



# Commonweal

## *2021 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 2020 marks *Commonweal*'s **ninety-sixth 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**.

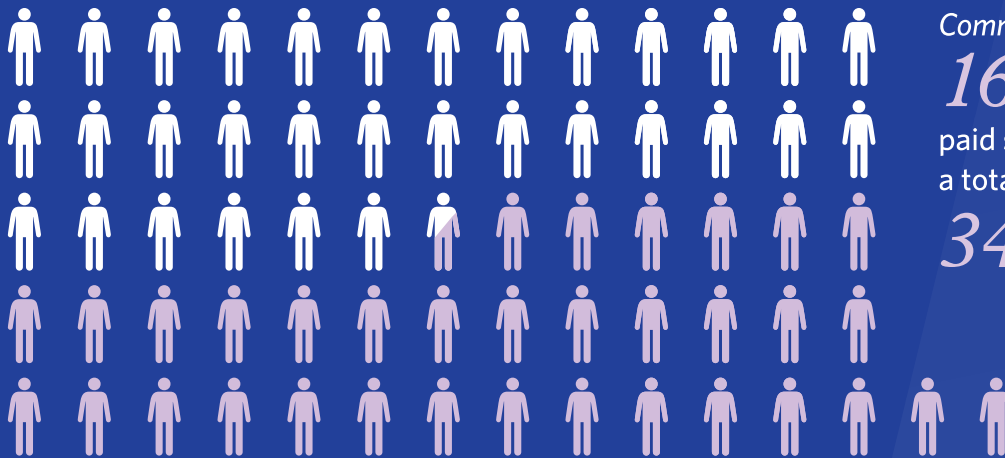
Although tolerant in tone, *Commonweal* has never shrunk from taking strong and often controversial stands. The editors condemned the firebombing of Dresden and the use of atomic weapons at Hiroshima and Nagasaki in World War II. They have criticized American racism; supported resistance to U.S. involvement in Vietnam; and took issue with not only the 1968 papal encyclical *Humanae vitae* but also the 1973 Supreme Court decision *Roe v. Wade*. Today the magazine maintains prolife convictions while being critical of single-issue abortion politics, and provides a space for marginalized voices.

Since its founding, *Commonweal* has staked a claim for Catholic principles and perspective in American life. It has been credited with preparing American Catholics for Vatican II and its aftermath. Readers say it has helped them weather the church's sex-abuse scandal and work through questions related to the role of women, the relationship between religion and politics, and church teachings on sexuality. The magazine has an ongoing interest in social justice, ecumenism, just-war teaching, liturgical renewal, women's issues, the primacy of conscience, and the interchange between Catholicism and liberal democracy. As it has throughout its 96-year history, *Commonweal* continues to publish leading contemporary writers, public figures, and theologians.



# Demographics

## Readers



Commonweal has  
**16,500**  
paid subscribers &  
a total readership of  
**34,700**

## Engaged Audience



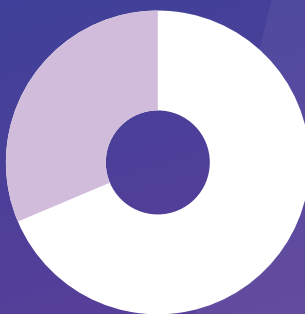
**4/5**  
subscribers read  
virtually every issue

## 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



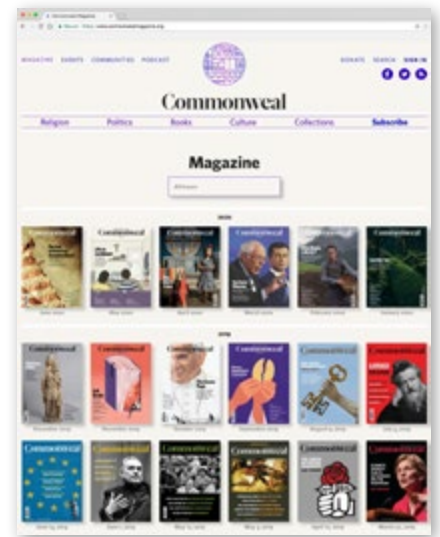
More than **48%**  
of subscribers earn  
**\$75,000**  
or more each year

# Digital Growth

With more than **2.5 million page views** and more than 1.1 million new users in the May 2019 – May 2020 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.

