



# Media Kit 2025

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 nightly Catholic 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

## TELEVISION

## WEB

## EMAIL



### THE TABLET

The only weekly Catholic newspaper in NYC, serving Brooklyn and Queens since 1908.



### NUESTRA-VOZ

The Spanish-language monthly Catholic 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 livestream.



[thetablet.org](http://thetablet.org)  
[netny.net](http://netny.net)  
[nuestra-voz.org](http://nuestra-voz.org)  
[ctnbq.org](http://ctnbq.org)  
reaching 565,000 visitors monthly.



Daily news headlines newsletter reaching nearly **11,000 subscribers.**



# THE TABLET

Official newspaper  
for Catholics in  
Brooklyn and Queens



**BEST WEEKLY  
DIOCESAN  
NEWSPAPER,  
FIRST PLACE**

**2023 Catholic  
Media Awards**

**+ 35 OTHER AWARDS**

## Client Testimonials

### Catholic Charities Brooklyn and Queens

"Catholic Charities Brooklyn and Queens' ongoing collaboration with *The Tablet* has helped raise awareness about agency initiatives, services, and activities benefiting those in need across Brooklyn and Queens. This collaboration embodies our commitment to living out the Gospel call to serve the most vulnerable among us, and amplifying stories of hope and faith within the community."

### John Miller Owner of New Heights Construction

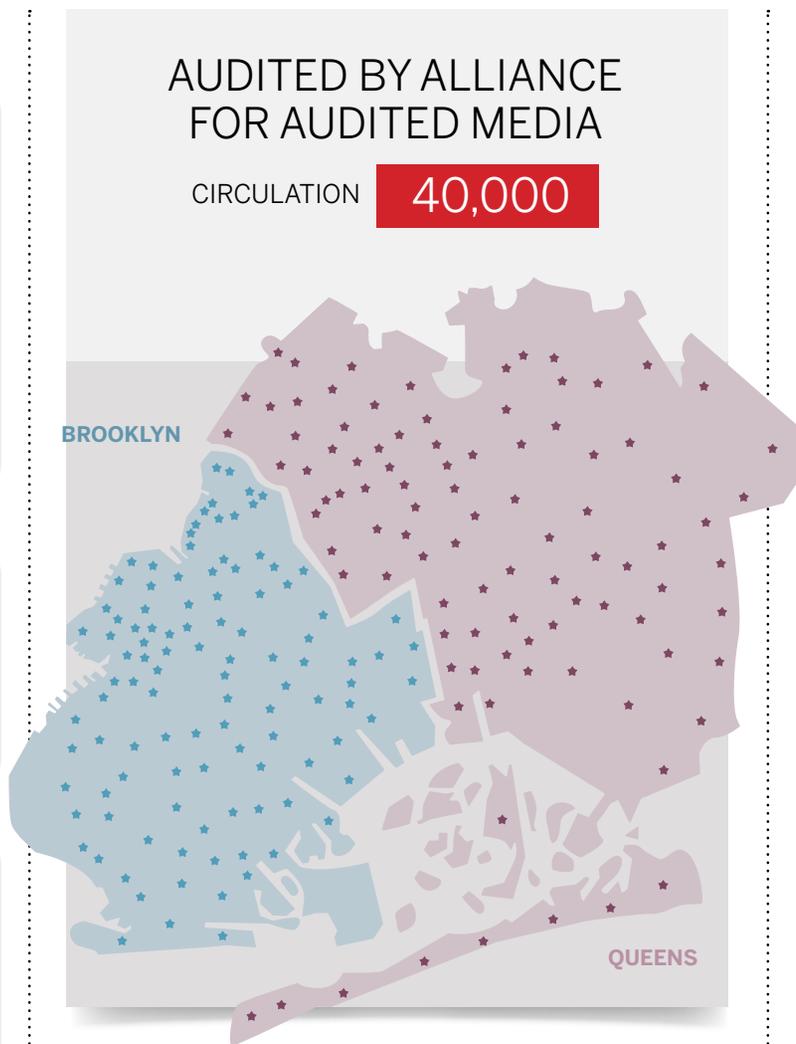
"Customers trust me because I advertise in *The Tablet*...I'm a 'straight shooter' and customers believe in me because I'm honest and get the job done quick & efficiently."

