

NATIONAL  CATHOLIC
REGISTER

“The most complete of the national Catholic newspapers.”

The Catholic Press Association

media kit contents

Demographic Info

Editorial Calendar

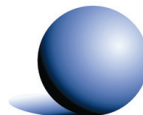
Ad & Print Specifications

Advertising & Editorial Position

Creative Services

Contacts

CIRCLE
MEDIA



432 Washington Avenue
North Haven, CT 06473

Demographic Information

The weekly Catholic newspaper that enriches the spiritual growth of its readers by providing insight on confusing issues, by clarifying half-truths reported in the secular news, and by connecting readers with the faithful around the world.

Readership Demographics

AGE

Under 25	0.8%
25-34	6.9%
35-44	17.4%
45-54	19%
55-64	17.8%
65-74	22%
75 or over	16.1%
Average	56.5
Median	58.3

GENDER

Male	53.4%
Female	46.6%

MARITAL STATUS

Married	64.2%
Single	20%
Widowed	9.8%
Divorced	6%

EDUCATION

Completed High School	12.2%
Some College	18.2%
Graduated College	67.3%
Graduate Degree	31.3%
Some Graduate School	8.9%

VOTING

Regularly	93.8%
Sometimes	5.4%
Never	0.8%

INVESTMENTS INFLUENCED BY CATHOLIC PRINCIPLES

Yes	62.8%
No	19.3%

HOUSEHOLD INCOME (GROSS)

Under \$20,000	10.7%
\$25,000-\$34,999	14.7%
\$35,000-\$49,999	15.2%
\$50,000-\$74,999	19%
\$75,000-\$99,999	15.2%
\$100,000-\$149,999	10.4%
\$150,000 or over	7.3%

NATIONAL CATHOLIC REGISTER
 Dec. 16, 2004 - Jan. 1, 2005
 Volume 80 No. 50 \$1.95 USA / \$2.00 Canada
 Christmas Life back page

O Come Let Us Adore Him... All Night
 by MARGIE FENELON
 Register Correspondent
 RED BANK, N.J. — Christmas has been called the first all-night adoration. Joseph and Mary did their share; the shepherds also got called for special nighttime duty adoring the new Saviour.

Bearing Gifts From Bethlehem
 Artisans from Christ's hometown travel with their wares
 by JOSEPH PRONECHEN
 Register Correspondent
 MILFORD, Conn. — Bethlehem is older than it has been in years. But many pilgrims don't realize that. They're swayed by recent years' news reports focusing on trouble in the little town where Christ was born. If the world is avoiding Bethlehem, Mular Quaresia is taking Bethlehem to the world. He's a Bethlehem-born 22-year-old Eastern-rite Catholic who came to study in the United States four years ago. Last July, he hatched a plan to sell Holy Land crafts in the United States in order to help artisans make up for lost revenue as commerce on page 16

Bush's Supreme Test
 Will High Court Turnover Mean the End of Roe?
 by CARLOS BRICENO
 Register Correspondent
 WASHINGTON — Now that the dust has settled from the hectic over the presidency, the next bare-knuckled fight between Democrats and Republicans may be over the replacement of a Supreme Court justice, with abortion likely to be an issue during the nominating process. The battle is not far off. The health of Chief Justice William Rehnquist, who is undergoing treatment for the mild cancer, may force him to resign within weeks, legal experts said. As such, the possible start of overturning Roe v. Wade — especially because an aging majority of justices may allow President Bush to replace several others before his term ends in 2008. "In general, the pro-abortion people are on target in recognizing that Roe v. Wade is very fragile," said Father Richard John Neuharth, president of the Institute on Religion and Public Life. Overturning Roe v. Wade may take some time, however. Sen. Rothman, executive director of the Committee for Justice, which promotes constitutionalist judicial nominees, pointed out that Rehnquist is known for his conservative opinions. If he is replaced by another conservative, the court retains its status quo in terms of its current balance of opinions. "Down the road, if there is another retirement — when one of the more retiring, then the president will have the opportunity to change the court in some meaningful way," Rothman said. Realizing they have an opportunity to shape the nation's highest court, Republicans have come up with an elaborate plan to counter what they expect will be a narrow opposition by

