



Commonweal

2018 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.

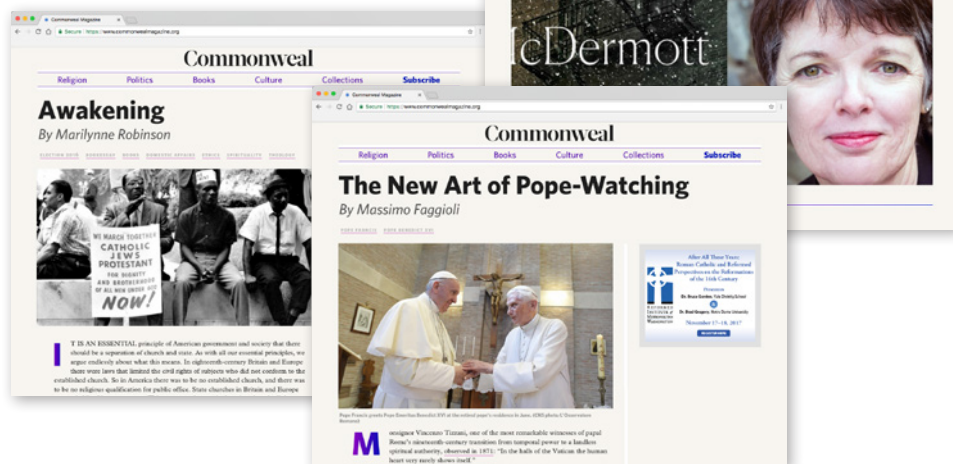
Rather than an ideology, *Commonweal* represents a sensibility. We believe that the quality of conversation on moral, political, and economic questions fundamentally shapes our sense of what is practical and possible—and that this conversation has to embrace the imaginative and the visionary alongside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



DEMOGRAPHICS

READERS



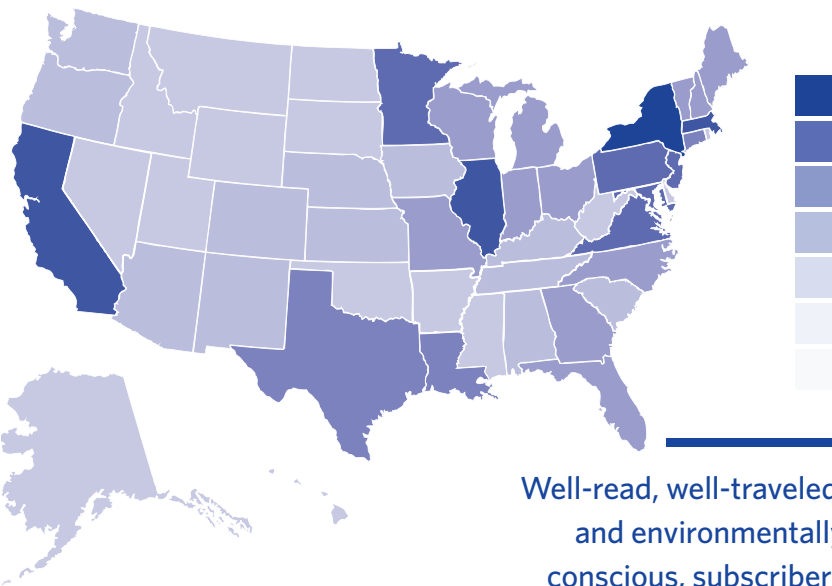
Commonweal has
18,000
paid subscribers &
a total readership of
39,000

ENGAGED AUDIENCE



4/5
subscribers
read virtually
every issue

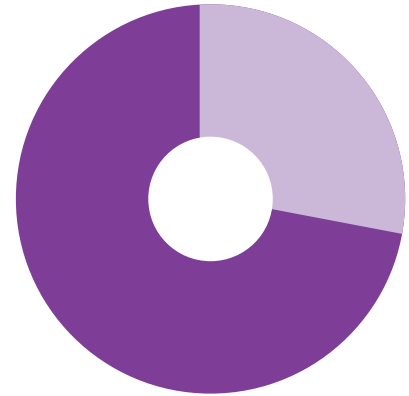
LOCATION OF ONLINE READERS



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

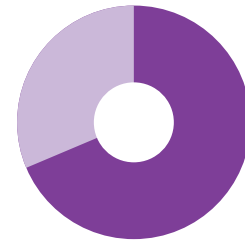
SOURCES:
subscriber survey, 2011
commonwealmagazine.org Google Analytics

