



MEDIA KIT

WESTERN NEW YORK CATHOLIC NEWSPAPER

• wnycatholic.org •

DEMOGRAPHICS

Founded in 1871, the *Western New York Catholic* is the longest published Catholic newspaper on the East Coast. The newspaper and website provide news and information distributed across Western New York in 163 parishes.

An “extremely well-written newspaper, masterful in its details and approach. Strong on human interest stories, Western New York Catholic is highly informative, with engaging articles and photographs.”

Catholic Press Association

DISTRIBUTION

- 43,000 issues distributed monthly in churches and religious communities
- 450 issues mailed directly to the homes of subscribers
- Overall readership exceeds 173,323 families and 600,925 Catholics
- Subscribers reside within the state of New York as well as 24 other states

WHAT'S SO SPECIAL ABOUT THE CATHOLIC MARKET?

More than just the largest single Christian faith, more than just people who share a common religion, the Catholic market is one of the most dynamic of all consumer markets. Compared to the general population, Catholics are more likely to:

- Own their own home
- Be in professional or managerial positions
- Buy a third car
- Have a college and a graduate degree
- Dine out more than the population in general

OUR READERS

Western New York Catholic print issue readers are loyal, respectful and trusting people who are rooted in their local communities.



EDITORIAL CONTACT

Western New York Catholic
Patrick McPartland, Managing Editor
(716) 847-8743
pmcpartland@buffalodiocese.org



***Western New York Catholic* Reporters and Photographer can help to tell your story**

From Lake Ontario to the rolling Allegheny hills and from the shores of Lake Erie to Letchworth, the Diocese of Buffalo is a big place. More than 600,000 Catholics live in the Diocese of Buffalo, and each person has a story to tell. Seniors living out their golden years, youth making a difference through service, teachers forming the next generation of leaders, priests and religious serving the faithful - These are the stories the *Western New York Catholic* shares.

The staff of writers and photographers at the *Western New York Catholic* are willing and able to help you tell your story to the Diocese of Buffalo. Please contact us at wncatholic@buffalodiocese.org.



AD DEADLINES

<u>Month</u>	<u>Focus Topic</u>	<u>Deadline Date: Focus Topic</u>	<u>Deadline Date: Regular Paper</u>	<u>Distribution Date</u>
January	Catholic Schools Week	December 3rd	December 10th	January 6th
February	Lent/Fish Fry/Finance/Black History Month/Weddings & Bridal	January 7th	January 14th	February 3rd
March	Lent/Fish Fry/Easter	February 4th	February 11th	March 3rd
April	Retreats-Shrines-Pilgrimages/Spring Events	March 4th	March 11th	April 7th
May	Healthy Living/Older Americans Month/Camps	April 8th	April 15th	May 5th
June	Cemeteries/Communications/Propagation of the Faith/ Summer Events	May 6th	May 13th	June 2nd
July	Lawn Fetes & Parish Festivals	June 3rd	June 10th	July 7th
August	Colleges & Universities/Back-to-School Shopping	July 8th	July 15th	August 4th
September	Back-to-School/Addiction-Recovery/Hispanic Heritage/ Autumn Events	August 5th	August 12th	September 1st
October	Respect Life/Craft Shows	September 9th	September 16th	October 6th
November	Vocations/Veterans Day/Gift Ideas & Holiday Bazaars/ Advent/Winter Events	October 7th	October 14th	November 3rd
December	Advent/Christmas/Religious Retirement Fund	November 4th	November 11th	December 1st

Lent 2019: March 6th - April 18th **Advent 2019:** December 1st - December 22nd
Please note: Vocations has been moved from our February issue to our November issue.



PRINT ADVERTISING



**15% discount for
recognized advertising agencies
and media buyers!**

Size and Specs Chart

Page Size: 10.75" W x 12" H

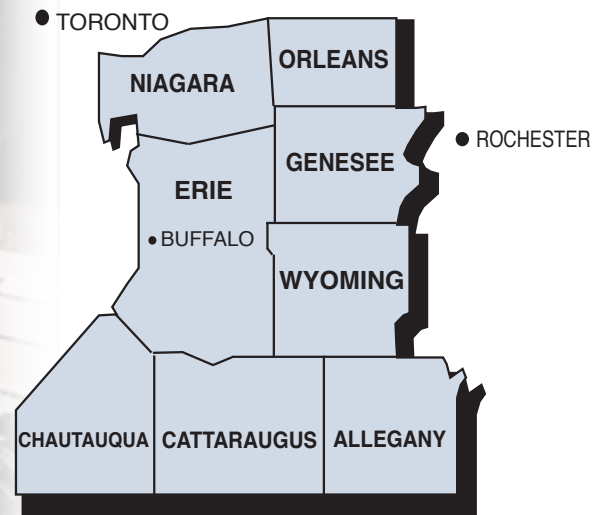
"This paper has a clean and inviting look, an attractive design throughout. It covers a wealth of local stories and relevant features."

