



Media Kit 2024

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.

TELEVISION



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.

WEB



thetablet.org
netny.net
nuestra-voz.org
ctnbq.org
reaching
565,000 visitors
monthly.

EMAIL



Dedicated email deployments to a customized target audience that delivers results.

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**

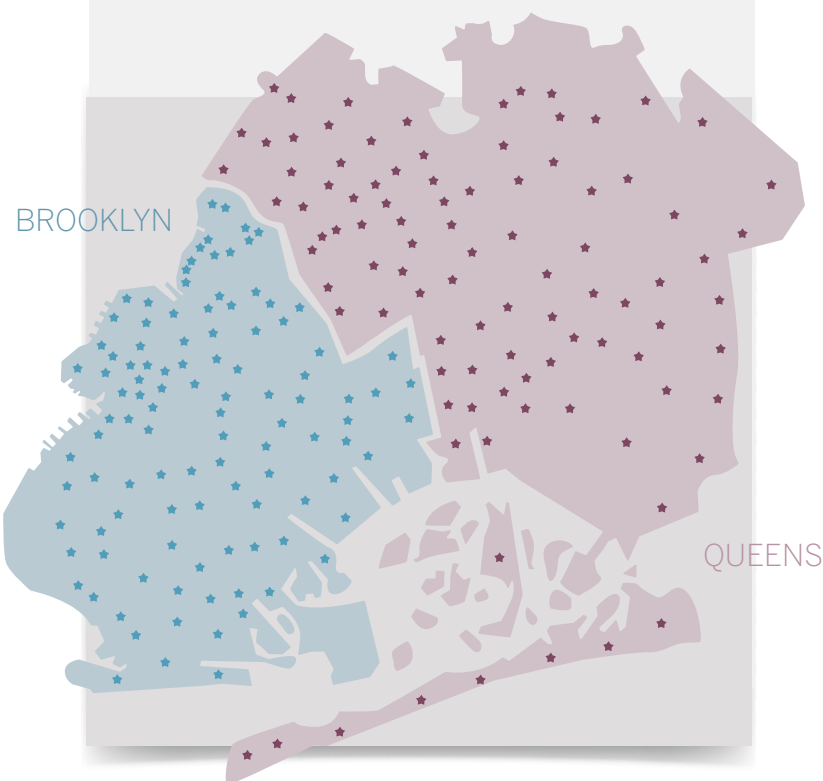
**2023 Catholic
Press Awards**

+ 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



2024

Tablet Special Sections Calendar

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

ISSUE		RESERVATION	MATERIALS
4-May	Vocation "World day Prayer"/Nurses Week	25-Apr	26-April
11-May	Mother's Day	25-Apr	26-April
18-May	Priest Jubilee Issue	9-May	10-May
25-May	Health Issue 	16-May	17-May
1-Jun	Priests' Ordination/ Vocation	22-May	23-May
8-Jun	Commencement Issue (Pullout) 	30-May	31-May
15-Jun	Father's Day/Brothers' and Sisters' Jubilee	6-Jun	7-Jun
22-Jun	Regular Issue	13-Jun	14-Jun
June 29/ July 6	Summer Fun - Double Issue	17-Jun	18-Jun
13-Jul	Pilgrimages, Travel / Tours Issue	2-Jul	3-Jul
20-Jul	College Open House	11-Jul	12-Jul
27-Jul	Regular Issue	18-Jul	19-Jul
Aug 3/ Aug 10	Summer Boomers & Beyond 	24-Jul	25-Jul
17-Aug	Regular Issue	8-Aug	9-Aug
24-Aug	Back to School Issue (Pullout) 	14-Aug	15-Aug
31-Aug	Continuing Education / College Planning Guide	22-Aug	23-Aug
7-Sep	Catholic High School Open House / 9/11	28-Aug	29-Aug

ISSUE		RESERVATION	MATERIALS
14-Sep	The Great Irish Fair (Pullout) 	5-Sep	6-Sep
21-Sep	High School & College Open House / Pilgrimages; Travel Issue	12-Sep	13-Sep
28-Sep	High School Open House / Women's Health	19-Sep	20-Sep
5-Oct	College Open House	26-Sep	27-Sep
12-Oct	Special Annual High School Issue (Pullout) 	3-Oct	4-Oct
19-Oct	College Fair Edition (Pullout)	10-Oct	11-Oct
26-Oct	Bereavement Issue / Vocation Awareness Week	17-Oct	18-Oct
2-Nov	Regular Issue	24-Oct	25-Oct
9-Nov	Veteran's Day	31-Oct	1-Nov
16-Nov	Gift Guide (Pullout) 	7-Nov	8-Nov
23-Nov	Regular Issue	14-Nov	15-Nov
30-Nov	Winter - Family Road Trip	21-Nov	22-Nov
7-Dec	Winter Boomers & Beyond	26-Nov	27-Nov
14-Dec	Christmas Greetings	5-Dec	6-Dec
21-Dec	Christmas Greetings / Vocations 	12-Dec	13-Dec
Dec 28/ Jan 4	New Year's Double Issue / High School Open House	18-Dec	19-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**