### Sadlier

"Sadlier has been advertising in *The Tablet* for the past 3 years. It has been a great experience for us as a marketing venue. Our ads appear timely and very visible. It has been a very pleasant and worthwhile experience."

AUDITED BY ALLIANCE  
FOR AUDITED MEDIA

CIRCULATION **40,000**



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.



**175**  
PARISHES

**85** in Brooklyn  
**90** in Queens



**9,880**  
Baptisms



**7,488**  
First Communions



**7,364**  
Confirmations



**1,337**  
Marriages



**84**  
SCHOOLS

Nearly **29,047 students**  
in Brooklyn and Queens,  
from early childhood  
through high school.

Source: Diocesan Statistical Overview December 31, 2023



# 2025

## Tablet Special Sections Calendar

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

ISSUE	RESERVATION	MATERIALS
26-April	Regular Issue	15-Apr 16-Apr
<b>3-May</b>	<b>Vocation "World day Prayer" / Nurses Week</b>	24-Apr 25-April
<b>10-May</b>	<b>Mother's Day</b>	1-May 2-May
<b>17-May</b>	<b>Priest Jubilee Issue</b>	8-May 9-May
<b>24-May</b>	<b>Health Issue</b>	15-May 16-May
<b>31-May</b>	<b>Vocation Issue</b>	21-May 22-May
<b>7-Jun</b>	<b>Brothers' and Sisters' Jubilee / Deacon Issue</b>	28-May 29-May
<b>14-Jun</b>	<b>Father's Day / Commencement Issue (Pullout)</b>	5-Jun 6-Jun
21-Jun	Regular Issue	12-Jun 13-Jun
<b>June 28/ July 5</b>	<b>Priest Ordination - Double Issue</b>	18-Jun 19-Jun
<b>12-Jul</b>	<b>Pilgrimages, Travel / Tours Issue</b>	2-Jul 3-Jul
<b>19-Jul</b>	<b>College Open House</b>	10-Jul 11-Jul
26-Jul	Regular Issue	17-Jul 18-Jul
<b>Aug 2/ Aug 9</b>	<b>Summer Boomers &amp; Beyond</b>	23-Jul 24-Jul
16-Aug	Regular Issue	7-Aug 8-Aug
<b>23-Aug</b>	<b>Back to School Issue (Pullout)</b>	14-Aug 15-Aug
<b>30-Aug</b>	<b>Continuing Education / College Planning Guide</b>	21-Aug 22-Aug

ISSUE	RESERVATION	MATERIALS
<b>6-Sep</b>	<b>Catholic High School Open House / 9/11</b>	28-Aug 29-Aug
<b>14-Sep</b>	<b>The Great Irish Fair (Pullout)</b>	5-Sep 6-Sep
<b>20-Sep</b>	<b>High School &amp; College Open House / Pilgrimages; Travel Issue</b>	11-Sep 12-Sep
<b>27-Sep</b>	<b>High School Open House / Women's Health</b>	18-Sep 19-Sep
<b>4-Oct</b>	<b>College Open House</b>	25-Sep 26-Sep
<b>11-Oct</b>	<b>Special Annual High School Issue (Pullout)</b>	2-Oct 3-Oct
18-Oct	Regular Issue	9-Oct 10-Oct
25-Oct	Regular Issue	16-Oct 17-Oct
<b>1-Nov</b>	<b>Bereavement / Vocation Awareness Week</b>	23-Oct 24-Oct
<b>8-Nov</b>	<b>Veteran's Day</b>	30-Oct 31-Oct
15-Nov	Regular Issue	6-Nov 7-Nov
<b>22-Nov</b>	<b>Gift Guide (Pullout)</b>	13-Nov 14-Nov
<b>29-Nov</b>	<b>Winter - Family Road Trip</b>	20-Nov 21-Nov
6-Dec	Regular Issue	25-Nov 26-Nov
<b>13-Dec</b>	<b>Winter Boomers &amp; Beyond</b>	4-Dec 5-Dec
<b>20-Dec</b>	<b>Christmas Greetings / Vocations</b>	11-Dec 12-Dec
<b>Dec 28/ Jan 4</b>	<b>New Year's Double Issue / High School Open House</b>	18-Dec 19-Dec



