Commonweal Magazine
2017 Media Planner
THE COMMONWEAL BRAND

Commonweal Magazine, founded in 1924, is the oldest independent lay Catholic journal of opinion in the United States. Since its founding the magazine has been liberal in temperament, opinionated and engaged, but tolerant in tone, prioritizing discussion over sectarianism.

Commonweal provides a place for civil, reasoned debate on the interaction of faith with contemporary politics and culture. Read by a passionate audience of educated, committed Catholics and readers from many other religious traditions, Commonweal presents well-argued, respectful points of view from across the ideological spectrum.

For many educated and culturally literate American lay Catholics, Commonweal is a religious lifeline and a sustaining community. But Commonweal engages a wider audience than just these core readers: followers of other denominations and faiths who seek ecumenical and interreligious dialogue; nonreligious or non-practicing individuals looking for intelligent criticism of the status quo; students in undergraduate and graduate programs—for whom Commonweal is free—learning to think about complicated issues with intellectual integrity; and social activists who find their actions articulated and defended in our pages. In addition to our Catholic writers, diverse, distinguished scholars and thinkers have brought a variety of ecumenical and interreligious perspectives to Commonweal’s pages in recent years.

Rather than an ideology, Commonweal represents a sensibility. We believe that the quality of conversation on moral, political, and economic questions fundamentally shapes our sense of what is practical and possible—and that this conversation has to embrace the imaginative and the visionary alongside the pragmatic and the empirical.

In religious matters Commonweal has always embodied the Second Vatican Council’s admonition that the church has important things to learn from modernity, especially from liberal democracy, at the same time that modern culture and democracy are in need of the moral and social vision distilled in the best of the Catholic tradition.

Through this Catholic sensibility we respond and are responsive to the ever-changing values, questions, and concerns of American life and global culture. As we approach our centennial in 2024, we are inspired to continue our long tradition of independence, civility, clarity, charity, and complexity in new and innovative ways. Indeed, our project is more important than ever.
Commonweal has 18,000 paid subscribers and a total readership of 39,000.

Seventy-one percent of Commonweal subscribers have a graduate or professional degree.

Fully 60 percent of our 18,000 paid subscribers pass their copies on to one or more readers.

More than 48 percent of subscribers earn $75,000 or more each year.

Four out of five subscribers read virtually every issue.

LOCATION OF ONLINE READERS

Well-read, well-traveled, and environmentally conscious, subscribers are engaged with the cultural, political, and religious issues of the day.

Sources: Commonweal subscriber survey, 2011
commonwealmagazine.org Google Analytics
DIGITAL GROWTH

With 1.4 million page views and more than 350,000 unique visits in the first six months of 2016, *Commonweal’s* website attracts a committed readership seeking thoughtful and timely treatment on topics of interest, presented with knowledgeable and considered analysis not found elsewhere.

Online-only features like Reading Lists—comprehensive, curated compilations on specific issues—complement our website content while giving readers access to the best of our extensive archived material. Mobile traffic (tablet/smartphone) to the *Commonweal* website continues to grow thanks to our responsive, mobile-friendly design, while enhanced social networking features have increased *Commonweal’s* social reach and raised referrals from Twitter and Facebook, even as our e-mail newsletter campaigns continue to far outperform the industry average.

And with a comprehensive redesign in the works, *Commonweal* is building on its established web presence to bring new content to new readers, in new ways.
### ISSUE AND CLOSING DATES
#### SEPTEMBER 2016 - DECEMBER 2017

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*50% bonus circulation (minimum 10,000) among theology teachers and students.*
Throughout the year, Commonweal offers issues covering on topics that are of special interest to our readers. These issues provide a unique opportunity to advertise in our most widely read and shared issues.

**Theology and Higher Education Issue:**
October 7, 2016; October 6, 2017
This issue, which is widely circulated to theology teachers and students on university campuses, covers on important topics in the study of religion and the purpose of higher education.