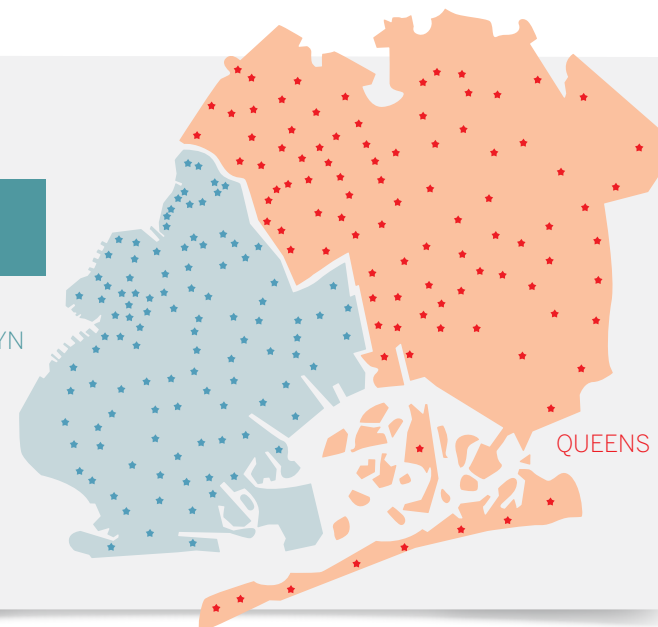


Awarded **133 CPA Awards**
in 2016 - 2023, first place
for **Best Publication** in
2021-2022 and third
place in 2023.

PAID
CIRCULATION

50,000

BROOKLYN



Source: Alliance for Audited Media, 2022-2023



2024

Nuestra Voz Monthly Calendar

FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
February 3 CATHOLIC SCHOOLS WEEK / COLLEGE OPEN HOUSE / ASH WEDNESDAY / LENT RESERVATION: JAN 16 MATERIALS: JAN 22	March 2 PALM SUNDAY/ HOLY WEEK/ EASTER/ RECONC. MONDAY/ ST. PATRICK'S DAY RESERVATION: FEB 12 MATERIALS: FEB 20	April 6 PILGRIMAGES/ TRAVEL, TOURS/ DOB COLLEGE FAIR RESERVATION: MAR 11 MATERIALS: MAR 18	May 4 MOTHER'S DAY/ NATIONAL NURSES WEEK/ PRIESTS' JUBILEE RESERVATION: APR 15 MATERIALS: APR 24	June 1 FATHER'S DAY/ BROTHERS' & SISTERS' JUBILEE/ VOCATION/ PRIESTS' ORDINATION RESERVATION: MAY 13 MATERIALS: MAY 20	June 29 / July 6 DOUBLE ISSUE COLLEGE OPEN HOUSES/ PILGRIMAGE RESERVATION: JUN 17 MATERIALS: JUN 21	NO AUGUST ISSUE	September 7 HISPANIC HERITAGE MONTH/ CATHOLIC HIGH SCHOOL OPEN HOUSE RESERVATION: AUG 19 MATERIALS: AUG 26	October 5 HISPANIC HERITAGE MONTH / ANNUAL HIGH SCHOOL/COLLEGE ISSUE RESERVATION: SEP 16 MATERIALS: SEP 23	November 2 THANKS- GIVING DAY/ COL- LEGE FAIR/GIFT GUIDE RESERVATION: OCT 15 MATERIALS: OCT 21	December 7 CHRISTMAS EDITION/ RECONC. MONDAY RESERVATION: NOV 18 MATERIALS: NOV 22

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



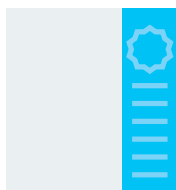
HALF PAGE V
4.7812" w x 11.25" h



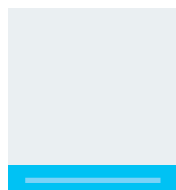
QUARTER PAGE
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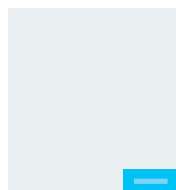
THIRD PAGE H
9.75" w x 3.625" h



