

# Media Kit



We are a news, branding, services, technology agency for Catholics

Tech News Services Studios Education

desalesmedia.org



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.







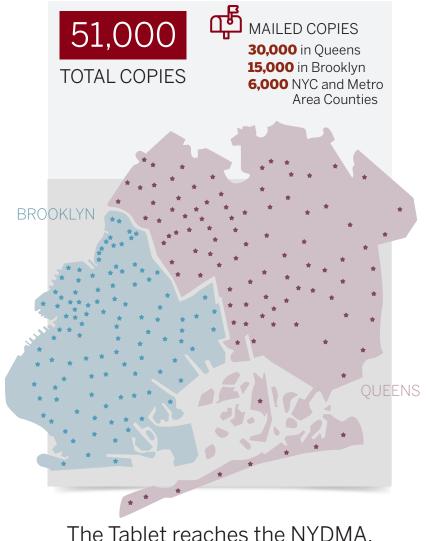
Official newspaper for Catholics in Brooklyn and Queens



DIOCESAN NEWSPAPER SECOND PLACE 2020 Catholic

Press Awards

Source: Alliance for Audited Media. 2020-2021



#### 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





85 SCHOOLS

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



#### THE TABLET

13 14 15 10 161 20 21 22 23 24 25 5 21 28

1 2 3 7 8 9 10 - 16 17



| JAI | JANUARY |    |    |    |  |    |  |  |  |  |  |  |
|-----|---------|----|----|----|--|----|--|--|--|--|--|--|
| М   | т       | W  | т  | F  | S  | S  |  |  |  |  |  |  |
|     |         |    |    |    | NEW YEARS DOUBLE   | 2  |  |  |  |  |  |  |
| 3   | 4       | 5  | 6  | 7  | OPEN HOUSE<br>RESERVATION: DEC 16<br>MATERIALS: DEC 17                           | 9  |  |  |  |  |  |  |
| 10  | 11      | 12 | 13 | 14 | PILGRIMAGES, TRAVEL, 15<br>TOURS ISSUE<br>RESERVATION: JAN 6<br>MATERIALS: JAN 7 | 16 |  |  |  |  |  |  |
| 17  | 18      | 19 | 20 | 21 | REGULAR ISSUE<br>RESERVATION: JAN 12<br>MATERIALS: JAN 13                        | 23 |  |  |  |  |  |  |
| 24  | 25      | 26 | 27 | 28 | SPRING COLLEGE OPEN 29<br>HOUSE / CATHOLIC SCHOOLS                               | 30 |  |  |  |  |  |  |
| 31  | 25      | 20 | 21 | 20 | WEEK (PULLOUT)<br>RESERVATION: JAN 20<br>MATERIALS: JAN 21                       | 30 |  |  |  |  |  |  |

| FEBRUARY |    |    |    |    |   |    |  |  |  |  |
|----------|----|----|----|----|---|----|--|--|--|--|
| М        | Т  | W  | т  | F  | S   | S  |  |  |  |  |
|          | 1  | 2  | 3  | 4  | REGULAR ISSUE 5<br>RESERVATION: JAN 27<br>MATERIALS: JAN 28 | 6  |  |  |  |  |
| 7        | 8  | 9  | 10 | 11 | HEALTH 12<br>RESERVATION: FEB 3<br>MATERIALS: FEB 4         | 13 |  |  |  |  |
| 14       | 15 | 16 | 17 | 18 | HOME IMPROVEMENT  | 20 |  |  |  |  |
| 21       | 22 | 23 | 24 | 25 | SPRING 2022 26<br>FAMILY ROAD TRIP                          | 27 |  |  |  |  |
| 28       | LL | 20 | 24 | 20 | RESERVATION: FEB 17<br>MATERIALS: FEB 18                    | 2, |  |  |  |  |

