Commonweal
2020 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.

The fall of 2019 marks Commonweal’s ninety-fifth year of publication. That’s no minor milestone, especially in an age where readers increasingly look to their screens rather than the page for news and information. Yet for Commonweal, the print magazine remains essential to the Commonweal brand: serving as the forum for civil, reasoned debate on the interaction of faith with contemporary politics and culture.

And now that Commonweal is closing in on a century of publication, we’ve decided to freshen up the magazine’s look. Beginning with the September 2019 issue, we’re rolling out a newly redesigned Commonweal — featuring a clean, updated layout with distinctive signatures for each section; a richer format allowing for more imaginative use of photography and art; and more pages in every issue.

In addition to looking better, each issue of Commonweal will have more of the opinion, analysis, and criticism that readers rely on us for. Publication frequency will also be changing. Starting with the September issue, subscribers will receive eleven issues a year — one every month, save for a summer double issue in July/August.

Though we’re changing the number of issues, we’re not cutting back on the amount of content. The redesigned Commonweal will feature more articles, more essays, more reviews — as well as cover stories and thematic issues that launch larger, long-term conversations on the ideas and topics that Commonweal readers care about.

With a new look and expanded content, each issue of Commonweal will engage readers throughout the month. They’ll be spending more time with their copies, which translates into more exposure for your message. What’s more, new ad sizes and placements will enhance the impact of your creative.

The reimagined Commonweal — a better reader experience, a better advertiser medium.
DEMOGRAPHICS

Readers

Commonweal has 15,000 paid subscribers & a total readership of 32,500

Engaged Audience

4/5 subscribers read virtually every issue

Education

78% of Commonweal subscribers have a graduate or professional degree

Passing it On

60% of our 15,000 paid subscribers pass their copies on to one or more readers

Income

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

Sources: subscriber surveys — 2011 & 2018
commonwealmagazine.org Google Analytics

2020 Commonweal Media Planner
DIGITAL GROWTH

With more than 2.6 million page views and more than 1.1 million new users in the May 2018 – May 2019 period, 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 such as photo essays, web-exclusive columns, and Commonweal 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 Commonweal website continues to grow thanks to our responsive, mobile-friendly design. Enhanced social networking features have increased Commonweal’s social reach and raised referrals from Twitter and Facebook, while our e-mail newsletter campaigns far outperform the industry average.

**2.6 million**

page views in the May 2018 – May 2019 period.

**1.1 million**

new users during the same period.

**Commonweal has experienced significant 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.**
# Issues & Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Features</th>
<th>Space Reservation</th>
<th>Ad Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>August 2019</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td></td>
<td>July 8</td>
<td>July 15</td>
</tr>
<tr>
<td>September</td>
<td></td>
<td>August 7</td>
<td>August 14</td>
</tr>
<tr>
<td>October</td>
<td>Theology/Higher Education*</td>
<td>September 4</td>
<td>September 11</td>
</tr>
<tr>
<td>November</td>
<td>Fall Books</td>
<td>October 2</td>
<td>October 9</td>
</tr>
<tr>
<td>December</td>
<td>Christmas Critics</td>
<td>November 6</td>
<td>November 13</td>
</tr>
<tr>
<td><strong>January 2020</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td></td>
<td>December 4</td>
<td>December 11</td>
</tr>
<tr>
<td>February</td>
<td></td>
<td>January 8</td>
<td>January 15</td>
</tr>
<tr>
<td>March</td>
<td></td>
<td>February 5</td>
<td>February 12</td>
</tr>
<tr>
<td>April</td>
<td></td>
<td>March 4</td>
<td>March 11</td>
</tr>
<tr>
<td>May</td>
<td>Spring Books</td>
<td>April 8</td>
<td>April 15</td>
</tr>
<tr>
<td>June</td>
<td>Bonus Distribution: CTSA</td>
<td>May 6</td>
<td>May 13</td>
</tr>
<tr>
<td>July-August</td>
<td>Fiction Issue</td>
<td>June 10</td>
<td>June 17</td>
</tr>
</tbody>
</table>

*50% bonus circulation (minimum 1,000) among theology teachers and students*
SPECIAL FEATURES
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:**
October 2019
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.

**Christmas Critics Issue:**
December 2019
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.

**Fall Books Issue:**
November 2019
An annual issue dedicated to literary topics, this issue reviews some of the season’s most significant new books.

**Spring Books Issue:**
May 2020
This issue features reviews of 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 – August 2020
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.
Each episode of The Commonweal 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.
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.
PRINT AD RATES

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


<table>
<thead>
<tr>
<th>SPACE</th>
<th>SIZE</th>
<th>1-TIME</th>
<th>3-TIME</th>
<th>6-TIME</th>
<th>12-TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8 x 10.85”</td>
<td>$1,130</td>
<td>$1,065</td>
<td>$1,030</td>
<td>$1,000</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.69 x 9.167</td>
<td>$885</td>
<td>$840</td>
<td>$800</td>
<td>$775</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.15 x 4.5</td>
<td>$750</td>
<td>$700</td>
<td>$690</td>
<td>$665</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.22 x 9.167</td>
<td>$570</td>
<td>$540</td>
<td>$520</td>
<td>$495</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.7 x 4.5</td>
<td>$570</td>
<td>$540</td>
<td>$520</td>
<td>$495</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.45 x 4.5</td>
<td>$520</td>
<td>$480</td>
<td>$470</td>
<td>$450</td>
</tr>
</tbody>
</table>

**Preferred Positions**

<table>
<thead>
<tr>
<th></th>
<th>1-TIME</th>
<th>3-TIME</th>
<th>6-TIME</th>
<th>12-TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>$1,340</td>
<td>$1,260</td>
<td>$1,230</td>
<td>$1,180</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$1,285</td>
<td>$1,215</td>
<td>$1,170</td>
<td>$1,135</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$1,215</td>
<td>$1,145</td>
<td>$1,110</td>
<td>$1,065</td>
</tr>
<tr>
<td>Page facing Cover 3</td>
<td>$1,125</td>
<td>$1,055</td>
<td>$1,030</td>
<td>$990</td>
</tr>
<tr>
<td>Center Spread</td>
<td>$2,380</td>
<td>$2,240</td>
<td>$2,180</td>
<td>$2,100</td>
</tr>
</tbody>
</table>

**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.
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.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
<th>PAGES</th>
<th>RATE</th>
<th>MOBILE SIZE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970 x 250 px</td>
<td>All pages</td>
<td>$625/mo</td>
<td>300 x 250 px</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>All pages</td>
<td>$625/mo</td>
<td>320 x 50 px</td>
</tr>
<tr>
<td>Sidebar 1</td>
<td>300 x 600 px</td>
<td>Articles only</td>
<td>$475/mo</td>
<td>N/A</td>
</tr>
<tr>
<td>Sidebar 2</td>
<td>300 x 250 px</td>
<td>Articles only</td>
<td>$450/mo</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*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 |

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

The average open rate of the Commonweal newsletter is 35% (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.

ADVERTISING ORDERS & INQUIRIES:
Commonweal Ad Sales
Phone: (703) 346-8297
commonwealads@gmail.com

AD MATERIALS & PRODUCTION QUESTIONS:
Tiina Aleman, Production Editor
475 Riverside Drive, Room 405
New York, NY 10115
Phone: (212) 662-4200 x7004
tiina@commonwealmagazine.org

EDITOR
Dominic Preziosi

PUBLISHER
Thomas Baker
commonwealmagazine.org