THIRD PAGE V
3.125" w x 11.25" h



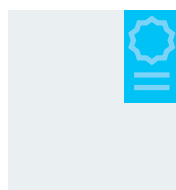
STRIP
9.75" w x 1.65" h



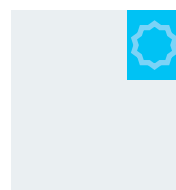
BUSINESS CARD
3.125" w x 1.757" h



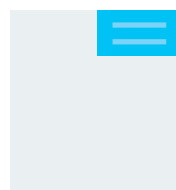
TWO THIRDS PAGE
6.4375" w x 11.25" h



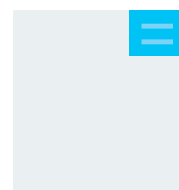
SIXTH PAGE
3.125" w x 5.5313" h



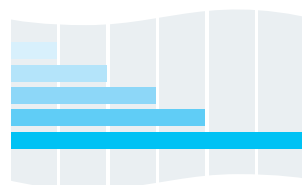
EIGHTH PAGE V
3.125" w x 3.625" h



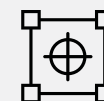
EIGHTH PAGE H
4.7812" w x 2.672" h



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
Social Statistics, October 2023

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: **14K+**
Approx. reach:
97K+



Followers: **3.2K+**



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: **154K+**
Approx. reach:
13K+

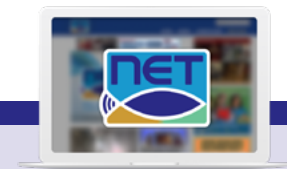


Followers: **500+**



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: **8.2K**
Approx. reach: **248K**



Subscribers: **16.4K**
Views: **555 K**

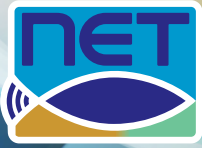


Followers: **2K**



DEMOGRAPHICS

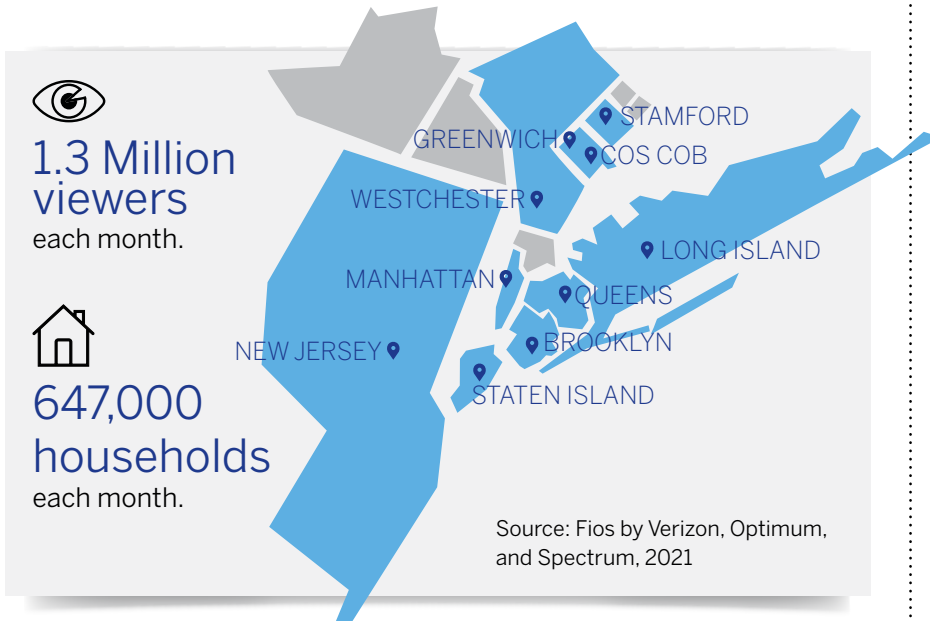
40% of web audience is < 45 y/o
53% female - **47%** male



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

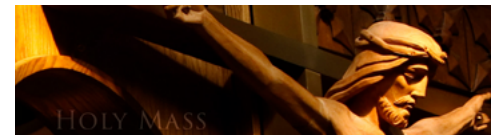
New York's
Catholic Station

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.



Available in NYC on:
fios by verizon **optimum.** **Spectrum**

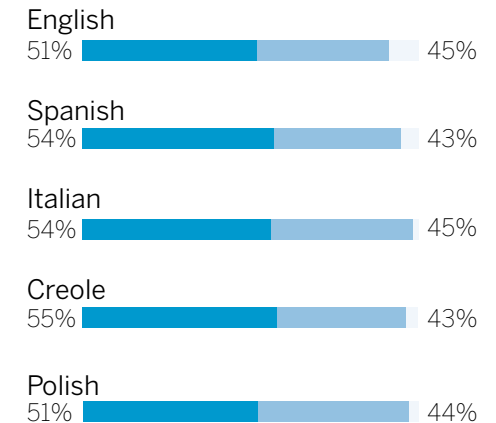
Fios by Verizon 548, Optimum 30, Spectrum 97,
and **livestreamed 24-7 on www.netny.tv**



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**



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.