**Fall Books Issue:**
November 11, 2016; November 10, 2017
An annual issue dedicated to literary topics, this issue reviews of some of the season’s most significant new books.

**Christmas Books Issue:**
December 2, 2016; December 1, 2017
In this issue, notable contributors to Commonweal recommend favorite books to readers looking to fill out their gift lists. An opportunity to promote books and other gifts for the holiday season.

**Theological Books Issue:**
February 10, 2017
A perennial favorite, the issue features reviews of significant works of theology.

**Ecumenism and Interreligious Issue:**
March 10, 2017
Focusing on major developments in the dialogue among religions and denominations, this issue examines the history of relations between groups and the prospects for the future, with particular attention to the limitations of such dialogue and the expectations all parties should bring to the table.

**Spring Books Issue:**
May 5, 2017
This issue features reviews some of the season’s most significant new books, plus essays on other literary subjects: Past issues have featured Alice McDermott on the faith of a Catholic novelist and Christian Wiman on poetry and belief.

**Fiction Issue:**
July 7, 2017
This issue features the debut each year of a new short story. Past contributors have included Liam Callanan, Alice McDermott, Valerie Sayers, and Rand Richards Cooper.
OFFLINE ENGAGEMENT

Throughout the year, Commonweal engages with readers through a number of outlets, including Commonweal-hosted events, sponsorship programs, and key conferences.

Commonweal Conversations
A biennial dinner event bringing together more than 300 contributors and readers for conversation and to honor Commonweal’s Catholic in the Public Square Award recipient.

The College Subscription Program
A donor-sponsored program offering complimentary school-year subscriptions at no cost to undergraduate and graduate students recommended to us by faculty members and campus ministers.

the weal
A monthly newsletter and social network with events and information for young, literary-minded, politically-engaged, religiously-curious friends of Commonweal Magazine

Catholic Theological Society of America
BONUS DISTRIBUTION
Issues are distributed to attendees of the annual conference of the Catholic Theological Society of America, a large and diverse professional association of theologians and scholars.
# Magazine Advertising Rates

**Effective September 2016**

*Commonweal* is published 20 times per year and is in circulation 7 days before the date of issue.


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**Preferred Positions**

- Cover 4: $1,340 | $1,260 | $1,230 | $1,180
- Cover 2: $1,285 | $1,215 | $1,170 | $1,135
- Cover 3: $1,215 | $1,145 | $1,110 | $1,065
- Page facing Cover 3: $1,125 | $1,055 | $1,030 | $990
- Center Spread: $2,380 | $2,240 | $2,180 | $2,100

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

**Classified Advertising:** $1.25 per word, 3-line minimum. Discounts: 5%, 3 times; 10%, 6 times; 15%, 12 times. E-mail copy to commonwealads@gmail.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 Tiina Aleman, production editor, at tiina@commonwealmagazine.org.
ONLINE ADVERTISING RATES
EFFECTIVE FEBRUARY 2017

Web Site
With more than 50,000 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.

The website features three ad positions:
• Leaderboard (728x90)—appears on all pages and costs $600/month
• Billboard (970x250)—appears on all pages and costs $625/month
• Sidebar (300x250 OR 300x600)—appears on article pages only and costs $450/month for the 300x250 size and $475 for the 300x600 size

To ensure to best possible viewing experience for our growing number of mobile users, we’ve developed two ad positions for mobile devices:
• Leaderboard (320x50)—appears on all pages
• Billboard (300x250)—appears on all pages

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

Twice-Weekly e-Newsletter (Tuesday and Friday)
Circulation 20,000
Single advertiser: exclusive 300 X 250 ad position

$150/issue

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

TERMS AND CONDITIONS

Space contracts: Unless advance space contract is made for multiple insertions within 22 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 and 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.

Editor: Paul Baumann

Advertising orders and inquiries: Commonweal Ad Sales
Phone: (540) 935-2172
commonwealads@gmail.com

Ad materials and production questions: Tiina Aleman, Production Editor
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tiina@commonwealmagazine.org

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