



Commonweal

2025 MEDIA PLANNER



Our Mission

Embarking on its second century of publication, *Commonweal* fosters rigorous and reflective discussions about faith, public affairs, and the arts, centered on belief in the common good. Independent and lay-led, *Commonweal* is a bridge between the intellectual and active lives of lay Catholics who seek meaning and justice, inspiring people in their hopes for a more inclusive future for our church, politics, and culture.



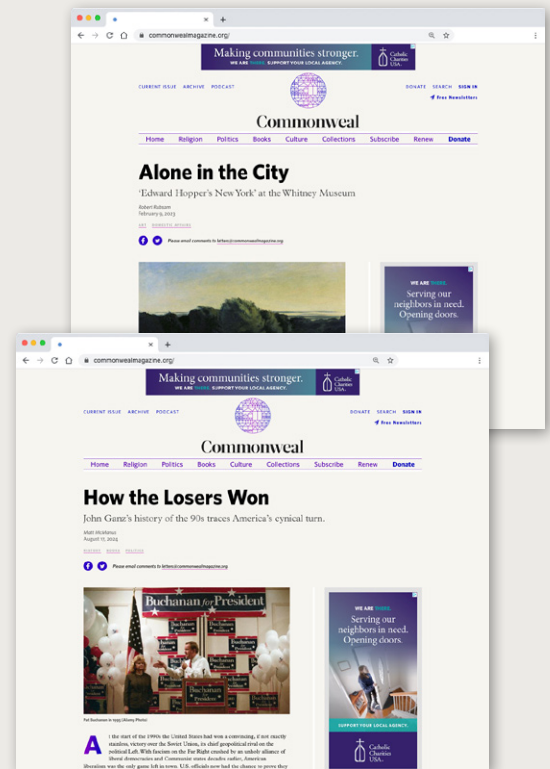
Our Readers

Commonweal's 14,000 readers are engaged Catholics with a deep interest in religion, politics, books, and culture. They're well-educated independent thinkers with above-average incomes and a tradition of charitable giving.



Commonweal has a total readership of **25,000+**

and more than **14,000** paid subscribers



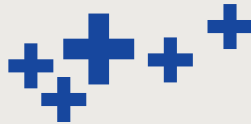
Digital Engagement

If you're looking for immediate and cost-effective visibility for your organization, our website and e-newsletters are the place to start. With more than **1.7 million page views** and nearly **789,000 web visitors** in 2024, your web ad could receive an estimated 115,000+ views in one month.

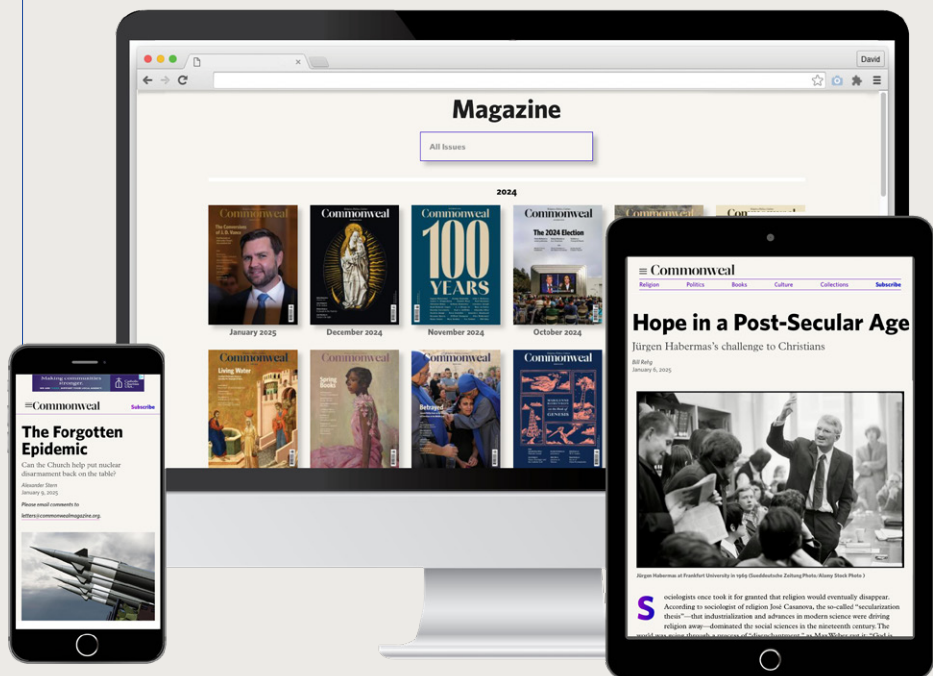
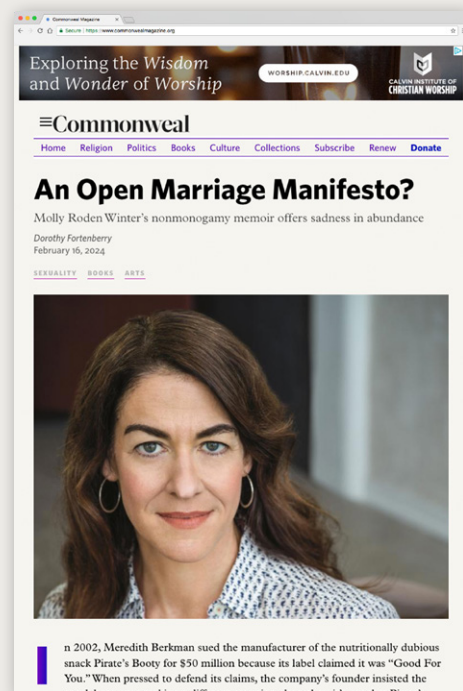
Commonweal continues to optimize its web presence. Thanks to our responsive, mobile-friendly design, 48.5% of all web traffic is on mobile or tablet. Online-only features, such as web-exclusive columns and collections on must-read topics, encourage further reading and engagement. Our social media, podcast, and e-newsletters regularly drive new and returning readers to our website. And special projects, such as our current effort to bring our 100-year-old archive fully online, continue to invest in digital growth.