Catholic Press Association

**Package rates
are offered**

<p>Full Page 9.75" x 10.875"</p> <p>Full Color - \$1,785</p> <p>BW - \$1,535</p>	<p>Half Page Vertical 4.75" x 10.31"</p> <p>Full Color - \$919</p> <p>BW - \$769</p>	<p>Half Page Horizontal 9.75" x 5"</p> <p>Full Color - \$919</p> <p>BW - \$769</p>	<p>Quarter Page Vertical 4.75" x 5"</p> <p>Full Color - \$476</p> <p>BW - \$376</p>
<p>Quarter Page Horizontal 9.75" x 2.35"</p> <p>Full Color - \$476</p> <p>BW - \$376</p>	<p>Eighth Page Vertical 2.25" x 5"</p> <p>Full Color - \$272</p> <p>BW - \$197</p>	<p>Eighth Page Horizontal 4.75" x 2.35"</p> <p>Full Color - \$272</p> <p>BW - \$197</p>	<p>Sixteenth Page 2.25" x 2.35"</p> <p>Full Color - \$163</p> <p>BW - \$113</p>

PRINT ADVERTISING



Total Circulation
Eight Counties . . . 6,455 square miles!
600,925 Catholics
Print Run . . . 45,000

- Published **Monthly** and distributed on the **first** weekend of the month to **ALL** Catholic parishes, other Catholic facilities and 40 Tops Friendly Markets within the Catholic Diocese of Buffalo. **HUNDREDS** of subscribers also receive our publication through the U.S. Postal Service.
- Camera Ready Ads are gladly accepted as PDF & JPG files. Camera Ready Ads must be sized according to proper Specs (page 5). In the event that an ad is not sized properly and there is no ability to resize the ad in a timely manner by the client, the *Western New York Catholic* reserves the right to resize the ad. The *Western New York Catholic* does not “float” ads due to incorrect sizing.
- Once the decision is made to advertise in the *Western New York Catholic* newspaper and you know the message you want to convey to our Audience, our **Award-Winning on-staff Graphic Designer** can create your ad at **No Additional Cost** to you. Our Designer can take your ideas to the next level and give the finished work a professional polish that’ll attract the reader’s eye. Our Designer will then take the approved ad materials and format the files for the printing press. We can also create different versions of one ad, for a multiple-month ad campaign. Our Graphic Designer has the creative talent and tools to update existing ads and to create a similar digital version for online use at www.wnycatholic.org.
- To begin the process of creating your ads for the *Western New York Catholic*, contact our Advertising Coordinator today at 716-847-8736.
- Four-color (4C) printing process - standard on all color ads.
- The publisher reserves the right to decline any advertising or editorial deemed inappropriate or in conflict with the teachings of the Roman Catholic Church.
- The *Western New York Catholic* respectfully declines any political advertising.

ADDITIONAL PRINT ADVERTISING OPTIONS ...

Advertorials - an extended text advertisement coupled with a standard advertisement that promotes the advertiser's product or services but resembles an editorial in style and layout. Advertorials are accepted in Full or Half Page sizes only.

A Client's **Circulars or Inserts** inserted by machine at \$40 per thousand, 43,000 piece requirement. Inserts **must be** delivered to **our printer** 2 weeks after the associated deadline dates located on page 4. Clients who require assistance with printing services for their circulars or inserts should contact our Advertising Coordinator for details and a separate price sheet.

What's Happening? is printed in each monthly issue. Classified style publishing rates are: 1 to 20 words \$20; 21-30 words \$30; 31-40 words \$40; 41-50 words \$50. There is a 50 word maximum. **The deadline for submission is the 10th of the month prior to publication.**

- Classified ads are not published in the *Western New York Catholic* newspaper. This includes advertisements for *Help Wanted, Real Estate, Business Services, Items for Sale, Personal Notices, etc.*
- Email pmcpartad@buffalodiocese.org with the *What's Happening?* content. You may also call (716) 847-8743.