OUR WEEKLY MISSION
 POPE JOHN PAUL II BLESSES THE REGISTER AND LATER SPEAKS ABOUT WEEKLIES
 VATICAN CITY — We would like to think the two events were connected, but they really weren't. On Nov. 30, publisher and editor-in-chief Father Owen Kearns presented the Register to Pope John Paul II during an

"He could have been speaking about the Register," Father Kearns said. And, in a way, he was. "John Paul II appealed to Catholic newspapers to be agents of the 'civilization of love' when he met with Italian journalists Dec. 4. "The contribution of Catholic journalists is more precious than ever today, both at the pastoral as well as the cultural and social level," the Pope said during an audience with 200 participants from the assembly of the Italian Federation of Catholic Weeklies. "Thank you for the service that you offer, with your newspaper publications, to building a civilization of love," the Holy Father said. "became into families,

A weekly newspaper written for active Catholics in order to help them understand and apply the teachings of the Catholic Church, and so advance the culture of life and build up the Kingdom of Christ in society.

2006 Editorial Calendar

Issue	Theme	Space Deadline	Material Due
January 1, 2006	The Epiphany / Homeschooling Guide / Catechism	12/5/05	12/8/05
January 8, 2006	National Vocations Awareness Week	12/12/05	12/15/05
January 15, 2006	Register Recommends: Books & Blogs / Charities	12/19/06	12/22/06
January 22, 2006	National Catholic Schools Week / Roe vs. Wade	1/3/06	1/6/06
January 29, 2006	Event Planner / Conferences / Retreats	1/10/06	1/13/06
February 5, 2006	World Day of the Sick / Missions	1/17/06	1/20/06
February 12, 2006	Wedding Planner / Online Dating	1/24/06	1/27/06
February 19, 2006	Winter Reading / Tour Guide / Spiritual Pilgrimages	1/31/06	2/3/06
February 26, 2006	Event Planner / Collegiate News	2/7/06	2/10/06
March 5, 2006	Lenten Reading & Sacramental Gifts	2/14/06	2/17/06
March 12, 2006	Marriage & Family / Investments	2/21/06	2/24/06
March 19, 2006	Religious Life & Ministries	2/28/06	3/3/06
March 26, 2006	Event Planner / Spring Travel & Entertainment	3/7/06	3/10/06
April 2, 2006	In Memory of Pope John Paul II	3/14/06	3/17/06
April 9, 2006	The Passion of Christ / Charities and Foundations	3/21/06	3/24/06
April 16, 2006	Easter / Register Recommends: Books & Blogs	3/28/06	3/31/06
April 23, 2006	Retirement Communities & Long Term Planning	4/4/06	4/7/06
April 30, 2006	Event Planner / Life After Graduation	4/11/06	4/14/06
May 7, 2006	World Day of Prayer for Vocations	4/18/06	4/21/06
May 14, 2006	Mother's Day / Pro-Life	4/25/06	4/28/06
May 21, 2006	Summer Vacation / Summer Concerts and Music	5/2/06	5/5/06
May 28, 2006	Marian Shrines & Gifts	5/9/06	5/12/06
June 4, 2006	Summer Reading / Vatican History	5/16/06	5/19/06
June 11, 2006	Vocational Discernment / Religious Gifts	5/23/06	5/26/06
June 18, 2006	Father's Day / Pro-Life	5/30/06	6/2/06
June 25, 2006	Feast of the Apostles / Missions	6/6/06	6/9/06
July 2, 2006	American Politics and Historical Reading	6/13/06	6/16/06
July 9, 2006	Pilgrimages & Retreats	6/20/06	6/23/06
July 16, 2006	Register Recommends: Books & Blogs / Vocations	6/27/06	6/30/06
July 23, 2006	Products and Services for Children	7/3/06	7/7/06
August 6, 2006	Back to School / Homeschooling / Catechism	7/18/06	7/21/06
August 13, 2006	Autumn Travel	7/25/06	7/28/06
August 20, 2006	Vocational Discernment / Ministries	8/1/06	8/4/06
August 27, 2006	Fall Reading	8/8/06	8/11/06
September 3, 2006	Charities and Foundations	8/15/06	8/18/06
September 10, 2006	Vocational Discernment	8/22/06	8/25/06
September 17, 2006	Internet Dating	8/29/06	9/1/06
September 24, 2006	Annual Collegiate Guide	9/5/06	9/8/06
October 1, 2006	Respect Life Sunday	9/12/06	9/15/06
October 8, 2006	Vocation Awareness Sunday	9/19/06	9/22/06
October 15, 2006	Senior Living	9/26/06	9/29/06
October 22, 2006	Register Recommends: Books & Blogs / World Mission Sunday	10/3/06	10/6/06
October 29, 2006	All Saints Day / Holiday Traditions	10/10/06	10/13/06
November 5, 2006	Tenth Annual Christmas Gift Guide	10/17/06	10/20/06
November 12, 2006	Christmas Books/Music/Videos	10/24/06	10/27/06
November 19, 2006	Family & Kids' Products	10/31/06	11/3/06
November 26, 2006	Advent Guide — Series 1 of 4	11/7/06	11/10/06
December 3, 2006	Last Minute Christmas Gifts Advent Reading & Rosary	11/14/06	11/17/06
December 10, 2006	Catholic Colleges & Universities	11/21/06	11/24/06
December 17, 2006	Christmas/Charities & Foundations	11/28/06	12/1/06
December 24, 2006	Religious Life & Ministries	12/5/06	12/8/06