For those who desire more targeted visibility, consider our e-newsletters. Our email list of 35,000 consistently performs above industry standard, with 31% opens (compared to industry average of 29%) and a 5.7% click-through rate (compared to industry average of 3.1%). Advertising space is available in both our weekly editorial and specialized newsletters. Advertisers also have the option to send a dedicated email to our list.

1.7 million
page views in 2024.



789,000
visitors during
the same period.



Commonweal continues to optimize its web presence to bring new content to new readers, in new ways, on a range of platforms and devices.

Issues & Dates

ISSUE	SPECIAL FEATURES	SPACE RESERVATION	AD MATERIALS DUE
January		November 28	December 12
February		January 5	January 16
March		January 30	February 13
April		February 27	March 13
May		March 26	April 9
June		May 1	May 15
July/August	Fiction Issue*	June 5	June 19
September		July 31	August 14
October		August 28	September 11
November		October 1	October 15
December		October 30	November 13

*The July/August issue will feature our annual emerging writer fiction contest, this year with guest judge Vinson Cunningham.





THE Commonweal PODCAST

Available on:



Apple Podcasts



Google Podcasts

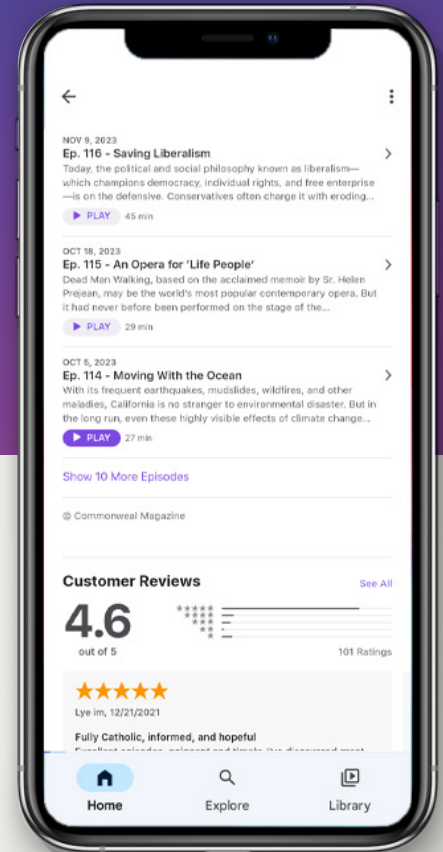


Spotify

Each episode of *The Commonwealth Podcast* features a mix of interviews, profiles, and compelling conversations on topics at the intersection of politics, religion, and culture. Hosted by *Commonweal* editor Dominic Preziosi, and featuring the magazine's editors and contributing writers, the podcast takes readers beyond the pages of the latest issue to shed fresh light on the news, books, movies, music, and political developments spurring debate and deserving of reflection.

Three sponsorship slots of 30-70 seconds each (125-150 words) are available per episode. Your message, recorded at our studio, will reach an expanded audience of engaged listeners.

We offer a number of cost-effective options, including pre-roll, mid-roll, and exclusive sponsorships for \$250.



*Sponsorship slots
of 30–70 seconds
(125–150 words)
each are available.*

"The challenge of loving is that we must figure out how to live with the fact of loss."

— KATHRYN SCHULZ,
Ep. 75 - Love Entails Loss

"For many of us, it's going to be small actions in our particular places to try to affect healing or repair or reconciliation. And that is the crucial first step."