52 Western New York Catholic
WHAT'S HAPPENING

Adoration — Adoration is held at St. John the Baptist Parish, 2021 Sanbridge Rd., every Friday in the church at 7:30 a.m., followed by Mass with the schoolchildren at 8:30 a.m. First Friday Adoration 7:30 a.m. to 8:25 p.m., followed by Mass at 8:30 a.m. Eucharistic Adoration from 9:30 a.m. to 7:00 p.m. in the school at 123 Townsend St.

Canaseraga — Eucharistic adoration takes place every Thursday at St. Mary Parish, 6 North St., with exposition at 10 a.m., followed by all day adoration. Concession available daily exposition at 9:30 a.m. after 9 a.m. Mass, followed by the first Friday adoration with benediction concluding at 10:30 a.m.

Depew — Eucharistic adoration is held on the First Blessed Mother Festival at Calcutta Parish, 456 Terrace Blvd., beginning with the 8 a.m. Mass and concluding at 11 a.m.

Kenmore — Eucharistic adoration is held at St. John Neumann Chapel at St. John the Baptist Parish, Englewood Road through Friday, Oct. 4 p.m., Holy Hour Fridays, 1 to 2 p.m., Holy Hour

... the arch between the school and church.

Lancaster — Our Lady of Pompeii, 158 Lawrence Ave., holds Adoration of the Blessed Sacrament every First Friday from 12:30 p.m. to 8 p.m. The Divine Mercy chapel is prayed at 8 p.m.

Lancaster — St. Mary of the Assumption holds Eucharistic adoration every First Friday from 12:30 p.m. to 8 p.m. at the church at 1 N. Anne St. and St. Joseph St. 716-663-6445.

North Tonawanda — St. Judis the Apostles Parish, 800 Niagara Falls Blvd., holds Eucharistic adoration on Wednesdays from 8:30 a.m. to 8 p.m. 716-694-0540.

Orchard Park — Eucharistic adoration takes place at Nativity of Our Lord Church, 43 Angyle Place, 247-716-9981, 6292 or 716-662-9239.

Orchard Park — St. Bernadette Church, 5030 South Adcock Road, offers Eucharistic adoration. Entry code needed after 9 p.m. Everyone welcome. 716-649-2090.

Perth — The Perpetual Christ the King Church, corner of Main Street and Laramie Drive, is open to the public from 7 a.m. to 7 p.m., seven days a week, for anyone who wishes to adore the Blessed Sacrament. Enter the church through the door under

Sundays, 9 to 4 p.m.
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the arch between the school and church.

South Buffalo — St. Martin of Tours Parish, 1140 Abbott Road, provides daily Eucharistic adoration 24/7. Anyone interested in being a weekly adorator or a substitute, call Don Graham at 716-822-0293. A security code is needed from 8 p.m. to 8 a.m.

Tonawanda — Night of Two Hearts, all night adoration, honoring the Sacred Heart of Jesus and the Immaculate Heart of Mary takes place at St. Ann's Church, 2969 Eggert Road, from 8 p.m. to 8 a.m. on each First Friday of the month to 8 a.m. Saturday.

Tonawanda — Blessed Sacrament Church in the Town of Tonawanda, 283 Clamont Avenue, offers Eucharistic adoration in the Divine Mercy Chapel every Wednesday from 8:30 a.m. until 6:10 p.m., followed by a Mass. Admission is \$1. Refreshments available.

West Seneca — Queen of Heaven Parish, 4220 Seneca St., provides daily Eucharistic adoration to 5:30 p.m. on Sunday. New and gently used items, homemade baked goods, Vaseline lotions, house & basket raffish, breakfast sandwiches & lunch items.

Williamsville — St. Gregory the Great Parish, 200 Gregory Court, offers adoration of the Blessed Sacrament 24/7. A security code is needed from 9 p.m. to 6 a.m. 716-688-5678.

Buffalo/Black Rock — A Charismatic prayer meeting, Prayer and Praise, will take place in the church hall at Assumption Parish, 425 Archer St., (use the Peter Street entrance) every Thursday from 7 to 8 p.m.

North Tonawanda — A Charismatic prayer meeting takes place at St. Jude the Apostle Parish every Thursday from 7 to 8:30 p.m.

