



Media Kit 2023

Tech News Services Studios Education

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
reaching
565,000 visitors
monthly.



Daily news headlines
email newsletter
reaching **10,000+**
subscribers with a
15-18% open rate
and **6.5% CTR**.



THE TABLET

Official newspaper
for Catholics in
Brooklyn and Queens



**BEST WEEKLY
DIOCESAN
NEWSPAPER,
FIRST PLACE**

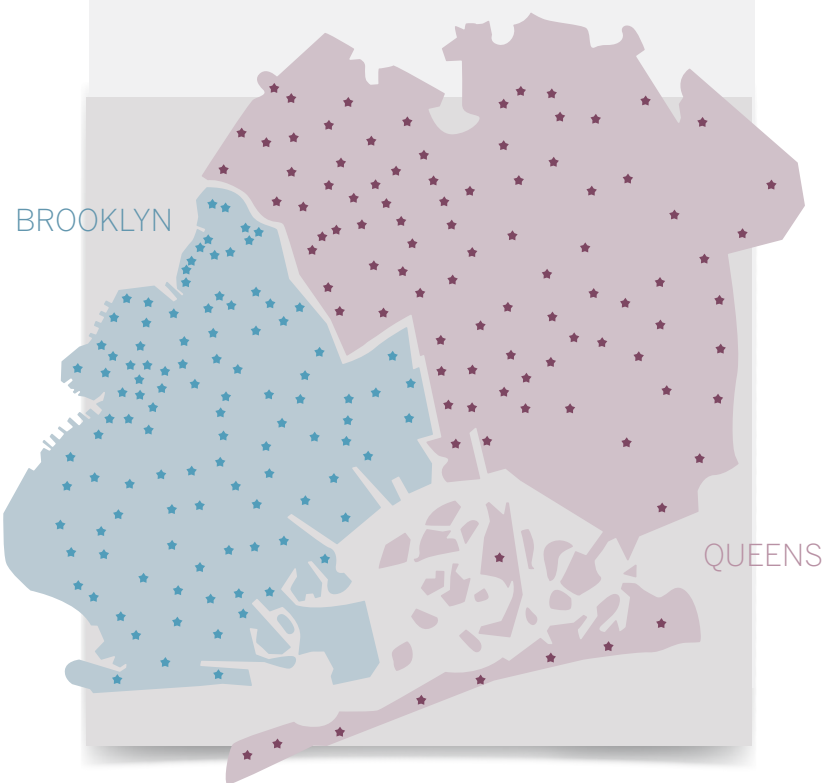
**2023 Catholic
Press Awards**

+ 29 OTHER AWARDS

AUDITED BY ALLIANCE
FOR AUDITED MEDIA

PAID
CIRCULATION

50,000




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 **26 different languages**
in Brooklyn and Queens.

 **10,661**
Baptisms

 **6,149**
First Communions

 **7,188**
Confirmations

 **1,685**
Marriages



176

PARISHES

87 in Brooklyn

89 in Queens



84

SCHOOLS

Nearly **29,842 students**
in Brooklyn and Queens,
from early childhood
through high school.

Source: Diocesan Statistical Overview 2022-2023







2023

Tablet Special Sections Calendar

ISSUE		RESERVATION	MATERIALS
Dec 31/ Jan 7	New Year's Double Issue /High School Open House	15-Dec	16-Dec
14-Jan	Pilgrimages, Travel/Tours Issue	5-Jan	6-Jan
21-Jan	Regular Issue	12-Jan	13-Jan
28-Jan	Spring College Open House Issue / Catholic Schools Week Special (Pullout) 	19-Jan	20-Jan
4-Feb	Regular Issue	26-Jan	27-Jan
11-Feb	Health Issue	2-Feb	3-Feb
18-Feb	Home Improvement	9-Feb	10-Feb
25-Feb	Spring 2023 - Family Road Trip	16-Feb	17-Feb
4-Mar	Rockaway St. Patrick's Day Parade	23-Feb	24-Feb
11-Mar	Camp Issue / St. Patrick's Day	2-Mar	3-Mar
18-Mar	Feast of St. Joseph	9-Mar	10-Mar
25-Mar	Spring Break Family Fun	16-Mar	17-Mar
1-Apr	Camps / Palm Sunday 	23-Mar	24-Mar
8-Apr	Easter Issue / Tablet DOB College Fair (Pullout) 	30-Mar	31-Mar
15-Apr	Spring Boomers & Beyond	6-Apr	7-Apr
22-Apr	Pilgrimages, Travel / Tours	13-Apr	14-Apr
29-April	Regular Issue	20-Apr	21-Apr