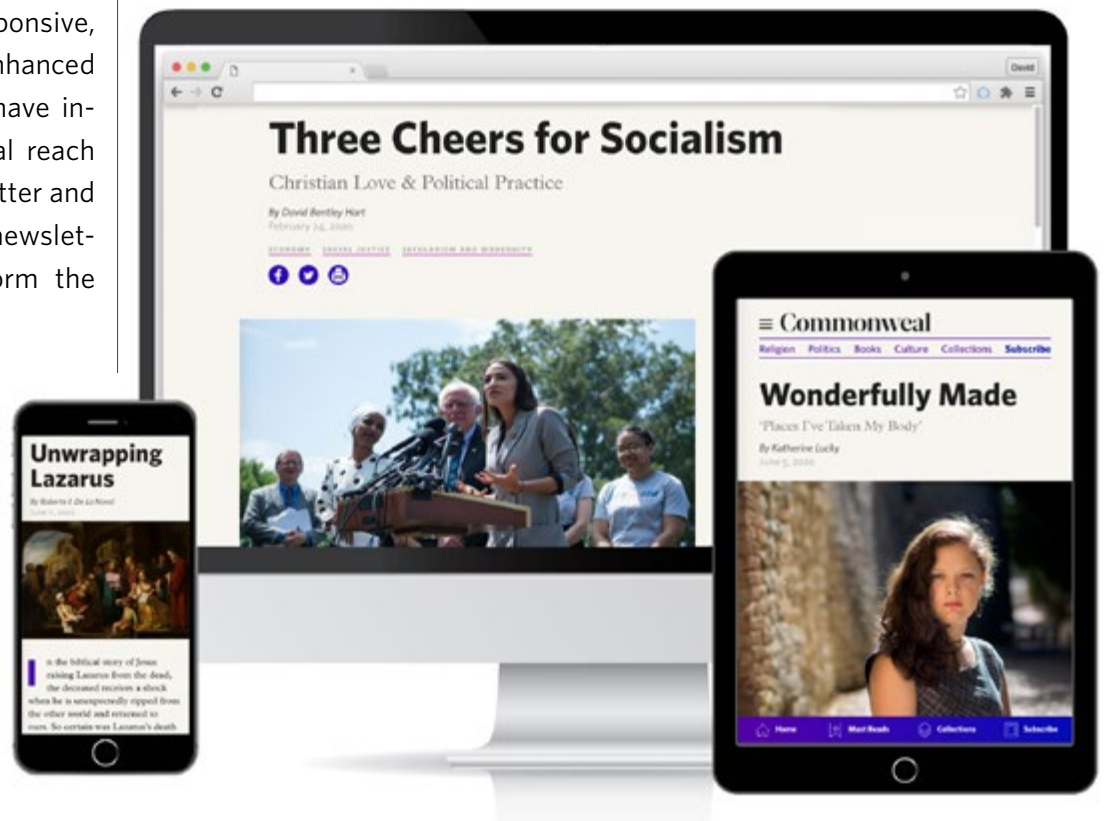
Online-only features such as photo essays, web-exclusive columns, and *Commonweal* Collections—comprehensive, curated compilations on specific issues—complement our daily digital offerings while giving readers access to the best of our extensive archived material. Mobile traffic (tablet/smartphone) to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

*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.*



**2.5 million**  
page views in the May  
2018 – May 2019 period.

**1.1 million**  
new users during the  
same period.



# Issues & Dates

ISSUE	SPECIAL FEATURES	SPACE RESERVATION	AD MATERIALS DUE
SEPTEMBER 2020			
September		August 6	August 6
October	Theology/Higher Education*	September 3	September 17
November	Fall Books	October 1	October 15
December	Christmas Critics	October 29	November 12
JANUARY 2021			
January		November 30	December 7
February		January 7	January 21
March		February 4	February 18
April		March 4	March 18
May	Spring Books	April 1	April 15
June	Bonus Distribution: CTSA	April 29	May 13
July-August	Fiction Issue	June 3	June 17

*\*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 & HIGHER EDUCATION ISSUE:

### October 2020

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:

### November 2020

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

## CHRISTMAS CRITICS ISSUE:

### December 2021

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.

