



Commonweal

2026 MEDIA PLANNER



Our Mission

Embarking on its second century 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 13,000 subscribers 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.



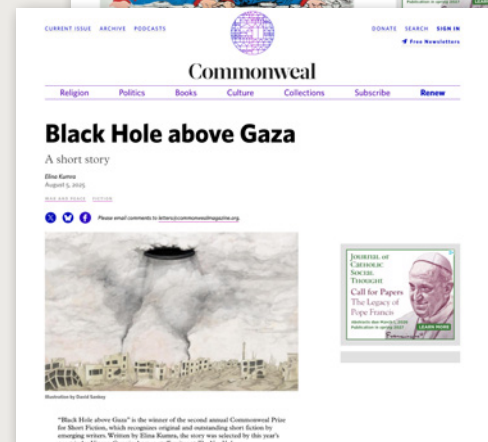
13,000
subscribers



35,000
newsletter readers



879,000
website visitors



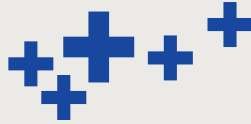
Digital Engagement

If you're looking for immediate and cost-effective visibility for your organization, our website and email newsletters are the place to start. With more than **1.9 million page views** and **879,000 active users** in 2025, your web ad could receive an estimated 165,000+ views in one month.

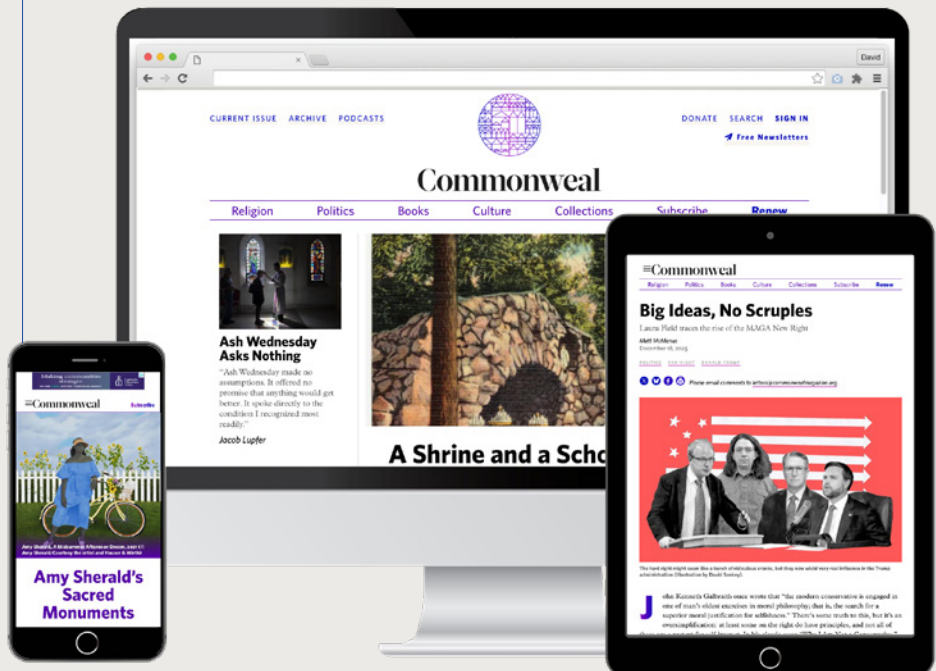
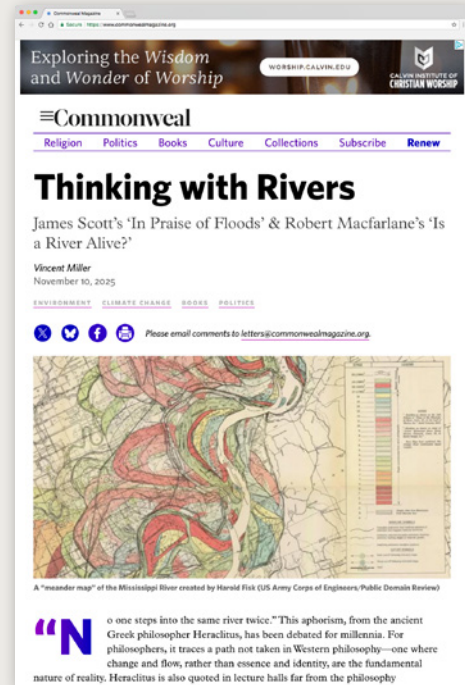
Commonweal continues to optimize its web presence. Thanks to our responsive, mobile-friendly design, 51% of all web traffic is on mobile or tablet. Online-only features, such as web-exclusive columns and collections on must-read topics, encourage further reading and engagement. Our social media, podcast, and email newsletters regularly drive new and returning readers to our website. And special projects continue to invest in digital growth.