ISSUE		RESERVATION	MATERIALS
6-May	Vocation "World Day of Prayer"/Nurses Week	27-Apr	28-April
13-May	Mother's Day	4-May	5-May
20-May	Priest Jubilee Issue	11-May	12-May
27-May	Health / Deacon Issue	18-May	19-May
3-Jun	Priests' Ordination / Vocation 	24-May	25-May
10-Jun	Commencement Issue (Pullout) 	1-Jun	2-Jun
17-Jun	Father's Day/Brothers' and Sisters' Jubilee	7-Jun	8-Jun
24-Jun	Summer 2023 - Family Road Trip	15-Jun	16-Jun
July 1/ July 8	Summer Fun - Double Issue	22-Jun	23-Jun
15-Jul	Pilgrimages, Travel / Tours Issue	6-Jul	7-Jul
22-Jul	College Open House	13-Jul	14-Jul
29-Jul	Regular Issue	20-Jul	21-Jul
Aug 5/ Aug 12	Summer Boomers & Beyond 	27-Jul	28-Jul
19-Aug	Regular Issue	10-Aug	11-Aug
26-Aug	Back to School Issue (Pullout) 	16-Aug	17-Aug
2-Sep	Continuing Education / College Planning Guide	23-Aug	24-Aug
9-Sep	Catholic High School Open House / 9/11	31-Aug	1-Sep

ISSUE		RESERVATION	MATERIALS
16-Sep	Fall 2023 - Family Road Trip (Pullout)	7-Sep	8-Sep
23-Sep	High School & College Open House / Travel Issue, Pilgrimages / The Great Irish Fair 	14-Sep	15-Sep
30-Sep	High School Open House / Women's Health	21-Sep	22-Sep
7-Oct	College Open House	28-Sep	29-Sep
14-Oct	Special Annual High School Issue (Pullout)	5-Oct	6-Oct
21-Oct	College Fair Edition (Pullout) 	12-Oct	13-Oct
28-Oct	Bereavement Issue / Vocation Awareness Week	19-Oct	20-Oct
4-Nov	Regular Issue	26-Oct	27-Oct
11-Nov	Veteran's Day	2-Nov	3-Nov
18-Nov	Gift Guide (Pullout) 	8-Nov	9-Nov
25-Nov	Regular Issue	16-Nov	17-Nov
2-Dec	Winter - Family Road Trip	21-Nov	22-Nov
9-Dec	Winter Boomers & Beyond	30-Nov	1-Dec
16-Dec	Christmas Greetings	7-Dec	8-Dec
23-Dec	Christmas Greetings / Vocations 	14-Dec	15-Dec
Dec 30/ Jan 6	New Year's Double Issue / High School Open House	21-Dec	22-Dec



NUESTRA VOZ

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



SPANISH PUBLICATION OF THE YEAR
THIRD PLACE
2023 Catholic Press Awards



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**

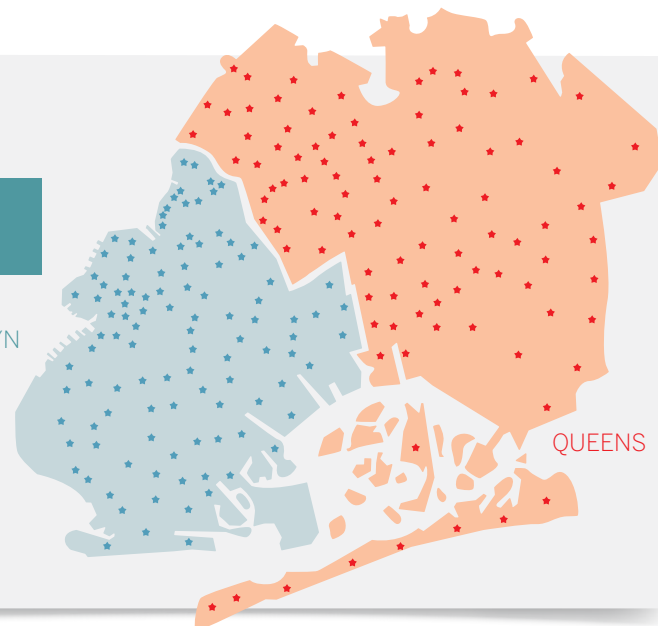


Awarded **133 CPA Awards** in 2016 - 2023, first place for **Best Publication** in 2021-2022 and third place in 2023.