*Deadlines

The Space Reservation deadline is 19 days prior to issue date. The Ad Materials deadline is 16 days prior to issue date (except in the case of holidays).

* Editorial calendar subject to change without advance notice.

COLUMN SIZE	DIMENSIONS
1c x 1	2" x 1"
1c x 1.5	2" x 1.5"
1c x 2	2" x 2"
1c x 3	2" x 3"
1c x 3.5	2" x 3.5"
1c x 5.25	2" x 5.25"
1c x 7	2" x 7"
1c x 10.5	2" x 10.5"

2c x 1	4 1/8" x 1"
2c x 1.5	4 1/8" x 1.5"
2c x 2	4 1/8" x 2"
2c x 3	4 1/8" x 3"
2c x 3.5	4 1/8" x 3.5"
2c x 5.25	4 1/8" x 5.25"
2c x 7	4 1/8" x 7"
2c x 10.5	4 1/8" x 10.5"
2c x 13	4 1/8" x 13"
2c x 14	4 1/8" x 14"
2c x 15.75	4 1/8" x 15.75"
2c x 21	4 1/8" x 21"

3c x 5.25	6 1/4" x 5.25"
3c x 7	6 1/4" x 7"
3c x 10.5	6 1/4" x 10.5"
3c x 13	6 1/4" x 13"
3c x 14	6 1/4" x 14"
3c x 15.75	6 1/4" x 15.75"
3c x 21	6 1/4" x 21"

4c x 5.25	8 3/8" x 5.25"
4c x 7	8 3/8" x 7"
4c x 10.5	8 3/8" x 10.5"
4c x 13	8 3/8" x 13"
4c x 14	8 3/8" x 14"
4c x 15.75	8 3/8" x 15.75"
4c x 21	8 3/8" x 21"

6c x 7	12 5/8" x 7"
6c x 10.5	12 5/8" x 10.5"
6c x 14	12 5/8" x 14"
6c x 21	12 5/8" x 21"

Ad Size Specifications

1 column.....	2"
2 columns.....	4 1/8"
3 columns.....	6 1/4"
4 columns.....	8 3/8"
6 columns.....	12 5/8"

National Catholic Register readers are Catholic opinion leaders who live their faith and encourage others to do the same. Mature, affluent, and especially well educated, they are an extremely responsive, involved and socially conscious audience who have time for entertainment, travel, and intellectual and spiritual pursuits.



