



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
netny.net
nuestra-voz.org
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

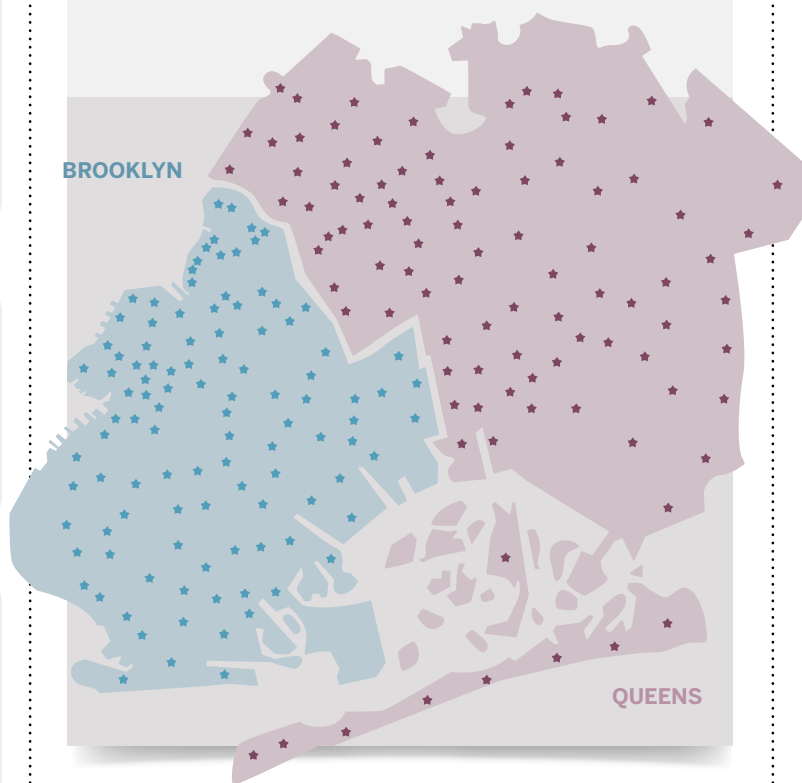
"Customers trust me because I advertise in *The Tablet*...I'm a 'straight shooter' and customers believe in me because I'm honest and get the job done quick & efficiently."

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.



172
PARISHES

86 in Brooklyn
86 in Queens



9,664
Baptisms



7,620
First Communions



7,940
Confirmations



1,525
Marriages



65
SCHOOLS
(Elementary Schools,
Diocesan and Parish)


Nearly **17,028 students**
in Brooklyn and Queens
(early childhood through high school)

Source: Diocesan Statistical Overview December 31, 2024



2025

Tablet Special Sections Calendar

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

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

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

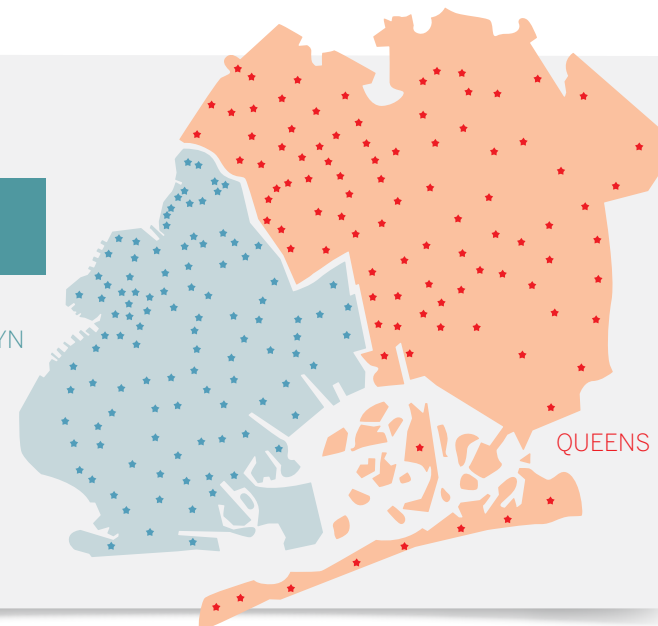


Awarded more than **200 CMA Awards** in 2016 - 2024, including **Spanish Publication of the Year**.