# NUESTRA VOZ

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



**SPANISH PUBLICATION OF THE YEAR**  
2024 Catholic Media Awards



**Original content**, that evangelizes by delivering religious information, analysis and news of interest to Hispanic Catholics.



Featuring some of the best columnists, reporters, and writers in the Hispanic media.



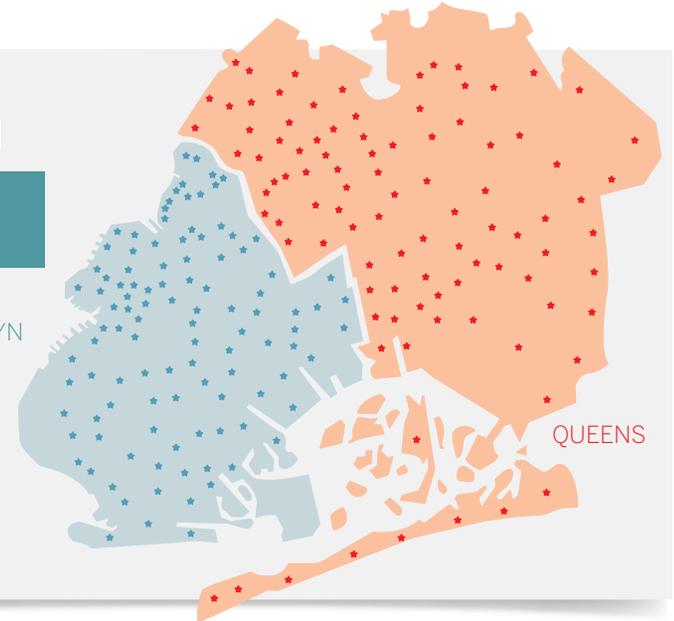
Awarded more than **200 CMA Awards** in 2016 - 2024, including **Spanish Publication of the Year**.

CIRCULATION

**40,000**

BROOKLYN

QUEENS



Source: Alliance for Audited Media, 2022-2024



2025

## Nuestra Voz Monthly Calendar

FEB	MAR	APR	MAY	JUN	JUL - AUG	SEP	OCT	NOV	DEC - JAN
<b>February 1</b> CATHOLIC SCHOOLS WEEK / COLLEGE OPEN HOUSE  RESERVATION: JAN 14 MATERIALS: JAN 21	<b>March 1</b> ASH WEDNESDAY/ ST. PATRICK'S DAY  RESERVATION: FEB 11 MATERIALS: FEB 18	<b>April 5</b> EASTER/ PILGRIMAGES/ TRAVEL, TOURS  RESERVATION: MAR 11 MATERIALS: MAR 18	<b>May 3</b> MOTHER'S DAY/ NATIONAL NURSES WEEK/ PRIESTS' JUBILEE  RESERVATION: APR 15 MATERIALS: APR 24	<b>June 7</b> FATHER'S DAY/ BROTHERS' & SISTERS' JUBILEE/ VOCATION/ PRIESTS' ORDINATION  RESERVATION: MAY 13 MATERIALS: MAY 20	<b>July 5 DOUBLE ISSUE</b> COLLEGE OPEN HOUSES/ PILGRIMAGE  RESERVATION: JUN 17 MATERIALS: JUN 24	<b>September 6</b> HISPANIC HERITAGE MONTH/ CATHOLIC HIGH SCHOOL OPEN HOUSE  RESERVATION: AUG 19 MATERIALS: AUG 26	<b>October 4</b> HISPANIC HERITAGE MONTH / ANNUAL HIGH SCHOOL/COLLEGE ISSUE  RESERVATION: SEP 16 MATERIALS: SEP 23	<b>November 1</b> THANKS-GIVING DAY/GIFT GUIDE  RESERVATION: OCT 15 MATERIALS: OCT 21	<b>December 6 DOUBLE ISSUE</b> CHRISTMAS EDITION/ RECONC.MONDAY  RESERVATION: NOV 18 MATERIALS: NOV 21