Ad Data & Sizes

Commissions/Discounts

Multiple page discounts quoted on request. The 50-time rate is automatically earned by religious communities advertising for the sole purpose of attracting readers to religious life. No commission paid except on National Rate card. No cash discounts.

Pre-printed Inserts

Pre-printed insert cost is \$70 per thousand plus additional set-up and postage if applicable.

Schedule/Deadlines

Issue Dates: Sundays, except July 30th and Dec. 31st.
 Reservations: 16 days prior to issue date.
 Materials: 9 days prior to issue date.

Design Considerations

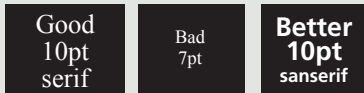
Line art should be scanned at at least 1200 dpi.



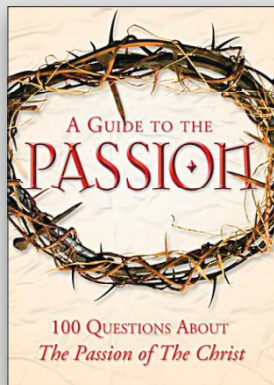
SCANNED
AT 1200 DPI

SCANNED
AT 300 DPI

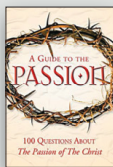
Never use reverse type smaller than 10pts.



Always use the highest contrast possible.



Give plenty of size to images that contain much detail.



Bitmap images should be at least 266 dpi.



Print Specs

Broadsheet Publication Size

Image area 12.75 x 21.25

Page size 13.5 x 22.75

Scanning Resolutions

Black & White halftones: 200 dpi @ 100%

Color halftones: 266 dpi @ 100%

Line art: 1200 dpi @ 100%

Note: Dot gain on press is 25%

Color

All colors must be CMYK

Acceptable Digital Formats

Recommended: PDF (portable document file)

PDF Files

The Portable Document File (pdf) is the industry's standard format for transferring high resolution files for print. QuarkXpress, Indesign, Adobe Illustrator, PhotoShop, and Macromedia Freehand all have the ability to create pdf files. We offer technical information on how to create pdf files. All ads should be inspected for font integrity, color separation and resolution of included graphics before sending them via e-mail or disc.

Sending Via E-mail

Please notify the Advertising Department before e-mailing your ad. In addition to sending the digital file, a hard copy must also be sent to Advertising.

E-mail ads to:

advertising@circlemedia.com

Advertising Policy

Since its founding in 1927, the National Catholic Register has established a reputation for loyalty to the Holy Father and to the Magisterium of the Catholic Church. Because of this dedication to the Catholic faith, our readers have come to depend on the credibility of the editorial content. The National Catholic Register encourages its advertisers to maintain and preserve this integrity.

Therefore, the National Catholic Register expects its advertisers not to present ads that contain any of the following:

- Anything that is not in keeping with defined Catholic teaching.
- Anything that directly or indirectly questions, creates doubt, degrades or attacks Church officials or Church teachings.
- Anything deemed distasteful, offensive, or unsuitable for family reading.
- Anything that can be construed as deliberately or subliminally degrading, demeaning or immoral.
- Anything promoting the use or sale of tobacco or alcohol-related products.
- Anything that deceives readers regarding the practical value, price, quality or substance of the product or service advertised.
- Anything that is overly explicit, or of a fraudulent, misleading or discriminatory nature.

The integrity of the publication requires that the publisher take responsibility for the advertising content. Therefore the National Catholic Register will sometimes require a sample of the product being advertised, and may ask the producer, seller, or advertising agency to substantiate any claims made.

