w x 2.59" h



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, Nuestra Voz and Net TV

Web Display Advertising



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

Digital Advertising Available



FILE FORMAT
 REQUIREMENT: **JPG**



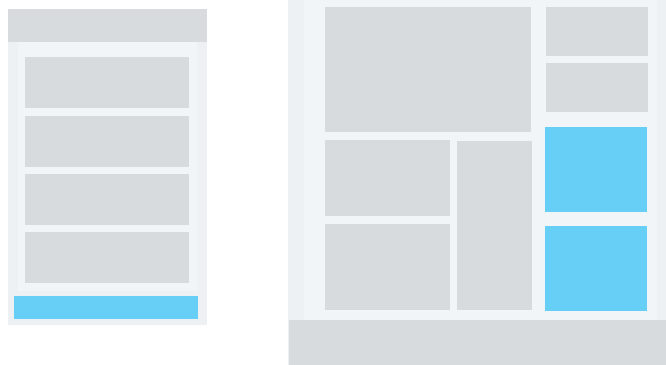
CATHOLIC
 HEADLINES

560x69 px

Sponsored content
 560x69 px

WEBSITES

300x250 px



Source: Google Analytics, Spring 2021

Digital Presence

1.5 M+
 Total Users

277K+
 Monthly Page views



Total page views:
1,733,338

New Users:
799,853

Total Sessions:
1,422,893

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

Followers: **2.6K**

DEMOGRAPHICS

26.9% of web audience is < 45 y/o
45% female - **55%** male



Total page views:
549,608

New Users:
383,190

Total Sessions:
432,069

Followers: **159K+**
 Approx. reach:
6 million

Followers: **500+**

DEMOGRAPHICS

46.5% of web audience is < 45 y/o
66% female - **34%** male



Total page views:
1,047,405

New Users:
390,341

Total Sessions:
682,303

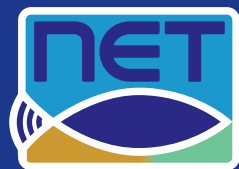
Followers: **7.8K+**
 Approx. reach: **461.7K+**

Subscribers: **10.5K+**
 Approx. reach: **8.7M**
 CTR: **3.4%**

Followers: **1.9K+**

DEMOGRAPHICS

36.9% of web audience is < 45 y/o
58% female - **42%** male



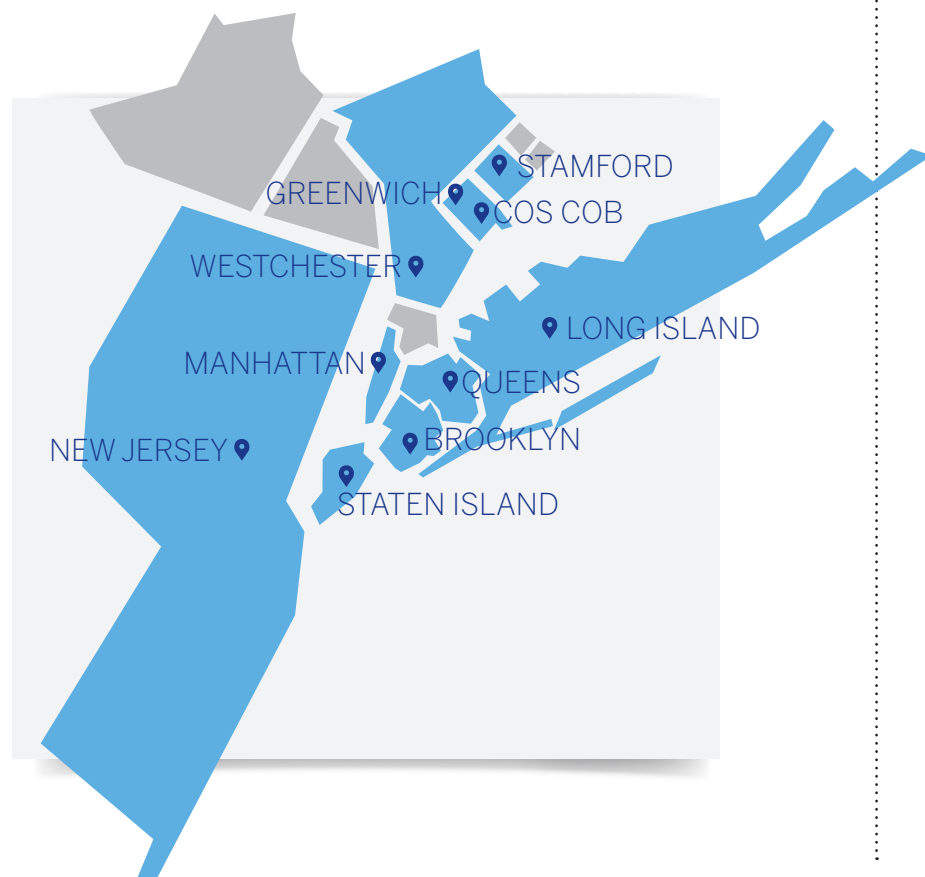
New York's Catholic Station



**TELEVISION
STATION OF
THE YEAR**

2019 Catholic
Press Awards

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.