PAID CIRCULATION

50,000

BROOKLYN



Source: Alliance for Audited Media, 2022-2023



2023

Nuestra Voz Monthly Calendar

FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
February 4 CATHOLIC SCHOOLS WEEK / COLLEGE OPEN HOUSE / ASH WEDNESDAY / LENT RESERVATION: JAN 17 MATERIALS: JAN 24	March 4 PALM SUNDAY / HOLY WEEK / RECONC. MONDAY / ST. PATRICK'S DAY RESERVATION: FEB 13 MATERIALS: FEB 20	April 1 EASTER / PILGRIMAGES / TRAVEL, TOURS / DOB COLLEGE FAIR RESERVATION: MAR 13 MATERIALS: MAR 20	May 6 MOTHER'S DAY / NATIONAL NURSES WEEK / PRIESTS' JUBILEE RESERVATION: APR 17 MATERIALS: APR 24	June 3 FATHER'S DAY / BROTHERS' & SISTERS' JUBILEE / VOCATION / PRIESTS' ORDINATION RESERVATION: MAY 15 MATERIALS: MAY 22	July 1 and 8 DOUBLE ISSUE COLLEGE OPEN HOUSES / PILGRIMAGE / RESERVATION: JUN 12 MATERIALS: JUN 19	NO AUGUST ISSUE	September 2 HISPANIC HERITAGE MONTH / CATHOLIC HIGH SCHOOL OPEN HOUSE RESERVATION: AUG 11 MATERIALS: AUG 18	October 7 HISPANIC HERITAGE MONTH / ANNUAL HIGH SCHOOL / COLLEGE ISSUE RESERVATION: SEP 18 MATERIALS: SEP 25	November 4 THANKS-GIVING DAY / COLLEGE FAIR / GIFT GUIDE RESERVATION: OCT 16 MATERIALS: OCT 23	December 2 CHRISTMAS EDITION / RECONC. MONDAY RESERVATION: NOV 13 MATERIALS: NOV 20

Advertising Standard Sizes



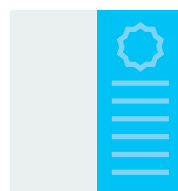
For rates and more information: **JoAnn DiNapoli**
jdinapoli@desalesmedia.org 718.517.3131



FULL PAGE
9.75" w x 11.25" h



HALF PAGE H
9.75" w x 5.5313" h



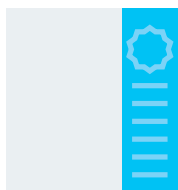
HALF PAGE V
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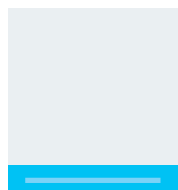
QUARTER PAGE
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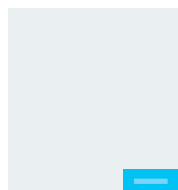
THIRD PAGE H
9.75" w x 3.625" h



THIRD PAGE V
3.125" w x 11.25" h



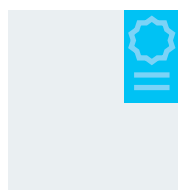
STRIP
9.75" w x 1.65" h



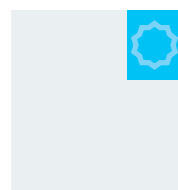
BUSINESS CARD
3.125" w x 1.757" h



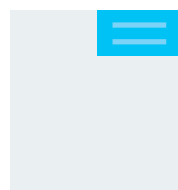
TWO THIRDS PAGE
6.4375" w x 11.25" h



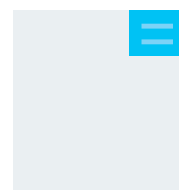
SIXTH PAGE
3.125" w x 5.5313" h



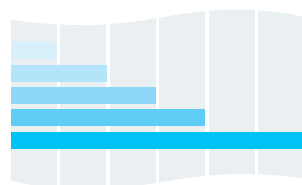
EIGHTH PAGE V
3.125" w x 3.625" h



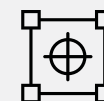
EIGHTH PAGE H
4.7812" w x 2.672" h



TWELFTH PAGE
3.125" w x 2.672" h



1 Column	1.4688" w
2 Columns	3.125" w
3 Columns	4.7812" w
4 Columns	6.4375" 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.

*We strongly encourage to send the files in CMYK, otherwise, the color might slightly change

The Tablet and Nuestra Voz

Advertising Options



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, and Service Center



\$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: Monday at 5 PM



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

Personalized Email Deployment

A permission-based, highly
targeted email marketing
campaign that delivers results.

- Fast, efficient, and cost-effective
- One of the largest databases
- Measurable, real-time results



Target by

- Age
- Gender
- Presence of children
- Religion
- Zip code
- Household income
- NetWorth
- Homeowners
and more!