## Advertising Standard Sizes



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



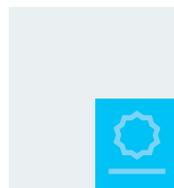
**FULL PAGE**  
9.75" w x 11.25" h



**HALF PAGE H**  
9.75" w x 5.5313" h



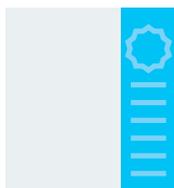
**HALF PAGE V**  
4.7812" w x 11.25" h



**QUARTER PAGE**  
4.7812" w x 5.5313" h



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



**THIRD PAGE V**  
3.125" w x 11.25" h



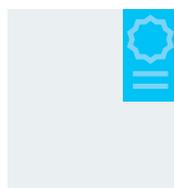
**STRIP**  
9.75" w x 1.65" h



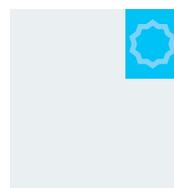
**BUSINESS CARD**  
3.125" w x 1.757" h



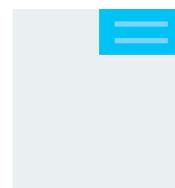
**TWO THIRDS PAGE**  
6.4375" w x 11.25" h



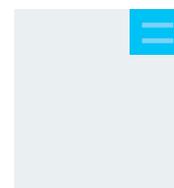
**SIXTH PAGE**  
3.125" w x 5.5313" h



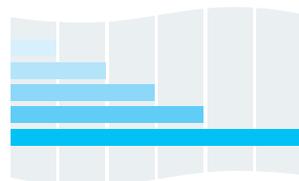
**EIGHTH PAGE V**  
3.125" w x 3.625" h



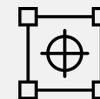
**EIGHTH PAGE H**  
4.7812" w x 2.672" h



**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



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)
  - Email subject line
  - Date and time to schedule the email
  - Target details
- Or we can create it for you!



## Classified, Real Estate, and Service Center



\$28.28 4 line minimum



Discounts: 2-50 weeks



Photo ad / border ad / color ad: \$3.00 extra



File format (if applicable):  
PDF, JPG, TIFF. 180 dpi min.



Ads must be pre-paid



Deadline: Monday at 5 PM

# The Tablet, Nuestra Voz, and Net TV

# Web Display Advertising

## Digital Advertising Available

 FILE FORMAT REQUIREMENT: **JPG**



**CATHOLIC HEADLINES**  
728x90px  
Sponsored content 728x90px

**WEBSITES**  
300x250 px  
728x90px px

Source: Google Analytics, Fall 2024

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

 **10K+** Subscribers

 **Open Rate 15-18%**



For rates and more information: **JoAnn DiNapoli**  
[jdinapoli@desalesmedia.org](mailto:jdinapoli@desalesmedia.org) **718.517.3131**