CIRCULATION

40,000

BROOKLYN



Source: Alliance for Audited Media, 2022-2024



2025

Nuestra Voz Monthly Calendar

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



The Tablet and Nuestra Voz

Display Advertising Sizes

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



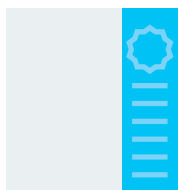
HALF PAGE V
4.7812" w x 11.25" h



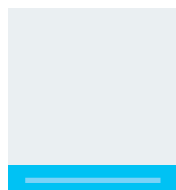
QUARTER PAGE
4.7812" w x 5.5313" h



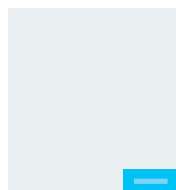
THIRD PAGE H
9.75" w x 3.625" h



THIRD PAGE V
3.125" w x 11.25" h



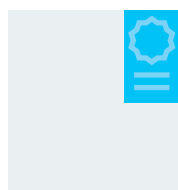
STRIP
9.75" w x 1.65" h



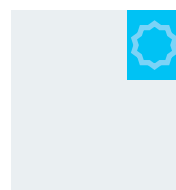
BUSINESS CARD
3.125" w x 1.757" h



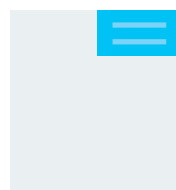
TWO THIRDS PAGE
6.4375" w x 11.25" h



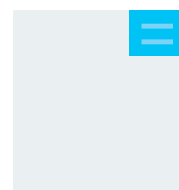
SIXTH PAGE
3.125" w x 5.5313" h



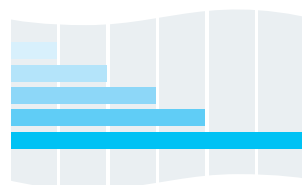
EIGHTH PAGE V
3.125" w x 3.625" h



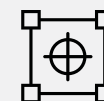
EIGHTH PAGE H
4.7812" w x 2.672" h



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



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 2024
Social Statistics, November 2024

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 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%



Total page views:
1,070,214

New Users:
574,543

Total Sessions:
759,714

Followers: **14K+**
Approx. reach:
44.2K+

Followers: **3.2K+**



DEMOGRAPHICS

38% of web audience is >65 y/o
65% female - **35%** male



Total page views:
139,000

New Users:
87,000

Total Sessions:
101,000

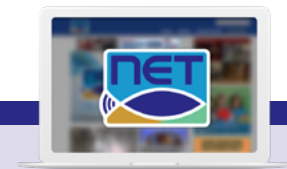
Followers: **152K+**
Approx. reach:
13K+

Followers: **400+**



DEMOGRAPHICS

24% of web audience is 35-44 y/o
54% female - **46%** male



Total page views:
284,000

Users:
105,000

Total Sessions:
191,000

Followers: **8.2K**
Approx. reach: **19.2K**

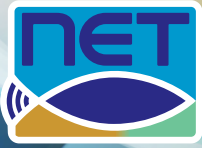
Subscribers: **18.7K**
Views: **561.5K**

Followers: **1.9K**



DEMOGRAPHICS

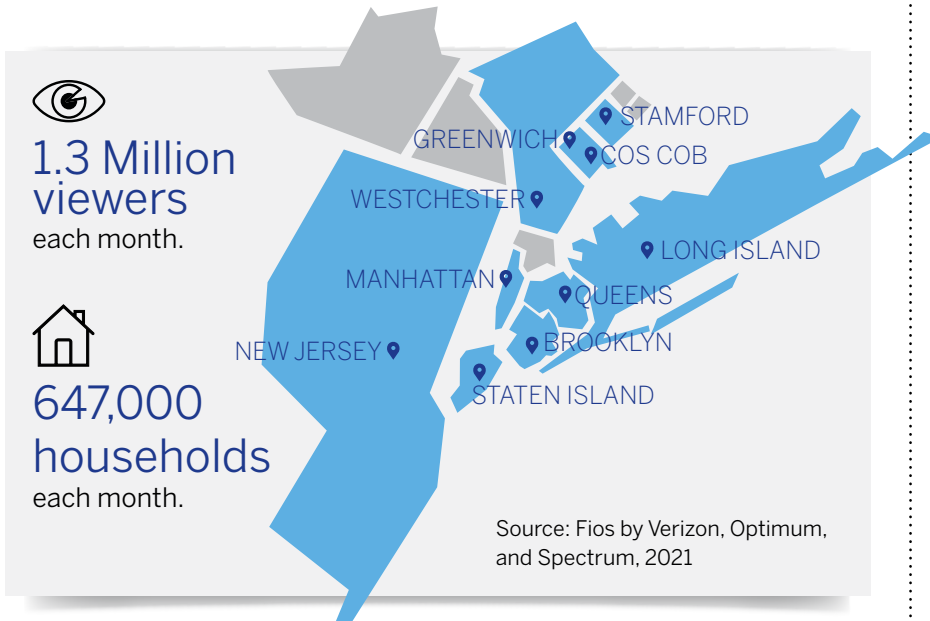
32% of web audience is 25-34 y/o
46% female - **54%** male



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

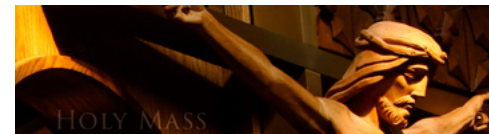
New York's
Catholic Station

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.



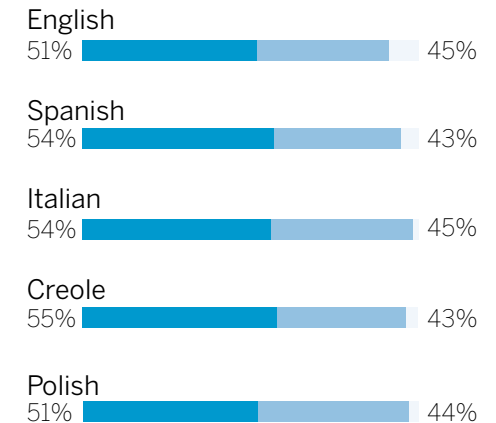
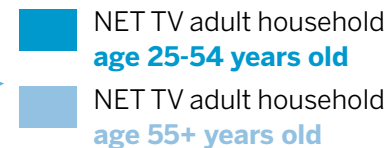
Available in NYC on:
fios by verizon **optimum** **Spectrum**

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



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 **EMMY® AWARD** nominations including Team Coverage and Best Newscast.



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