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

| APRIL |    |    |    |    |   |    |  |  |  |  |
|-------|----|----|----|----|---|----|--|--|--|--|
| М     | Т  | W  | Т  | F  | S   | S  |  |  |  |  |
|       |    |    |    | 1  | CAMPS 2<br>RESERVATION: MAR 24<br>MATERIALS: MAR 25   | 3  |  |  |  |  |
| 4     | 5  | 6  | 7  | 8  | PALM SUNDAY / TABLET 9<br>DOB COLLEGE FAIR<br>(PULLOUT)<br>RRESERVATION: MAR 31<br>MATERIALS: APR 1 | 10 |  |  |  |  |
| 11    | 12 | 13 | 14 | 15 | EASTER / SPRING<br>BOOMERS & BEYOND<br>RESERVATION: APR 7<br>MATERIALS: APR 8                       | 17 |  |  |  |  |
| 18    | 19 | 20 | 21 | 22 | PILGRIMAGES, 23<br>TRAVEL/TOURS<br>RESERVATION: APR 13<br>MATERIALS: APR 14                         | 24 |  |  |  |  |
| 25    | 26 | 27 | 28 | 29 | REGULAR ISSUE 30<br>RESERVATION: APR 21<br>MATERIALS: APR 22  |    |  |  |  |  |

| М  | Т  | W  | Т  | F  | S   |        | S  |
|----|----|----|----|----|---|--------|----|
| 2  | 3  | 4  | 5  | 6  | VOCATION "WORLD DAY<br>OF PRAYER"/NURSES WEEK<br>RESERVATION: APR 28<br>MATERIALS: APR 29 | 7<br>( | :  |
| 9  | 10 | 11 | 12 | 13 | REGULAR ISSUE<br>RESERVATION: MAY 5<br>MATERIALS: MAY 6                                   | 14     | 15 |
| 16 | 17 | 18 | 19 | 20 | PRIEST JUBILEE<br>RESERVATION: MAY 12<br>MATERIALS: MAY 13                                | *      | 22 |
| 23 | 24 | 25 | 26 | 27 | HEALTH ISSUE<br>RESERVATION: MAY 19<br>MATERIALS: MAY 20                                  | 28     | 29 |
| 30 | 31 |    |    |    | MATERIALS: MAY 20   |        |    |

|   | JUL | NE |    |    |    |   |    |
|---|-----|----|----|----|----|---|----|
|   | М   | т  | W  | т  | F  | S   | S  |
| 1 |     |    | 1  | 2  | 3  | PRIEST'S ORDINATION/ 4<br>VOCATION<br>RESERVATION: MAY 25<br>MATERIALS: MAY 26      | 5  |
| ò | 6   | 7  | 8  | 9  | 10 | HIGH SCHOOL 11<br>COMMENCEMENT (PULLOUT)<br>RESERVATION: JUN 2<br>MATERIALS: JUN 3  | 12 |
| 2 | 13  | 14 | 15 | 16 | 17 | FATHERS' DAY / BROTHER'S18AND SISTER'S JUBILEERESERVATION: JUNE 9MATERIALS: JUNE 10 | 19 |
| ) | 20  | 21 | 22 | 23 | 24 | SUMMER 2022 25<br>FAMILY ROAD TRIP<br>RESERVATION: JUN 16<br>MATERIALS: JUN 17      | 26 |
|   |     |    |    |    |    |   |    |

## 2022 Tablet Special Sections Calendar

Continuation

| JUI | _Y |    |    |    |   |    |
|-----|----|----|----|----|---|----|
| М   | т  | W  | т  | F  | S   | S  |
|     |    |    |    | 1  | SUMMER FUN<br>DOUBLE ISSUE  | 3  |
| 4   | 5  | 6  | 7  | 8  | RESERVATION: JUN 23<br>MATERIALS: JUN 24                              | 10 |
| 11  | 12 | 13 | 14 | 15 | PILGRIMAGES<br>TRAVEL/TOURS<br>RESERVATION: JUL 7<br>MATERIALS: JUL 8 | 17 |
| 18  | 19 | 20 | 21 | 22 | COLLEGE OPEN HOUSE 23<br>RESERVATION: JUL 14<br>MATERIALS: JUL 15     | 24 |
| 25  | 26 | 27 | 28 | 29 | REGULAR ISSUE30RESERVATION: JUL 21MATERIALS: JUL 22                   | 31 |