Source: Google Analytics, Fall 2024  
Social Statistics, November 2024

## Digital Presence

 **935 K+**  
**Total Users**

 **150K+**  
**Monthly Page views**

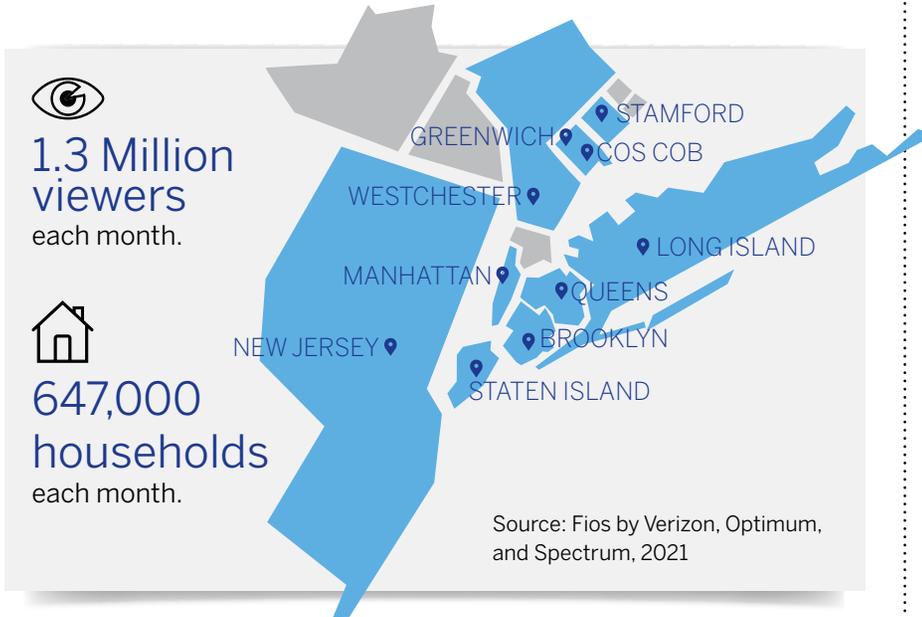
THE TABLET	NUUESTRA-VOZ	NET
		
 Total page views: <b>1,070,214</b>	 Total page views: <b>139,000</b>	 Total page views: <b>284,000</b>
 New Users: <b>574,543</b>	 New Users: <b>87,000</b>	 Users: <b>105,000</b>
Total Sessions: <b>759,714</b>	Total Sessions: <b>101,000</b>	Total Sessions: <b>191,000</b>
 Followers: <b>14K+</b> Approx. reach: <b>44.2K+</b>	 Followers: <b>152K+</b> Approx. reach: <b>13K+</b>	 Followers: <b>8.2K</b> Approx. reach: <b>19.2K</b>
 Followers: <b>3.2K+</b>	 Followers: <b>400+</b>	 Subscribers: <b>18.7K</b> Views: <b>561.5K</b>
 Followers: <b>3.2K+</b>	 Followers: <b>400+</b>	 Followers: <b>1.9K</b>
 <b>DEMOGRAPHICS</b> <b>38%</b> of web audience is >65 y/o <b>65%</b> female - <b>35%</b> male	 <b>DEMOGRAPHICS</b> <b>24%</b> of web audience is 35-44 y/o <b>54%</b> female - <b>46%</b> male	 <b>DEMOGRAPHICS</b> <b>32%</b> of web audience is 25-34 y/o <b>46%</b> female - <b>54%</b> 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

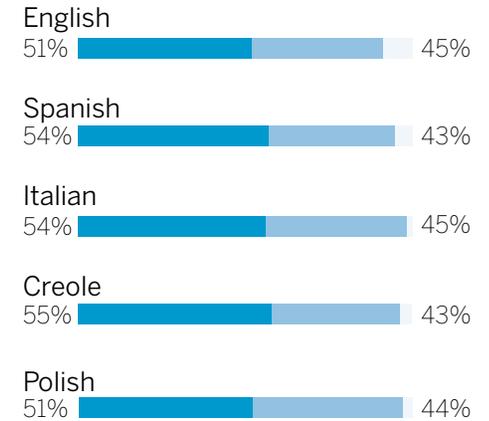
Coverage with over 2 million households in Manhattan, Brooklyn, Queens, Staten Island, all of Long Island, New Jersey, Westchester, Greenwich, Cos Cob, and Stamford, CT.



### 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**

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



Recipient of several **Catholic Media Association Awards**, and **EMMY® AWARD** nominations including Team Coverage and Best Newscast.



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](http://www.netny.tv)**