

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.







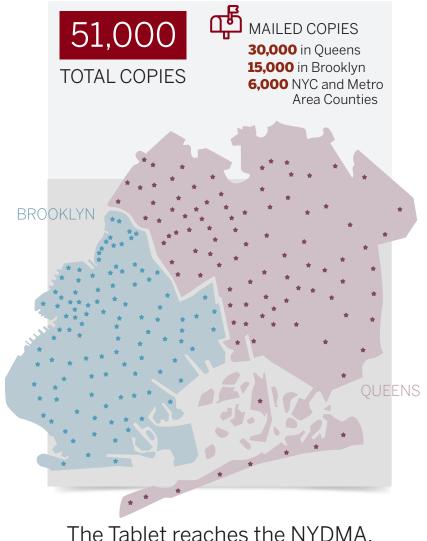
Official newspaper for Catholics in Brooklyn and Queens



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 RESERVATION: DEC 16 MATERIALS: DEC 17	9						
10	11	12	13	14	PILGRIMAGES, TRAVEL, 15 TOURS ISSUE RESERVATION: JAN 6 MATERIALS: JAN 7	16						
17	18	19	20	21	REGULAR ISSUE RESERVATION: JAN 12 MATERIALS: JAN 13	23						
24	25	26	27	28	SPRING COLLEGE OPEN 29 HOUSE / CATHOLIC SCHOOLS	30						
31	25	20	21	20	WEEK (PULLOUT) RESERVATION: JAN 20 MATERIALS: JAN 21	30						

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

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

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

М	Т	W	Т	F	S		S
2	3	4	5	6	VOCATION "WORLD DAY OF PRAYER"/NURSES WEEK RESERVATION: APR 28 MATERIALS: APR 29	7 (:
9	10	11	12	13	REGULAR ISSUE RESERVATION: MAY 5 MATERIALS: MAY 6	14	15
16	17	18	19	20	PRIEST JUBILEE RESERVATION: MAY 12 MATERIALS: MAY 13	*	22
23	24	25	26	27	HEALTH ISSUE RESERVATION: MAY 19 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 VOCATION RESERVATION: MAY 25 MATERIALS: MAY 26	5
ò	6	7	8	9	10	HIGH SCHOOL 11 COMMENCEMENT (PULLOUT) RESERVATION: JUN 2 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 FAMILY ROAD TRIP RESERVATION: JUN 16 MATERIALS: JUN 17	26

2022 Tablet Special Sections Calendar

Continuation

JUI	_Y					
М	т	W	т	F	S	S
				1	SUMMER FUN DOUBLE ISSUE	3
4	5	6	7	8	RESERVATION: JUN 23 MATERIALS: JUN 24	10
11	12	13	14	15	PILGRIMAGES TRAVEL/TOURS RESERVATION: JUL 7 MATERIALS: JUL 8	17
18	19	20	21	22	COLLEGE OPEN HOUSE 23 RESERVATION: JUL 14 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 RESERVATION: JUL 28 MATERIALS: JUL 29	6 7
8	9	10	11	12	SUMMER BOOMERS & BEYOND (PULLOUT) RESERVATION: AUG 4 MATERIALS: AUG 5	14
15	16	17	18	19	REGULAR ISSUE 2 RESERVATION: AUG 11 MATERIALS: AUG 12	o 21
22	23	24	25	26	BACK TO SCHOOL	28
29	30	31	23	20	ŘESERVATION: AUG 18 MATERIALS: AUG 19	20

SEI	SEPTEMBER											
М	т	W	т	F	S	S						
			1	2	CONTINUING EDUCATION/ 3 COLLEGE PLANNING GUIDE RESERVATION: AUG 25 MATERIALS: AUG 26	4						
5	6	7	8	9	CATHOLIC HIGH SCHOOL 10 OPEN HOUSE / 9/11 RESERVATION: AUG 31 MATERIALS: SEP 1	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 24 & COLLEGE OPEN HOUSE /	05						
26	27	28	29	30	PILGRIMAGES, TRAVEL ISSUE RESERVATION: SEP 15 MATERIALS: SEP 16	25						

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

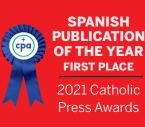
NOVEMBER									
М	т	W	т	F	S		S		
	1	2	3	4	REGULAR ISSUE RESERVATION: OCT 27 MATERIALS: OCT 28	5	6		
7	8	9	10	11	REGULAR ISSUE RESERVATION: NOV 3 MATERIALS: NOV 4	12	13		
14	15	16	17	18	GIFT GUIDE (PULLOUT) RESERVATION: NOV 9 MATERIALS: NOV 10	19	20		
21	22	23	24	25	REGULAR ISSUE RESERVATION: NOV 17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