| AU | GUS | ST |    |    |  |             |
|----|-----|----|----|----|--|-------------|
| М  | т   | W  | т  | F  | S  | S           |
| 1  | 2   | 3  | 4  | 5  | REGULAR ISSUE<br>RESERVATION: JUL 28<br>MATERIALS: JUL 29                      | <b>6</b> 7  |
| 8  | 9   | 10 | 11 | 12 | SUMMER BOOMERS<br>& BEYOND (PULLOUT)<br>RESERVATION: AUG 4<br>MATERIALS: AUG 5 | 14          |
| 15 | 16  | 17 | 18 | 19 | REGULAR ISSUE 2<br>RESERVATION: AUG 11<br>MATERIALS: AUG 12                    | <b>o</b> 21 |
| 22 | 23  | 24 | 25 | 26 | BACK TO SCHOOL   | 28          |
| 29 | 30  | 31 | 23 | 20 | ŘESERVATION: AUG 18<br>MATERIALS: AUG 19                                       | 20          |

| SEI | SEPTEMBER |    |    |    |   |    |  |  |  |  |  |  |
|-----|-----------|----|----|----|---|----|--|--|--|--|--|--|
| М   | т         | W  | т  | F  | S   | S  |  |  |  |  |  |  |
|     |           |    | 1  | 2  | CONTINUING EDUCATION/ 3<br>COLLEGE PLANNING GUIDE<br>RESERVATION: AUG 25<br>MATERIALS: AUG 26                 | 4  |  |  |  |  |  |  |
| 5   | 6         | 7  | 8  | 9  | CATHOLIC HIGH SCHOOL 10<br>OPEN HOUSE / 9/11<br>RESERVATION: AUG 31<br>MATERIALS: SEP 1                       | 11 |  |  |  |  |  |  |
| 12  | 13        | 14 | 15 | 16 | FALL 2022 - FAMILY<br>ROAD TRIP / THE GREAT<br>IRISH FAIR (PULLOUT)<br>RESERVATION: SEP 8<br>MATERIALS: SEP 9 | 18 |  |  |  |  |  |  |
| 19  | 20        | 21 | 22 | 23 | HIGH SCHOOL 24<br>& COLLEGE OPEN HOUSE /  | 05 |  |  |  |  |  |  |
| 26  | 27        | 28 | 29 | 30 | PILGRIMAGES, TRAVEL ISSUE<br>RESERVATION: SEP 15<br>MATERIALS: SEP 16   | 25 |  |  |  |  |  |  |

| OCTOBER  |    |    |    |    |   |            |  |  |  |  |
|----------|----|----|----|----|---|------------|--|--|--|--|
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|          |    |    |    |    | HIGH SCHOOL OPEN<br>HOUSE / WOMEN'S HEALTH<br>RESERVATION: SEP 22<br>MATERIALS: SEP 23      | 2          |  |  |  |  |
| 3        | 4  | 5  | 6  | 7  | COLLEGE OPEN HOUSE 8<br>RESERVATION: SEP 29<br>MATERIALS: OCT 30                            | 9          |  |  |  |  |
| 10       | 11 | 12 | 13 | 14 | ANNUAL HIGH SCHOOL<br>(PULLOUT)<br>RESERVATION: OCT 5<br>MATERIALS: OCT 6                   | 16         |  |  |  |  |
| 17       | 18 | 19 | 20 | 21 | COLLEGE FAIR 22<br>EDITION (PULLOUT)<br>RESERVATION: OCT 13<br>MATERIALS: OCT 14            | 23         |  |  |  |  |
| 24<br>31 | 25 | 26 | 27 | 28 | BEREAVEMENT ISSUE 29<br>VOCATION AWARENESS WEEK<br>RESERVATION: OCT 20<br>MATERIALS: OCT 21 | 80         |  |  |  |  |