Requirements

- Send us your design:
Width: From 550 to 750 pixels
Height: No restrictions (images
should not exceed 1700 pixels)
Or we can create it for you!
- Email subject line
- Date and time to
schedule the email
- Target details

The Tablet, Nuestra Voz, and Net TV

Web Display Advertising

Digital Advertising Available



FILE FORMAT
REQUIREMENT: **JPG**



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

Source: Google Analytics, Fall 2022

Digital Presence



935 K+
Total Users



150K+
Monthly Page views

CATHOLIC HEADLINES

728x90px

Sponsored content
728x90px

WEBSITES

300x250 px

728x90px px

Source: Google Analytics, Fall 2022

Every weekday, Catholic Headlines bring you local, national, and international news and opinions that are important to you.



10K+
Subscribers



Open Rate
15-18%



Total page views:
1,149,568



New Users:
567,662

Total Sessions:
725,363



Followers: **14.3K+**
Approx. reach:
97K+



Followers: **3K+**



DEMOGRAPHICS

51% of web audience is < 45 y/o
51% female - **49%** male



Total page views:
220,481



New Users:
167,038

Total Sessions:
185,000



Followers: **155K+**
Approx. reach:
13K+

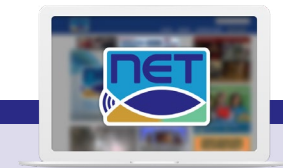


Followers: **500+**



DEMOGRAPHICS

60% of web audience is < 45 y/o
62% female - **38%** male



Total page views:
431,956



Users:
200,871

Total Sessions:
305,826



Followers: **7.9K**
Approx. reach: **248K**



Subscribers: **2.4K**
Views: **555 K**

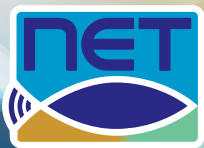


Followers: **2K**



DEMOGRAPHICS

40% of web audience is < 45 y/o
53% female - **47%** male



Based in Brooklyn, NET-TV is the leading faith-based channel, delivering news and entertainment with a Catholic perspective.

New York's
Catholic Station

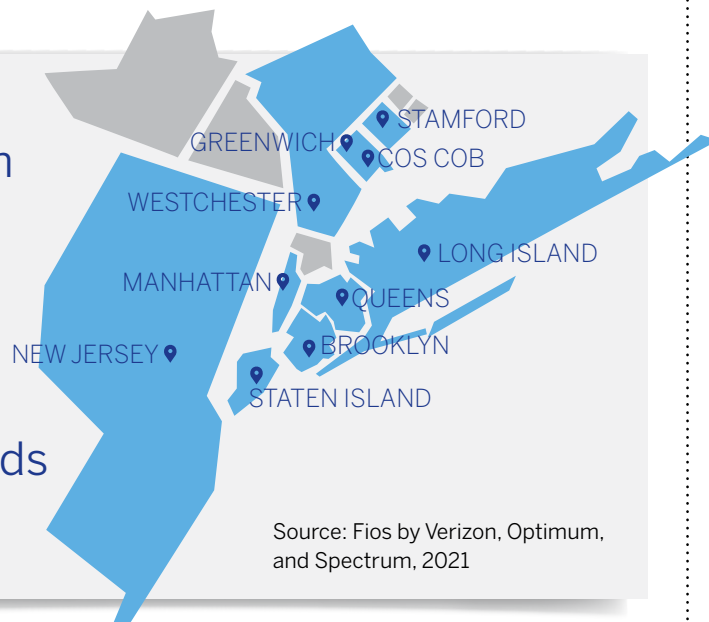
Coverage with over 2 million households in Manhattan, Brooklyn, Queens, Staten Island, all of Long Island, New Jersey, Westchester, Greenwich, Cos Cob, and Stamford, CT.



1.3 Million
viewers
each month.



647,000
households
each month.



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

fios
by verizon

Available in NYC on:

optimum.

Spectrum

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



Multi-lingual Celebration of Masses On Linear TV

Demographics

- NET TV adult household
age 25-54 years old
- NET TV adult household
age 55+ years old

English
51% 45%

Spanish
54% 43%

Italian
54% 45%

Creole
55% 43%

Polish
51% 44%



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

Weeknights at 7 PM

Rebroadcasts at 10 PM & 7:30 AM

Recipient of several
**Catholic Media
Association Awards**,
and three **EMMY®
AWARD** nominations.



Anchored by Christine
Persichette, a Queens
native journalist,
Currents News is
seen on TV in the New
York market and also
streams live online.