For those who desire more targeted visibility, consider our email newsletters. Our email list of 35,000 engaged readers is interested in religion, politics, and culture. 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.

1.9 million
page views in 2025.



879,000
active users during
the same period.



Commonweal continues to optimize its web presence to bring content to new readers, in new ways, on a range of platforms and devices.

Issues & Dates

ISSUE	SPACE RESERVATION	AD MATERIALS DUE	MAIL DATES
January	November 27	December 11	December 30
February	January 1	January 15	January 30
March	January 29	February 12	February 27
April	February 26	March 12	March 27
May	March 31	April 14	April 29
June	April 30	May 14	June 1
July/August*	June 4	June 18	July 6
September	July 9	July 23	August 13
October	August 5	August 19	September 10
November	September 3	September 17	October 8
December	October 8	October 22	November 12

*The July/August issue will feature our annual emerging writer fiction contest, this year with guest judge Phil Klay.





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.

Spring 2026 will feature a special podcast series exploring the lives of Black Catholics in Detroit—a complex tale about race and religion, loyalty and dissent, the effects of white flight, urban decay, and the long struggle to find and hold onto a spiritual home. Please get in touch to learn more about unique sponsorship opportunities related to this series.

We offer a number of cost-effective options, including pre-roll, mid-roll, and exclusive sponsorships for \$250.

“This is our moment to fight for democracy, as all the other generations before us had their own moments.”

— HILLE HAKER,
Ep. 156: *The Counterweight: The Common Good & American Liberalism*

“Pope Leo clearly knows how to promote a kind of unity that is beyond uniformity. And hopefully that model can filter into our political discourse.”

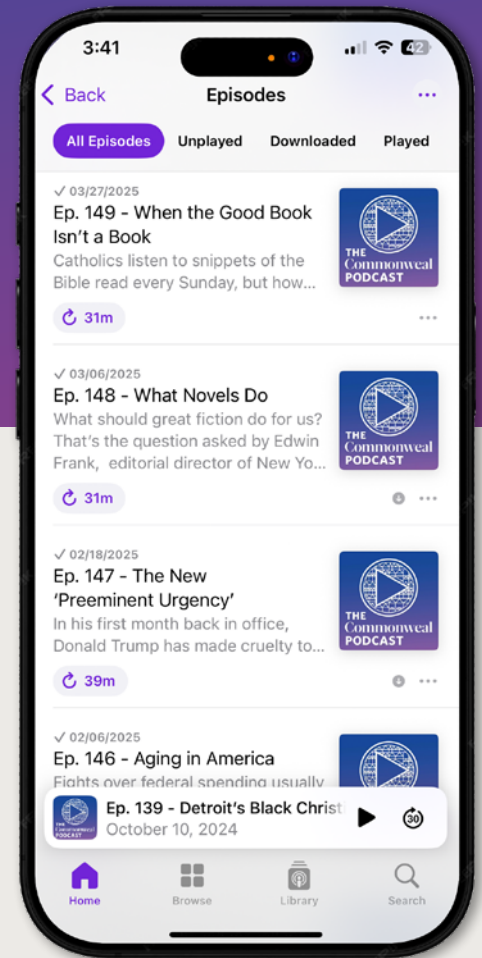
— NATALIA IMPERATORI-LEE,
Ep. 151 - *The First U.S. Pontiff*

“It’s helpful to remember that in times of uncertainty, it’s always the poor and vulnerable who suffer the most.”

— KERRY ROBINSON,
Ep. 147, *The New ‘Preeminent Urgency’*

“When you encounter this work, you’re seeing this religious aspect to it and you’re wondering: What does the person who made this really believe? And then the question of asking what you suspect Wim Wenders believes or Warhol believes or Dylan believes engages you in the question of what you yourself believe.”

— PAUL ELIE, Ep. 152 - *Crypto-Religiosity*



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

Print Ad Rates

Commonweal is published 11 times per year.