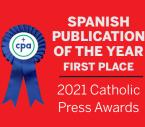
| NOVEMBER |    |    |    |    |  |    |    |  |  |
|----------|----|----|----|----|--|----|----|--|--|
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|          | 1  | 2  | 3  | 4  | REGULAR ISSUE<br>RESERVATION: OCT 27<br>MATERIALS: OCT 28          | 5  | 6  |  |  |
| 7        | 8  | 9  | 10 | 11 | REGULAR ISSUE<br>RESERVATION: NOV 3<br>MATERIALS: NOV 4            | 12 | 13 |  |  |
| 14       | 15 | 16 | 17 | 18 | GIFT GUIDE<br>(PULLOUT)<br>RESERVATION: NOV 9<br>MATERIALS: NOV 10 | 19 | 20 |  |  |
| 21       | 22 | 23 | 24 | 25 | REGULAR ISSUE<br>RESERVATION: NOV 17<br>MATERIALS: NOV 18          | 26 | 27 |  |  |
| 28       | 29 | 30 |    |    |  |    |    |  |  |

| DE | DECEMBER |    |    |    |  |    |  |  |  |  |  |  |
|----|----------|----|----|----|--|----|--|--|--|--|--|--|
| м  | т        | W  | т  | F  | S  | S  |  |  |  |  |  |  |
|    |          |    | 1  | 2  | WINTER FAMILY ROAD TRIP/ 3<br>CHRISTMAS GREETINGS<br>RESERVATION: NOV 22<br>MATERIALS: NOV 23                | 4  |  |  |  |  |  |  |
| 5  | 6        | 7  | 8  | 9  | WINTER BOOMERS<br>& BEYOND (PULLOUT)<br>RESERVATION: DEC 1<br>MATERIALS: DEC 2                               | 11 |  |  |  |  |  |  |
| 12 | 13       | 14 | 15 | 16 | CHRISTMAS GREETINGS 17<br>RESERVATION: DEC 8<br>MATERIALS: DEC 9   | 18 |  |  |  |  |  |  |
| 19 | 20       | 21 | 22 | 23 | CHRISTMAS / VOCATIONS<br>RESERVATION: DEC 15<br>MATERIALS: DEC 16  | 25 |  |  |  |  |  |  |
| 26 | 27       | 28 | 29 | 30 | NEW YEARS DOUBLE 31 /<br>ISSUE / HIGH SCHOOL JAN 7<br>OPEN HOUSE<br>RESERVATION: DEC 15<br>MATERIALS: DEC 16 |    |  |  |  |  |  |  |



# **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.

E



columnists, reporters and writers in the Hispanic media.