## SPRING BOOKS ISSUE:

### May 2021

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 2021

This issue features the debut each year of a new short story. Past contributors have included Liam Callanan, Alice McDermott, Rand Richards Cooper, and Valerie Sayers.





# THE Commonweal PODCAST

Available on:



Apple Podcasts



Google Play



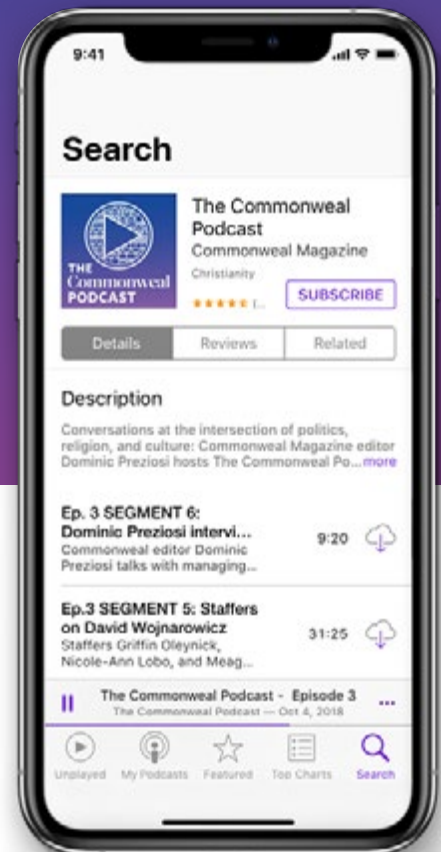
Spotify

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.

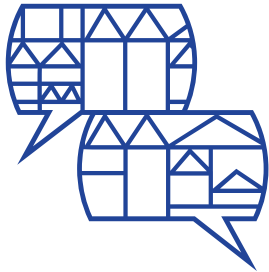
We offer a number of cost-effective options, including pre-roll, mid-roll, and exclusive sponsorships.

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



# 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.

**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			
		1-TIME	3-TIME	6-TIME	12-TIME
Full Page with bleed	8 x 10.85 (0.125 bleed on all sides)	\$1,130	\$1,065	\$1,030	\$1,000
Full Page with no bleed	7.25 x 9.85	\$1,130	\$1,065	\$1,030	\$1,000
2/3 Page	4.69 x 9.167	\$885	\$840	\$800	\$775
1/2 Page Horizontal	7.15 x 4.5	\$750	\$700	\$690	\$665
1/3 Page Vertical	2.22 x 9.167	\$570	\$540	\$520	\$495
1/3 Page Square	4.7 x 4.5	\$570	\$540	\$520	\$495
1/4 Page Vertical	3.45 x 4.5	\$520	\$480	\$470	\$450
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](mailto:commonwealads@gmail.com). All classified ads will also be listed on [commonwealmagazine.org](http://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 Katie Daniels, managing editor, at [kdaniels@commonwealmagazine.org](mailto:kdaniels@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.				
TWICE-WEEKLY E-NEWSLETTER (TUESDAY & FRIDAY), MONTHLY BOOKS				The average open rate of the <i>Commonweal</i> newsletter is 30.8% (vs. the industry average of 17.3%). The average click-through rate is 5.7% (vs. the industry average of 3.7%).
Single Advertiser	300 x 250 px	Circulation: 28,000	\$150/issue	
Online Specifications: .gif, .jpg, .png and Flash formats accepted; must be 60KB or less in file size.				

## 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*  
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commonwealads@gmail.com

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