Christmas Events
Holiday Treasure Gala Sale at the Response to Love Center, 130 Koppers and Salsar, Nov. 1 from 9 a.m. to 2 p.m. Admission is \$1. Refreshments available.
SS. Peter & Paul Parish, 38 Free St., Hamburg Christmas Bazaar, Saturday, Dec. 1 - 9 a.m. to 5:30 p.m. and Sunday, Dec. 2 - 8 a.m. - 2 p.m. New and gently used goods, homemade baked goods & basket raffish, breakfast sandwiches & lunch items.

Fall Festival
Our Lady of Hope Parish.

Charismatic Prayer Meeting
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North Tonawanda — A Charismatic prayer meeting takes place at St. Jude the Apostle Parish every Thursday from 7 to 8:30 p.m.

PLEASE note — Resigning, January only. What's Happening? requests will only be accepted via email. Hand written and typed submissions will not be accepted. Thank you. Please submit requests to whatshappening@buffalodiocese.org. What's Happening? is printed in a service to diocesan Catholics. Rates are: 1 to 20 words \$20; 21-30 words \$30; 31-40 words \$40; 41-50 words \$50. Checks payable to: What's Happening, Western New York Catholic, 265 Main St., Buffalo, NY 14203.

Protect PLEDGE to Heal
If you have been abused or victimized by a member of the Catholic clergy... Please indicate your priority for help and healing. Disclosure of Buffalo Area... We are available to obtain support for your disclosure. No representation, opinion or advice is given by the diocese. Confidentiality is guaranteed. If you have any questions, contact the Director of Buffalo Area... (716) 895-3814

Is your advertising plan hitting the mark?
Make your point in the Western New York Catholic. Call Barry Tills (716) 847-8743. email: conntills@buffalodiocese.org

ONLINE ADVERTISING

Advertisers can extend their reach to on-the-go readers seeking news, entertainment, spiritual formation and commentary. Updated daily, wnycatholic.org includes stories from the print issue, photos and bonus content. A downloadable PDF allows the current print issue to be read on tablet and mobile devices.



Rates and Sizes

BANNER AD

728 pixels wide x 90 pixels high

\$100 per month

SAVE
WITH A PRINT/WEB
ADVERTISING COMBO

Details:

- 10% off when both print/web ads are purchased
- Color or BW Accepted

LARGE RECTANGLE AD

300 pixels wide
x
250 pixels high

\$50 per month

TOWER AD

260
pixels wide
x
600
pixels high

\$75 per month

ONLINE IMAGE SPECIFICATIONS ...

All online advertisements must conform to the following specifications:

Accepted file formats:

JPG (RGB color mode) and GIF (index color mode)

File size: 72 dpi

Animation:

Permitted (maximum duration 10 seconds)



AWARDS



CATHOLIC PRESS ASSOCIATION

AWARDS

The *Western New York Catholic* has regularly received recognition from the Catholic Press Association for the look and content of the paper.

In 2018, the paper was awarded first place for Newspaper of the Year and third place for Best Redesign. In the past, it has been honored General Excellence awards and recognized many times for Best News Writing, Best Feature Writing and Best Personality Profile, Best Photo Feature and Best Single Photo.

The *Western New York Catholic* has also received numerous awards for advertisements, including being honored for Best Single Ad-Color.

Shedding *Light* on Faith

WESTERN NEW YORK
CATHOLIC

www.wnycatholic.org

facebook [wnycatholic](https://www.facebook.com/wnycatholic) Twitter [@wnycatholic](https://twitter.com/wnycatholic)

Subscribe Today!



*"Excellent imagery.
Minimal text yet message still clear.
Well done."*

Catholic Press Association on Best Promotional House Ad

WESTERN NEW YORK
CATHOLIC

WESTERN NEW YORK CATHOLIC NEWSPAPER

CONTACT:

Darryl Tills, Advertising Coordinator
(716) 847-8736 • dtills@buffalodiocese.org



• wnycatholic.org •



The Western New York Catholic is one of the finest informative papers that are presented to everyone in the Diocese of Buffalo. Many articles that appear in the paper give many a wide source of what is happening in the Catholic Diocese from the Bishop, Clergy, Deacons, Lay people, from Churches, Schools, in addition to many programs such as Pro-Life, Family Life, Holy Name, Youth groups and many more that are offered to everyone.

Raymond W. Zientara
Executive Director, Diocesan Union of Holy Name Society