EDUCATION



71% of *Commonweal*
subscribers
have a graduate or
professional degree

PASSING IT ON



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

INCOME



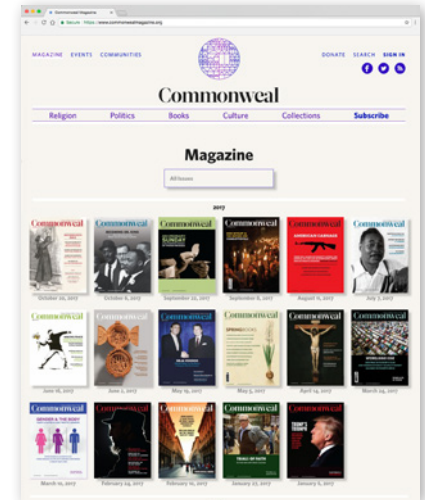
More than **48%**
of subscribers earn
\$75,000
or more each year

DIGITAL GROWTH

With nearly 1.5 million page views and more than 800,000 unique visits in the first six months of 2017, Commonwealth's website attracts a committed readership seeking thoughtful and timely treatment on topics of interest, presented with knowledgeable and considered analysis not found elsewhere.

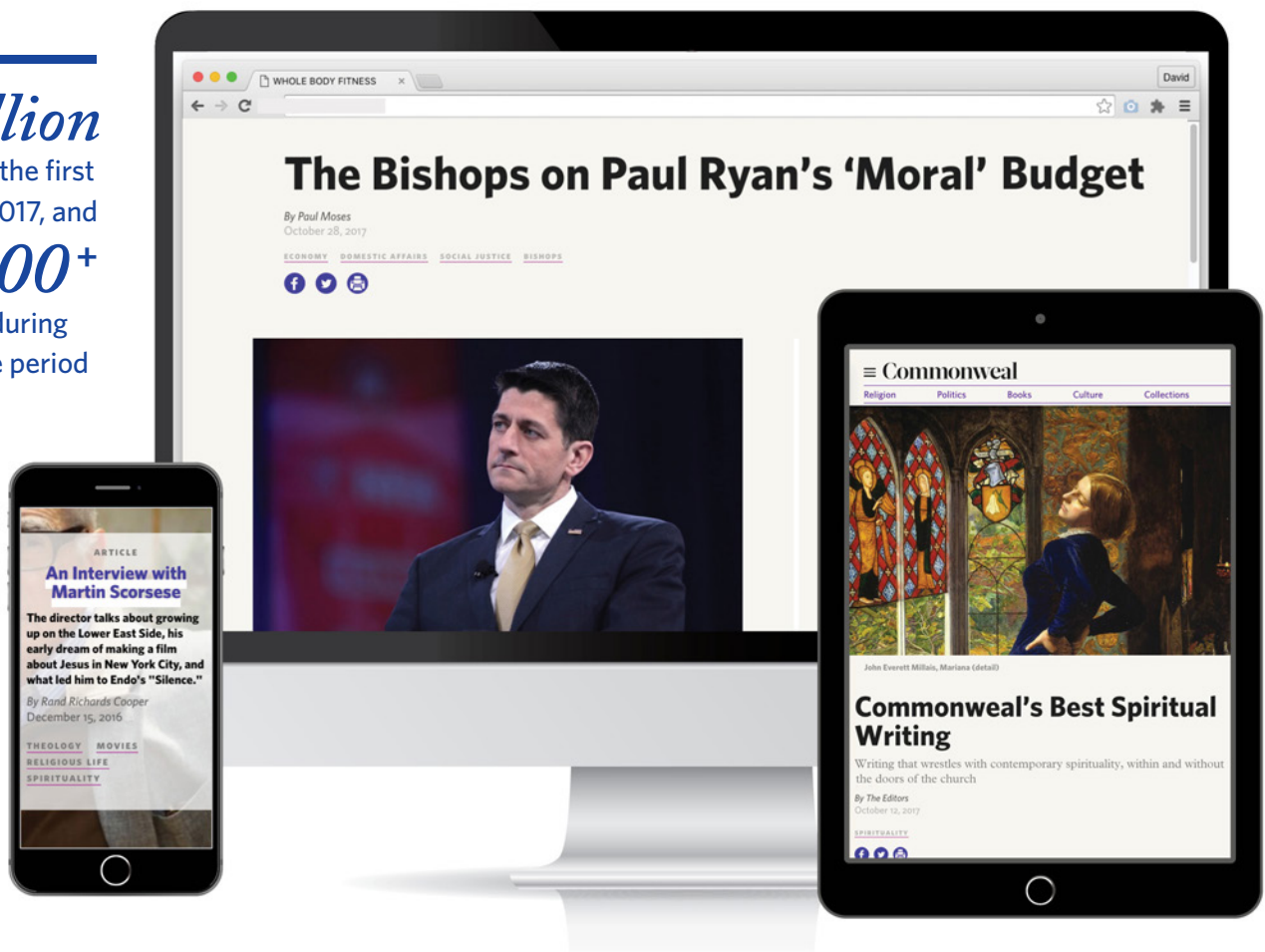
Online-only features such as photo essays, web-exclusive columns, and Commonwealth Collections—comprehensive, curated compilations on specific issues—complement our daily digital offerings while giving readers access to the best of our extensive archived material. Mobile traffic (tablet/smartphone) to the

Commonwealth website continues to grow thanks to our responsive, mobile-friendly design. Enhanced social networking features have increased Commonwealth's social reach and raised referrals from Twitter and Facebook, while our e-mail newsletter campaigns far outperform the industry average.