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
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 165,000 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				<i>Commonweal's</i> email list is an engaged readership composed of visitors, subscribers, and donors.
Twice Weekly (Tues. & Fri.)	300 x 250 px	Circulation: 32,000	\$200/issue	
Podcast (Twice Monthly)	300 x 250 px	Circulation: 6,000	\$100/issue	
Arts & Culture (first Saturday of the month)	300 x 250 px	Circulation: 3,000	\$100/issue	
Archives (third Saturday of the month)	300 x 250 px	Circulation: 4,000	\$100/issue	
Monthly Discussion Guide (first Thurs. of the month)	300 x 250 px	Circulation: 4,000	\$100/issue	

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

DEDICATED EMAILS		You provide the copy, images, and links— we do the rest
35,000 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

EDITOR

Dominic Preziosi

EXECUTIVE DIRECTOR

Ellen Koneck

commonwealmagazine.org



**MONDAY
OCTOBER 5, 6:30 P.M.**

**PIER 60, CHELSEA PIERS
NEW YORK CITY**

Join *Commonweal* in celebrating 102 years of continuous publication with one of the best advertising opportunities of the year

Sponsorship packages help increase visibility for your organization across all our platforms while showing support for our independent, lay-led voice.

SPONSORSHIP INFORMATION

Since 2005, *Commonweal* has hosted a biennial gala, gathering friends, writers, and readers from around the country to honor individuals whose noteworthy work is in service to the common good, informed and inspired by their Catholic faith. Over the years, *Commonweal* has honored luminaries like Sr. Carol Keehan, Tim Shriver, Mark Shields, Kerry Robinson, and Amy Goldman, as well as university presidents John Sexton, John DeGoia, and Tania Tetlow, the inaugural recipient of our Centennial Award. Highlight your organization's mission, courses and events, new products, or other offerings with a Commonweal Benefit Dinner sponsorship package.

This fall, you'll get to bring your message to a generous and well-educated Catholic audience through promotions in print, web, audio, email, and at our live event, The Commonweal Benefit Dinner, to be held Monday, October 5, in New York City. This is an unprecedented moment to extend your marketing message while standing alongside a beloved and critically acclaimed publisher.

SPONSORSHIP PACKAGES

When it comes to advertising, there are three sponsorship packages available: Bronze, Silver, or Gold Sponsorship. See below for more details. For advertising inquiries, please contact **Patrick Shanley** at patrick@kevinshanley.com or call **(312) 919-1306**.

If your organization would be interested in buying tickets or a table for the 2026 Commonweal Centennial Benefit Dinner, please be in touch with executive director **Ellen B. Koneck** at ekoneck@commonwealmagazine.org or visit cwmag.org/benefit2026.

BRONZE SPONSORSHIP: \$1,500

- 1 quarter page ad in the October 2026 issue of the print magazine
- 1 ad in *Commonweal's* twice-weekly email newsletter
- 1 Sidebar 2 website ad (300 x 250px)
- 1 podcast sponsorship message
- Your brand listed on the exclusive sponsorship list distributed at all table settings
- Your logo and organization included in all pre-show email and web marketing

RETAIL VALUE: \$2,155
YOUR PRICE: \$1,500
YOU SAVE: \$655 (30%)

SILVER SPONSORSHIP: \$1,900

- 1 quarter page ad in the October 2026 issue of the print magazine
- 1 quarter page ad in the November 2026 issue of the print magazine
- 1 ad in *Commonweal's* twice-weekly email newsletter
- 1 Sidebar 1 website ad (300 x 600px)
- 1 podcast sponsorship message
- Your brand listed on the exclusive sponsorship list distributed at all table settings
- Your logo and organization included in all pre-show email and web marketing

RETAIL VALUE: \$2,835
YOUR PRICE: \$1,900
YOU SAVE: \$935 (33%)

GOLD SPONSORSHIP: \$4,500

- 1 quarter page ad in the October 2026 issue of the print magazine
- 1 quarter page ad in the November 2026 issue of the print magazine
- 1 sponsored email to *Commonweal's* 35,000-subscriber list
- 1 ad in *Commonweal's* twice-weekly email newsletter
- 1 Leaderboard or Billboard website display ad
- 1 podcast sponsorship message
- Your brand listed on the exclusive sponsorship list distributed at all table settings
- Your logo and organization included in all pre-show email and web marketing

RETAIL VALUE: \$7,085
YOUR PRICE: \$4,500
YOU SAVE: \$2,585 (36%)