



Our Mission

Now in our 100th year 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.



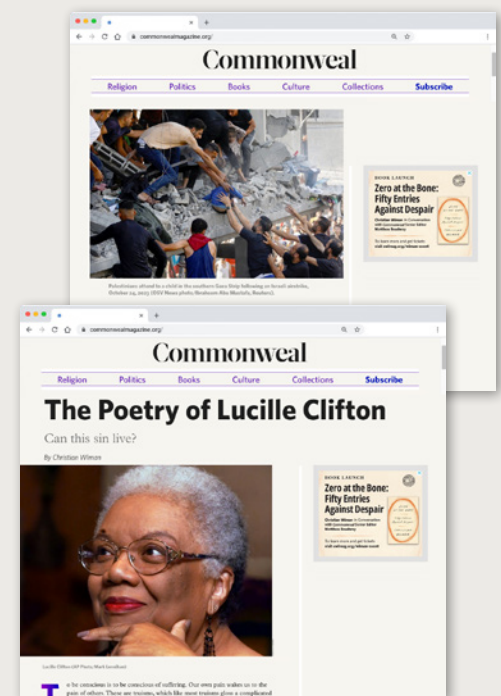
Our Readers

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



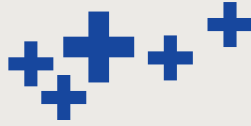
Digital Engagement

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 **1.6 million page views** and nearly 885,000 web visitors in 2023, your web ad could receive an estimated 115,000+ views in one month.

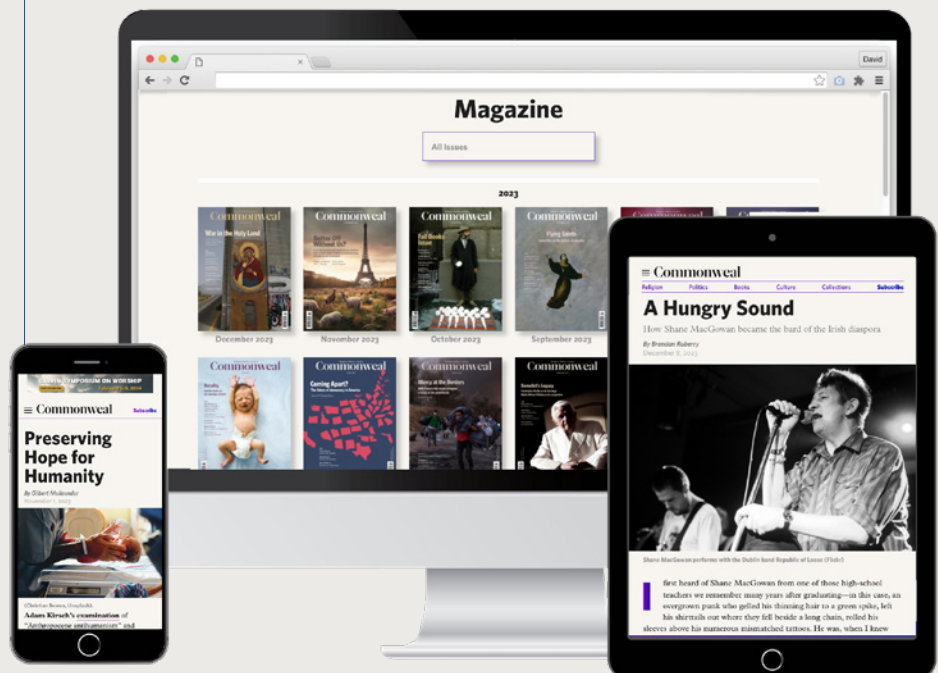
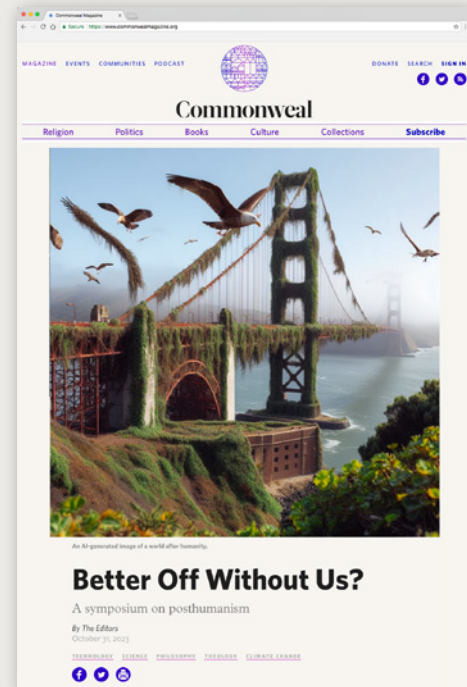
Commonweal continues to optimize its web presence. Thanks to our responsive, mobile-friendly design, 54.2% of all web traffic is on mobile or tablet. Online-only features, such as web-exclusive columns and collections on must-read topics, encourage further reading and engagement. Our social media, podcast, 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.