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

2022

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



Source: Alliance for Audited Media, 2020-2021

#### Nuestra Voz Monthly Calendar

| : 2021                          | FEB   | MAR  | APR   | MAY  | JUN  | JUL  | AUG   | SEP   | OCT   | NOV   | DEC   | JAN 2022  |
|---------------------------------|---|--|---|--|--|--|---|---|---|---|---|---|
| JANUARY RESERVATION / MATERIALS | February 5<br>CATHOLIC<br>SCHOOLS<br>WEEK /<br>COLLEGE OPEN<br>HOUSE / ASH<br>WEDNESDAY /<br>LENT<br>RESERVATION:<br>JAN 18<br>MATERIALS:<br>JAN 24 | March 5<br>PALM SUNDAY/<br>HOLY WEEK/<br>RECONC.<br>MONDAY/<br>ST.PATRICK'S<br>DAY<br>RESERVATION:<br>FEB 14<br>MATERIALS:<br>FEB 22 | April 2<br>EASTER/<br>PILGRIMAG-<br>ES/ TRAVEL,<br>TOURS/ DOB<br>COLLEGE FAIR<br>RESERVATION:<br>MAR 14<br>MATERIALS:<br>MAR 21 | May 7<br>MOTHER'S DAY/<br>NATIONAL NURSES<br>WEEK/ PRIESTS'<br>JUBILEE<br>RESERVATION:<br>APR 18<br>MATERIALS:<br>APR 25 | June 4<br>FATHER'S DAY/<br>BROTHERS' &<br>SISTERS' JUBILEE/<br>VOCATION/<br>PRIESTS'<br>ORDINATION<br>RESERVATION:<br>MATERIALS:<br>MAY 23 | July 2<br>COLLEGE OPEN<br>HOUSES/<br>PILGRIMAGE/<br>TRAVELS &<br>TOURS<br>RESERVATION:<br>JUN 13<br>MATERIALS:<br>JUN 21 | August 6<br>BACK TO<br>SCHOOL<br>RESERVATION:<br>JUL 18<br>MATERIALS:<br>JUL 25 | September 3<br>HISPANIC<br>HERITAGE MONTH/<br>CATHOLIC HIGH<br>SCHOOL OPEN<br>HOUSE<br>RESERVATION: AUG 15<br>MATERIALS; AUG 22 | October 1<br>HISPANIC<br>HERITAGE MONTH<br>/ ANNUAL HIGH<br>SCHOOL/COLLEGE<br>ISSUE<br>RESERVATION: SEP 12<br>MATERIALS: SEP 19 | November 5<br>THANKS-<br>GIVING DAY/<br>COLLEGE FAIR/<br>GIFT GUIDE<br>RESERVATION:<br>OCT 17<br>MATERIALS:<br>OCT 24 | December 3<br>CHRISTMAS<br>EDITION/<br>RECONC.<br>MONDAY<br>RESERVATION:<br>NOV14<br>MATERIALS:<br>NOV 21 | January 7<br>HIGH SCHOOL<br>OPEN HOUSE/<br>PILGRIMAGES/<br>TRAVEL & TOURS<br>RESERVATION: DEC 12<br>MATERIALS: DEC 19 |



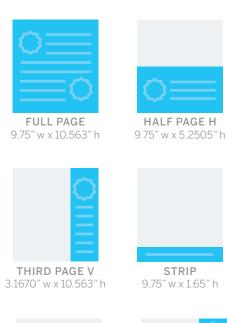
### The Tablet and Nuestra Voz

Advertising Standard Sizes

#### **Display Advertising Sizes**

For rates and more information: JoAnn DiNapoli

jdinapoli@desalesmedia.org 718.517.3131





4.813" w x 7.9065" h







SIXTH PAGE 3.167" w x 5.25" h



**BUSINESS CARD** 

3.167" w x 1.3083" h

EIGHTH PAGE V 3.167" w x 3.922" h



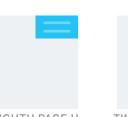
SIXTEENTH PAGE 4.813" w x 1.265" h



4.813" w x 10.563" h



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



EIGHTH PAGE H 4.813" w x 2.594" h



THIRD PAGE H 9.75" w x 3.475" h



R

JUNIOR PAGE 6.458" w x 8.85" h



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



Black and white Ads must be on Gray Scale format.



Files and image resolution should be from 180 dpi to 300 dpi max.

**PRINT AD DESIGN** 



PDF Files must have all fonts Aa embedded.



Color ads and images must be set to CMYK.



Black must be 100% black (no CMYK in black channel).



## The Tablet and Nuestra Voz

#### Advertising Options



# RD

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



Insert your pre-printed material at a fraction of what it would cost to mail them directly to the subscriber households.



Full Run or Brooklyn Only/ Queens Only

#### **Insert Minimum**

Free standing inserts



#### Classified | Real Estate | Service Center

#### **CLASSIFIED ADVERTISING**



\$28.28 4 line minimum

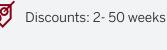


Photo ad / border ad /

color ad: \$3.00 extra

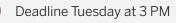


Ads must be pre-paid





File fortmat (if aplicable): PDF, JPG, TIFF. 180 dpi min.