The National Catholic Register reserves the right to investigate any complaints from readers regarding advertising within our pages. If the complaints are proved valid, and fair marketing practices are not being exercised, further advertising from the individual, company or advertising agency may be rejected. Mail order advertisers should deliver goods within four to six weeks after acceptance of order.

The National Catholic Register will not be held liable for failure to publish any advertisements for any reason, nor for claims of libel, unfair trade practices, infringement of trademarks, patents or copyrights.

The National Catholic Register reserves the right to insert the word "advertisement" above or below the text. Except for furnished film, all materials submitted for publication become the sole and absolute property of Circle Media, Inc.

The National Catholic Register reserves the right to classify, correct or reject any advertisement for any purpose, at any time, without liability even though previously acknowledged or accepted. Only actual publication of an advertisement constitutes

its acceptance, but does not constitute any agreement for continued publication in any form.

The National Catholic Register looks forward to working with our advertisers to ensure that they will benefit from our readers' trust.

Editorial Position

The National Catholic Register is equipping active Catholics to build up the Kingdom of Christ in our society, promote the Culture of Life, and transform the civilization into one of justice and love.

With a balanced and reasoned approach to news coverage, analyses, and op/ed columns, the Register unlocks the life of the Church, the culture, and the world. By dynamically mediating Church teaching and tradition, the paper gives readers a distinct advantage: They become informed participants in the realms of politics, media, business, the arts, education, health, bioethics, etc.

The Register's impact is further enhanced by its practical aids for Catholics in the Culture of Life, the Education Page, Travel, History and Saints, and Arts & Entertainment.

The National Catholic Register — formation/information for today's active Catholics.

Creative Services



Advertising Design or Alterations

Circle Media Inc. offers design services. For an estimate please call **(203) 230-3821**. All finished materials, i.e. text, artwork, photos and fonts, must be submitted by the reservation date. A mock-up of the desired ad layout is also required. Photos, transparencies and 35 mm slides accepted for scanning into BW and color ads. Ad will be e-mailed or faxed upon completion for approval. Any further changes will incur additional charges of \$75.00 per hour.

Production Fees

- Production of any ad is charged at the rate of \$75 per hour with a one hour minimum.
- Photo retouching is an additional charge of \$75 per hour.
- Scanning charge: \$10/scan.
- Duplication of digital ads on disc: \$75 per ad.
- Laser prints: \$25 per ad.

Call: 203-230-3821



spot to process Color

NAA-COLOR™, VOLUME 8 SPOT TINT CHART



The colors on this chart are identified by a four digit number. This number codes the combinations of screen tint percentage used to produce the observed color. The first digit specifies the amount of cyan. The second digit represents the amount of magenta. The amount of yellow is represented by the third digit while the black ink content is specified by the fourth digit. Research shows that colors developed from less than ten-percent intervals are not distinctively different when reproduced under normal newspaper production conditions.

How this system works:

- | | | |
|--------------|---------|----------|
| 0 = No color | 4 = 40% | 8 = 80% |
| 1 = 10% | 5 = 50% | 9 = 90% |
| 2 = 20% | 6 = 60% | A = 100% |
| 3 = 30% | 7 = 70% | |

					
A000	0A00	00A0	A0A0	0AA0	AA00
					
5400	A400	7300	A100	8020	8050
					
8080	6080	4080	2080	01A0	02A0
					
03A0	04A0	06A0	15A0	1660	1880
					
0774	3AA0	1AA0	0770	0640	0440
					
0A50	0A10	1A00	5A00	3800	1830

Advertising Inquiries

Eileen Schreck

Advertising Director
(203) 230-3821
Fax: (203) 230-3840
eschreck@circlemedia.com

Materials & Tech Support

David Pascarelli

Production Coordinator
(203) 230-3826
Fax: (203) 230-3840
advertising@circlemedia.com



National Catholic Register is published by
Circle Media Inc., 432 Washington Avenue, North Haven, CT 06473
Main Phone (800) 356-9916