1.6 million
page views in 2023.



885,000
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

Each issue in 2024 features curated articles from Commonweal's archive, featuring such luminaries as G.K Chesterton, Dorothy Day, Thomas Merton, George Shuster, and Abigail McCarthy. And our special and celebratory centennial issue offers a once-in-a-lifetime opportunity to share and celebrate your organization's commitment to the common good.

ISSUE	SPECIAL FEATURES	SPACE RESERVATION	AD MATERIALS DUE
January		November 29	December 13
February		January 2	January 16
March		February 1	February 15
April		February 29	March 14
May		March 28	April 11
June		April 30	May 14
July/August	Fiction Issue	June 6	June 20
September		August 1	August 15
October		August 29	September 12
November	Centennial Issue	October 1	October 15
December		October 31	November 14





THE Commonweal PODCAST

Available on:



Apple Podcasts



Google Podcasts

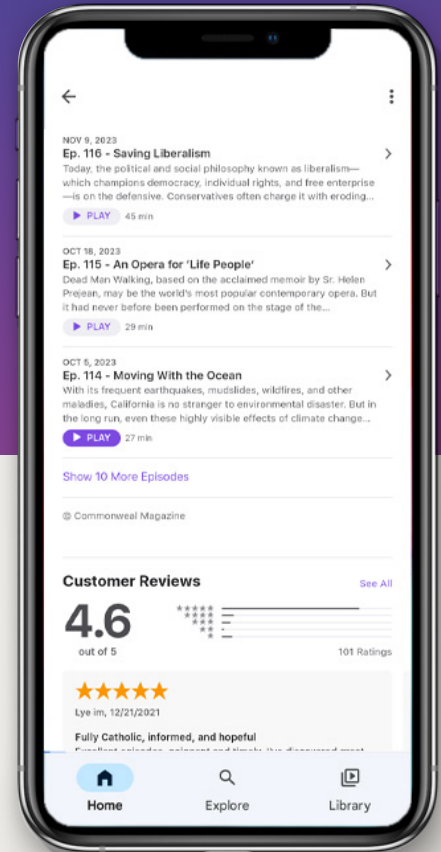


Spotify

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.



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

"We're gonna abolish
the death penalty. But
we have work to do."

— SR. HELEN PREJEAN,
Ep. 115 – An Opera for 'Life People'

"Writing means working in the dark.
It's a kind of madness, but you can't
do anything else, and wouldn't want to."

— ALICE MCDERMOTT,
Ep. 62 - Life Sentences

"The past can't be changed.
But we can build a new
future together."

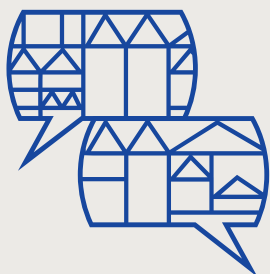
— MATTHEW POTTS,
Ep. 95 - Must We Forgive?

"In the midst of so many imperfections and sins, we can still see the ideal that has driven our country from its beginning: to be open to the world, to be a place for refuge, a place of welcome."

— BISHOP MARK SEITZ, *El Paso: One Year Later (Part 2)*

Events and Programs

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



COMMONWEAL CONVERSATIONS

Commonweal produces several events throughout the year and is open to co-sponsorship with partnering organizations for both in-person and virtual events. *Commonweal* also hosts a biannual fundraising dinner attended by more than 300 contributors and friends. In October 2024, *Commonweal* will host a special celebration to commemorate 100 years of *Commonweal*, which will double the attendance of a typical year. Learn more on how to get involved, including sponsorships and tables.



THE COLLEGE SUBSCRIPTION PROGRAM

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



THE WEAL

A monthly e-newsletter and network for students and young professionals. Post a job or targeted marketing to this specialized list.

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
Page facing Cover 3		\$1,425
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				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%).
Twice Weekly	300 x 250 px	Circulation: 35,000	\$200/issue	
Podcast (Twice Monthly)	300 x 250 px	Circulation: 35,000	\$200/issue	
The Weal (Monthly)	300 x 250 px	Circulation: 2,000	\$150/issue	
Monthly Books	300 x 250 px	Circulation: 35,000	\$200/issue	
Monthly Discussion Guide	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			Your provide the copy, images, and links—we do the rest
36,000 Emails		\$4,100	

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:

Patrick Shanley

Phone: (312) 919-1306
patrick@kevinshanley.com

AD MATERIALS & PRODUCTION QUESTIONS:

Isa Simon, Managing Editor

475 Riverside Drive, Room 244
New York, NY 10115

isimon@commonwealmagazine.org
(212) 662-4200

EDITOR

Dominic Preziosi

EXECUTIVE DIRECTOR

Ellen Koneck

commonwealmagazine.org