‘You shall know the truth and the truth shall make you free.’ – John 8:32

The Catholic Free Press

2023 ADVERTISING MEDIA KIT

We’ve got you covered

Established: 1951

Frequency: Published every Friday

Circulation: 9,500

Readership: 28,500

Online: Updated as news arises

eEdition: Read The Catholic Free Press online, with live links to advertisers

Website: Digital advertising opportunities on catholicfreepress.org

Special Sections:
Advertise or promote your business/events
- Catholic Schools
- Jubilarians
- Graduations
- Retreats
- Adoration
- Special Events
- Holidays

OUR MISSION.
Our primary mission is to inform Catholics in the Diocese of Worcester about what is happening in the Church at the parish, diocesan, state, national and international levels.

OUR VOICE.
Part of that primary mission means that we serve as an arm of the Bishop’s teaching ministry. In concert with this mission, we educate, enlighten, evangelize and contribute to a strengthened sense of Catholic community in the diocese.

OUR DIOCESE.
Finally, through columns and editorials, we attempt to define and clarify important issues facing Catholics and, indeed, all human beings. In so doing, we provide a counterbalance to a largely secularized and spiritually alienated media.

The Catholic Free Press

Pope Benedict XVI
1957-2023

How the pope teaches us

The Catholic Free Press

Benedict XVI: a papacy of heroic humility

The Catholic Free Press

January 2023 Pro Life Events

The Catholic Free Press

Latest issue is now available online.

The Catholic Free Press is a publication of the Communications Ministry, Diocese of Worcester
catholicfreepress.org
SPECIAL ADVERTISING OPPORTUNITIES 2023

| JAN. 6  | SHOP OUR ADVERTISERS |
| FEB. 3  | SCHOOLS OPEN HOUSE  |
| FEB. 17 | CATHOLIC COLLEGE WEEK |
| MAR. 11 | SUMMER CAMPS  |
| MAR. 31 | JUBILARIANS  |
| APR. 7  | EASTER GREETINGS  |
| APR. 21 | CAREER/VOCATIONS  |
| MAY 19  | TRAVEL & RETREATS  |
| JUNE 2  | GRADUATIONS  |
| JUNE 23 | SENIOR LIVING |
| AUG. 11 | DIRECTORY  |
| AUG. 18 | BACK TO SCHOOL  |
| SEPT. 8  | TRAVEL & RETREATS  |
| SEPT. 23 | FALL FESTIVALS  |
| OCT. 21 | BEREAVEMENT  |
| NOV. 10 | RELIGIOUS EDUCATION  |
| NOV. 17 | THANKSGIVING GREETINGS  |
| NOV. 24 | CHRISTMAS GIFT GUIDE  |
| DEC. 2  | CHRISTMAS GIFT GUIDE |
| DEC. 17 | CHRISTMAS GREETINGS  |
| DEC. 29 | NEW YEAR’S GREETINGS |

Ask your account rep about

ADVERTISING OPPORTUNITIES
Your best direct connection to a highly targeted user base of dedicated Catholics, parishes, parishioners, educators, agencies and ministries and more.

Online
catholicfreepress.org

Web Ads
250 pixels wide – $30 per/month.
Special offer: $300 per/year when paid in full.
All we need is your logo and web address to link to your website.

Web Banner ads
1280 pixels wide x 480 pixels deep.
$200 per/month. Your ad is linked directly to your website.

CABLE TV/STREAMING
TV Ministry
Call for pricing and specs for “billboard” ads on Sunday Mass, Daily Mass and Diocesan Specials.

ANNUAL DIOCESAN DIRECTORY
directory.catholicfreepress.org
Print and online – no additional charge
Bundle print and online ads for special rates.

| Full Page   | $970 |
| Half Page   | $520 |
| Quarter Page| $300 |

$150 charge for color.
Ask about cover advertising opportunities.
**Population**

Total Population in Worcester County (Diocese)
- Total Population: 826,116
- Total Catholic Population: 278,161

**Catholic Free Press Readers**

- Age
  - Under 30: 5%
  - 30-49: 22%
  - 50-64: 44%
  - Over 65: 29%
- Gender
  - Males: 50%
  - Females: 50%

**Loyalty**

- How long have you been reading The Catholic Free Press?
  - Less than a year: 6%
  - 1-5 years: 14%
  - 5-10 years: 17%
  - More than 10 years: 63%
- From which sources do you get news about the Catholic Church?
  - The Catholic Free Press: 20%
  - www.catholicfreepress.org: 8%
  - Parish bulletin: 16%
  - Internet: 11%
  - Catholic magazines: 11%

**Involvement in Diocese**

- Registered in Parish: 82%
- Financially support the annual Partners in Charity Appeal of the Worcester Diocese: 74.6%

**Education**

- High school grad or higher: 89%
- Bachelor’s degree or higher: 33.8%

**Economics**

- Homeowners: 66.4%
- Retired: 29%
- Employed: 70%
- Median Household Income countywide: $65,968
- The Catholic Free Press Readers
  - $25,000 - 59,999: 27%
  - $59,999 - 150,000: 25%
  - more than $150,000: 10%
MECHANICAL MEASUREMENTS — (R.O.P.)

Type page or form size 10.5” wide by 21” deep.
Six advertising columns to page. Printed offset.

1 col. — 1.61” wide 4 col. — 6.94” wide
2 col. — 3.38” wide 5 col. — 8.72” wide
3 col. — 5.16” wide 6 col. — 10.5” wide

BANNER ADS

6 columns wide (10.5” wide) x 1.5 inches deep — $400 includes color

DEPTH MINIMUMS

1 col. wide — 3/4” deep 3 col. wide — 3” deep
2 col. wide — 1” deep 4, 5, 6 col. wide — 5” deep

Advertisements exceeding 20” in depth are charged full column depth.

| Local Rate: | $18 per inch (non-commissionable) |
| Local Frequency Rate: | $16.30 per inch |
| 13-week; 26-week and 52-week rates available |
| Volume Rates: | Ask your ad rep how you can increase the size of your ad at a reduced per-inch rate |
| National Rate: | $21.30 per inch |
| Open: | |
| Agency Commission: | $15% on National Rate |
| Political Advertising: | Not Accepted |
| Pre-Printed Inserts: | $57 per M (non-commissionable) |
| Color: | $150 |
| Closing Time: | Monday 5 p.m. |

CONTACTS

For information, or copy and layout assistance in utilizing the advertising effectiveness of The Catholic Free Press contact:

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Email: advertising@catholicfreepress.org

We will design your ad at no additional cost