With a comprehensive redesign launched in March 2017, Commonwealth has seen further growth in traffic even as it continues to optimize its web presence to bring new content to new readers, in new ways, on a range of platforms and devices.

15 million
page views in the first
6 months of 2017, and
800,000+
unique visits during
the same time period



ISSUE DATE	SPECIAL FEATURES	SPACE RESERVATION	AD MATERIALS DUE
2017			
September 8		August 7	August 14
September 22		August 21	August 28
October 6	Theology/Higher Education Issue*	September 5	September 11
October 20		September 18	September 25
November 10	Fall books	October 9	October 16
December 1	Christmas Critics	October 30	November 6
December 15		November 13	November 20
2018			
January 5		November 27, 2017	December 4, 2017
January 26		December 11, 2017	January 2
February 9		January 8	January 16
February 23		January 22	January 29
March 9	Ecumenism / Interreligious Issues	February 5	February 12
March 23		February 19	February 26
April 13		March 12	March 19
May 4	Spring Books	April 2	April 9
May 18		April 16	April 23
June 1	Bonus Distribution: Catholic Theological Society of America	April 30	May 7
June 15		May 14	May 21
July 6	Fiction Issue	June 4	June 11
August 10		July 9	July 16
September 7		August 6	August 13
September 21		August 20	August 27
October 5	Theology/Higher Education*	September 4	September 10
October 19		September 17	September 24
November 9	Fall books	October 8	October 15
November 30	Christmas Critics	October 29	November 5
December 14		November 12	November 19

*50% bonus circulation (minimum 1,000) among theology teachers and students

Throughout the year, *Commonweal* offers issues 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:

Oct. 6, 2017; Oct. 5, 2018

This issue, which is widely circulated to theology teachers and students on university campuses, covers important topics in the study of religion and the purpose of higher education.

Fall Books Issue:

Nov. 10, 2017; Nov. 9, 2018

An annual issue dedicated to literary topics, this issue reviews of some of the season's most significant new books.

Christmas Critics Issue:

Dec. 1, 2017; Nov. 30, 2018

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.

Ecumenism and Inter-religious Issue:

March 9, 2018

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 4, 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 6, 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.

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

Printing Specifications: Printing and binding: Web offset, saddle stitched. Trim: 8.125 X 10.875." Bleed ads: 8.375" X 11.125." Column widths: 2-column page—3.375" (20p6); 3-column page—2.25" (13p6). Halftones: 150-line screen.

SPACE	SIZE	RATES			
		1-TIME	3-TIME	6-TIME	12-TIME
1 Page	7 x 10"	\$1,130	\$1,065	\$1,030	\$1,000
2/3 Page	4.625 x 9.375	\$885	\$840	\$800	\$775
1/2 Page Vertical	3.375 x 9.375 (two-column page)	\$800	\$750	\$730	\$700
1/2 Page Horizontal	7 x 4.625	\$750	\$700	\$690	\$665
1/2 Page Island	4.625 x 7	\$750	\$700	\$690	\$665
1/3 Page Vertical	2.25 x 9.375	\$570	\$540	\$520	\$495
1/3 Page Square	4.625 x 4.625	\$570	\$540	\$520	\$495
1/4 Page Vertical	3.375 x 4.625 (two-column page)	\$520	\$480	\$470	\$450
1/4 Page Horizontal	4.625 x 3.5 (three-column page)	\$495	\$460	\$440	\$425
1/6 Page Vertical	2.25 x 4.625	\$365	\$345	\$335	\$325
1/6 Page Horizontal	4.625 x 2.25	\$365	\$345	\$335	\$325

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.

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.

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	300 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.

TWICE-WEEKLY E-NEWSLETTER (Tuesday & Friday)

Single Advertiser	300 x 250 px	Circulation: 20,000	\$150/issue
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Online Specifications: .gif, .jpg, .png and Flash formats accepts; must be 60KB or less in file size.

The average open rate of the *Commonweal* newsletter is 30% (vs. the industry average of 17.3%).

The average click-through rate is 8.6% (vs. the industry average of 3.7%).

TERMS & 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 & 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

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