— NORMAN WIRZBA,
Ep. 143 - 'Hope Grows in the Dark'

"The most powerful response to anti-Semitism is to engage more deeply in the depths and riches of Jewish life."

— SHAI HELD,
Ep. 129, Judaism's Loving Heart

"If the Church claims to value truth, then it has a burden of truth telling— especially for the burdens it has placed on women."

— PÁDRAIG Ó TAUMA, *Ep. 123 - The Hall Beside Belief*

Print Ad Rates

Commonweal is published 11 times per year and is in circulation 7 days before the date of issue.

Printing Specifications: Printing and binding – Web offset, saddle stitched. Trim: 8" X 10.85." Bleeds: 0.125" Column widths: 2-column page—3.45" (20p6); 3-column page—2.22" (13p6). Halftones: 150-line screen.

SPACE	SIZE	RATES
Full Page with bleed	8 x 10.85 (0.125 bleed on all sides)	\$1,430
Full Page with no bleed	7.25 x 9.85	\$1,430
2/3 Page	4.69 x 9.167	\$1,120
1/2 Page Horizontal	7.15 x 4.5	\$950
1/3 Page Vertical	2.22 x 9.167	\$725
1/3 Page Square	4.7 x 4.5	\$725
1/4 Page Vertical	3.45 x 4.5	\$655
PREFERRED POSITIONS		
Cover 4		\$1,685
Cover 2		\$1,625
Cover 3		\$1,540
Center Spread		\$3,010

Inserts: Bound-in: \$2,010. Tipped-in: \$2,360. Inquire for production specifications.

Classified Advertising: \$2.50 per word, 3-line minimum.

E-mail copy to patrick@kevinshanley.com. All classified ads will also be listed on commonwealmagazine.org.

4-color process: No charge.

Format: Display Ad Format: Hi-res, press-ready PDFs with CMYK color space or in Grayscale. All fonts must be embedded and ads must be flattened. Please be sure to add a 1/8" bleed greater than trim size all around for bleed ads. Typesetting services for display ads are available. For questions regarding display ad production, please contact Isa Simon, managing editor, at isimon@commonwealmagazine.org.

Web Ad Rates

With more than 115,000 unique monthly visitors, *Commonweal's* website is a cost-effective vehicle for reaching an audience that is highly educated, well-read, and engaged with the cultural, political, and religious issues of the day.

POSITION	SIZE	PAGES	RATE	MOBILE SIZE*
Billboard	970 x 250 px	All pages	\$625/mo	300 x 250 px
Leaderboard	728 x 90 px	All pages	\$625/mo	320 x 50 px
Sidebar 1	300 x 600 px	Articles only	\$475/mo	N/A
Sidebar 2	300 x 250 px	Articles only	\$450/mo	N/A

*Advertisers seeking to reach both desktop and mobile visitors with billboard and leaderboard ads should submit creative for both sizes of each ad type. There is no additional charge for this option.

SINGLE-ADVERTISER E-NEWSLETTERS				
Twice Weekly (Tues. & Fri.)	300 x 250 px	Circulation: 35,000	\$200/issue	<p>The average open rate of the <i>Commonweal</i> newsletter is 31% (vs. the industry average of 29%). The average click-through rate is 5.7% (vs. the industry average of 3.1%).</p>
Podcast (Twice Monthly)	300 x 250 px	Circulation: 35,000	\$200/issue	
Arts & Culture (first Saturday of the month)	300 x 250 px	Circulation: 35,000	\$200/issue	
Archives (third Saturday of the month)	300 x 250 px	Circulation: 35,000	\$200/issue	
Monthly Discussion Guide (first Thurs. of the month)	300 x 250 px	Circulation: 35,000	\$200/issue	

Online Specifications: .gif, .jpg, and .png formats accepted; must be 60KB or less in file size.

DEDICATED EMAILS		
36,000 Emails		\$4,100

You provide the copy, images, and links—**we do the rest**

TERMS & CONDITIONS

Space contracts: Unless advance space contract is made for multiple insertions within 11 consecutive issues, the one-time rate will apply. No earned rate or rebates.

General: Rates subject to change upon notice, but contracts may be canceled at time of rate change without incurring short rate adjustment if contract has been earned up to this date.

Terms: Advertising orders are accepted on the basis of payment within 30 days of invoice date. Advance payment required for first-time advertisers and for non-U.S. advertisers. Invoices and tearsheets submitted upon publication.

Commission & Discounts: Agency commission of 15% on gross is offered to recognized advertising agencies, provided payment is made within 30 days of invoice date. No cash discount.

Terms: *Commonweal* reserves the right to decline advertising which it deems inappropriate. No cancellations after space reservation deadline.

ADVERTISING ORDERS & INQUIRIES:

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