DE	DECEMBER											
м	т	W	т	F	S	S						
			1	2	WINTER FAMILY ROAD TRIP/ 3 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 17 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 31 / ISSUE / HIGH SCHOOL JAN 7 OPEN HOUSE RESERVATION: DEC 15 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 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/ PILGRIMAG- ES/ 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	June 4 FATHER'S DAY/ BROTHERS' & SISTERS' JUBILEE/ VOCATION/ PRIESTS' ORDINATION RESERVATION: 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: NOV14 MATERIALS: NOV 21	January 7 HIGH SCHOOL OPEN HOUSE/ PILGRIMAGES/ TRAVEL & TOURS RESERVATION: DEC 12 MATERIALS: DEC 19



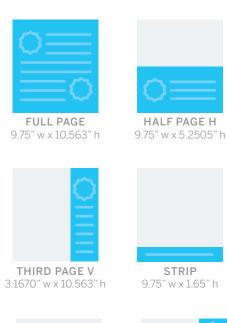
The Tablet and Nuestra Voz

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



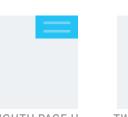
SIXTEENTH PAGE 4.813" w x 1.265" h



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

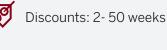


Photo ad / border ad /

color ad: \$3.00 extra

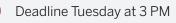


Ads must be pre-paid





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



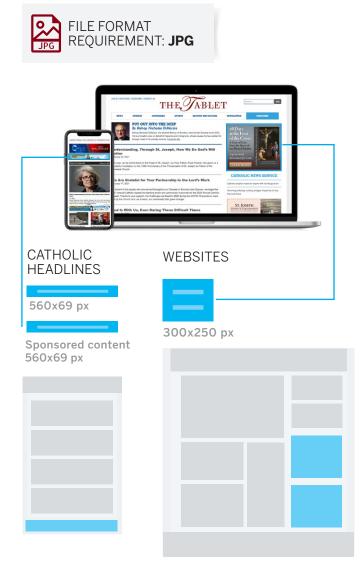


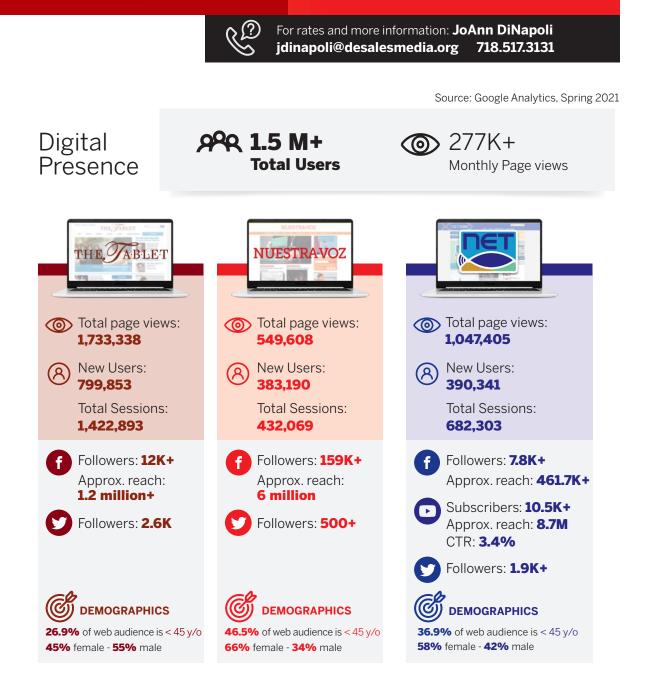


The Tablet, Nuestra Voz and Net TV

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

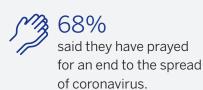


Multi-lingual Celebration of MASSES

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

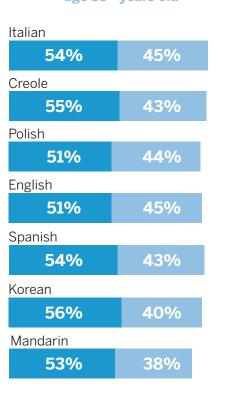
As the number of households staying home grew throughout the month of March into April, an increase in audiences tuning to NET TV for religious programming.



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

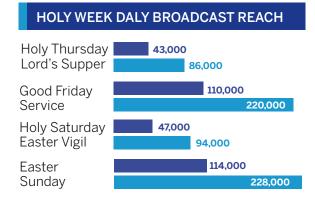


Holy Week 2020

Daily Mass Audience Growth:

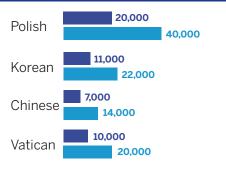
Language	Viewership 3/23 - 3/27	Viewership 4/6 - 4/10
English	41,350	60,720
Creole	29,620	51,510
Spanish	41,330	69,200
Polish	30,440	46,830
Italian	31,870	42,370
Chinese	27,820	33,040
Korean	9,650	24,710

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