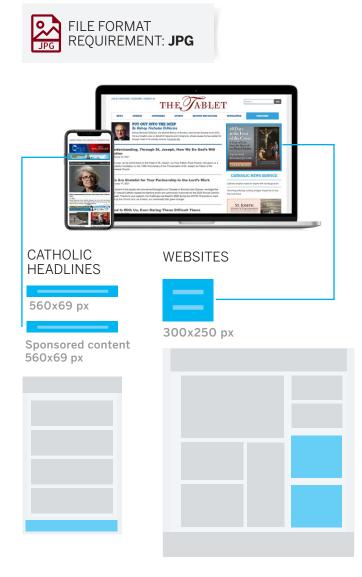


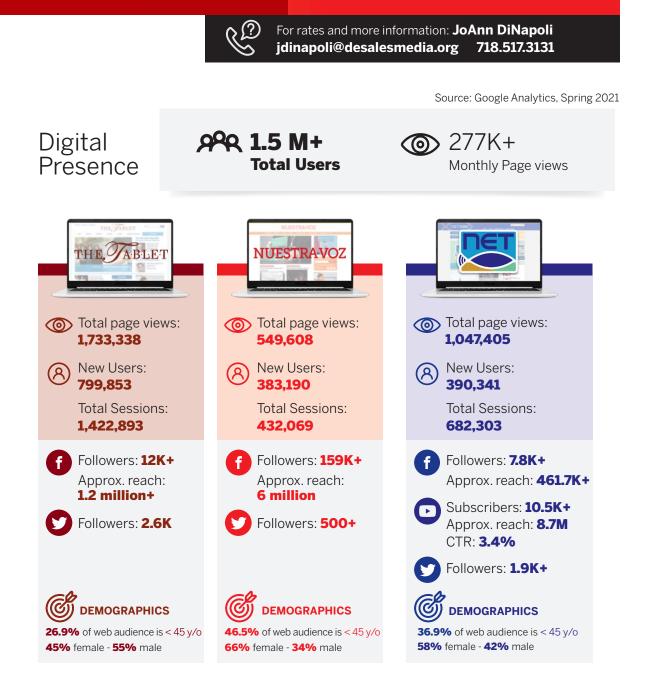


## The Tablet, Nuestra Voz and Net TV

#### Web Display Advertising

#### Digital Advertising Available













#### New York's Catholic Station





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



1.3 Million viewers each month.



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

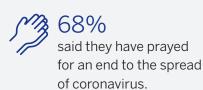


# Multi-lingual Celebration of MASSES

#### On Linear TV

#### The COVID pandemic

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





57%

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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

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#### Demographics

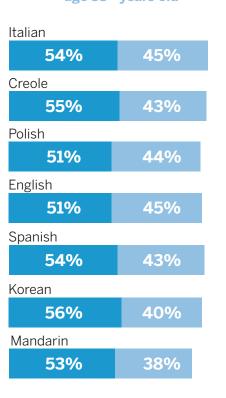
As the number of households staying home grew throughout the month of March into April, an increase in audiences tuning to NET TV for religious programming.



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

# NET TV adult household age 25-54 years old

NET TV adult household age 55+ years old

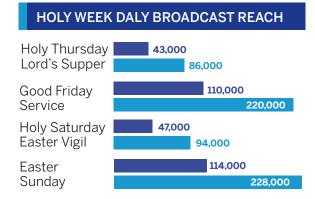


#### Holy Week 2020

#### Daily Mass Audience Growth:

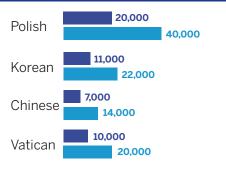
| Language | Viewership<br>3/23 - 3/27 | Viewership<br>4/6 - 4/10 |
|----------|---------------------------|--------------------------|
| English  | 41,350                    | 60,720                   |
| Creole   | 29,620                    | 51,510                   |
| Spanish  | 41,330         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

#### Household Viewers



#### **TELEVISED SUNDAY MASSES**







#### **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 awardwinning Catholic content

DeSales Studios content is produced for both NETTV 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



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



Source: Google Analytics, Spring 2021