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 548, Optimum 30, Spectrum 97
and **livestreamed 24-7 on www.netny.tv**



1.3 Million viewers
each month.



647,000 households
each month.

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

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.

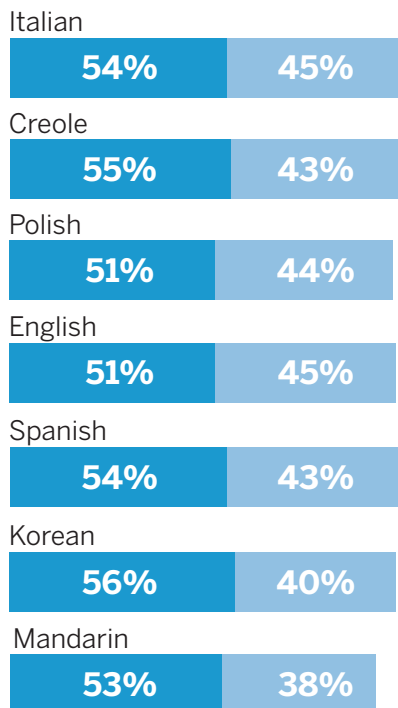
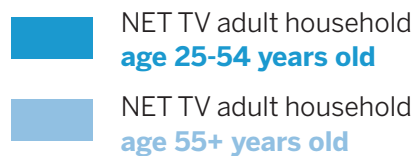


57%
report having watched
religious services online or
on TV instead of in person.

Source: Pew Research Center. And www.census.gov/prod/cen2010/briefs/c2010br-14.pdf

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.**

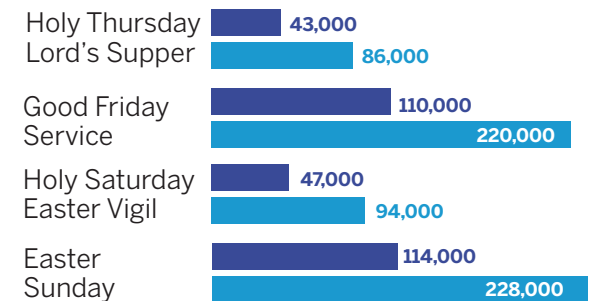
Holy Week 2020

Daily Mass Audience Growth:

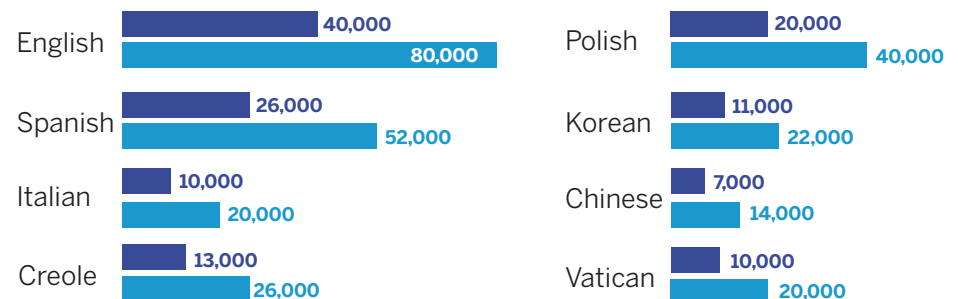
Language	Viewership 3/23 - 3/27	Viewership 4/6 - 4/10
English	41,350	60,720
Creole	29,620	51,510
Spanish	41,330	69,200
Polish	30,440	46,830
Italian	31,870	42,370
Chinese	27,820	33,040
Korean	9,650	24,710



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.



Putting your faith
in the news



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



**EMMY®
AWARD
NOMINATED
2020**

Currents News, anchored by Christine Persichette, is NET-TV's nightly news program seen on TV in the New York market on live-streaming online.

**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.



9K
Subscribers
to Catholic
Headlines



Open Rate
27.9%



CTR **6.5%**

Digital Presence



Total page
views:
464,667K



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



Subscribers: **7K**
Approximated reach: **10.7M+**
CTR: **5.3%**

Source: Google Analytics, Spring 2021