

**OSV MEDIA KIT**



**OSV**



# OSV MISSION

To help Catholics fulfill their calling to discipleship, strengthen their relationship with Christ, deepen their commitment to the Church, and contribute to its growth and vitality in the world.

**Serve The Church, Advance Your Mission**

## OUR SUNDAY VISITOR

Our Sunday Visitor serves Catholics at all stages of life as they walk the road of faith. Through thoughtful analysis, faith-filled commentary and inspiring stories, it provides clear answers to the questions people are asking. Our Sunday Visitor speaks the truth in a way that seeks unity in our increasingly polarized world. A trusted publication for more than a century, Our Sunday Visitor is an indispensable source of information and formation for Catholics who love their faith. It publishes weekly, 52 times a year.

## The Priest

The mission of The Priest magazine is to serve Catholic priests by promoting and inviting ongoing human, spiritual, intellectual and pastoral formation. Its vision is to build up the Body of Christ by fostering a holy and healthy clergy with strong morale and deep fraternity who will continue the work of Christ with a servant's heart. The Priest publishes monthly, 12 times a year.

## The Deacon

The Deacon is a bimonthly magazine that serves permanent deacons and deacon candidates as they serve the Church by helping them foster intimate communion with Christ the Servant. Through a cultivation of the interior life, which leads to effective ministry, The Deacon contributes to the mission of the Church by making present the *totus Christus* (the "whole Christ") to the world. The Deacon seeks to build a community of men on fire for the diaconate through quality content that forms, informs and inspires. Radiating joy, The Deacon is a trustworthy resource that accompanies deacons, deacon candidates and deacon directors as they live out, learn about and support diaconal ministry. The Deacon publishes bimonthly, six times a year.

Contact your Account Executive today to learn more about OSV or visit [OSV.com](http://OSV.com)



# OUR SERVICES

Our advertising and design department can help you strategize and execute your personal advertising journey.

- Complimentary ad design
- Ad campaign consulting
- Advertising team with over 50 years of industry experience

Contact your Account Executive to learn more.

## THE NUMBERS



**169,474**

# of avg.  
monthly website  
users ([osv.com](http://osv.com))



**87K+**

Catholics reached  
monthly  
(Our Sunday Visitor,  
The Priest,  
The Deacon)



**32K+**

email newsletter  
subscribers

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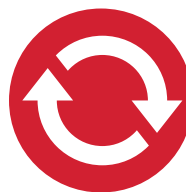


# MEET YOUR READER

*Our Sunday Visitor*  
Weekly Circulation — 25,000



**56%** retired,  
**57%** married,  
weekly+ mass  
attendant,  
**\$70k**  
HH income



**96%**  
are likely to  
renew their  
subscription.



**89%**  
of engaged  
readers rate the  
publication as  
Excellent/Very  
Good.



Over half of  
Our Sunday  
Visitor readers  
invest in reli-  
gious materials,  
trips, and gifts  
each year.

*The Priest and The Deacon*  
Monthly circulation — 3,500 (The Priest)  
Bi-Monthly circulation — 4,500 (The Deacon)



**40-70**  
years old



**63%**  
have schools  
associated with  
their parish



**83%**  
offer adult  
religious ed  
programs



**84%**  
spend 30-90  
minutes reading  
each issue  
(The Priest)

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# AD SPECS

## Print Ads

- PDF digital file format is preferred.
- Submit digital files via email. (Please set distiller to “PDFX-1a” and check box to - embed all fonts).
- Photos and art must have a resolution of 300 dpi in CMYK color space.
- Ink density of ad should be below 300%.
- All transparencies should be flattened in final pdf.

## Digital Ads

- GIF or JPEG
- Submit via Email w/ resolution of 72 dpi and RGB color
- Send desired URL

## AD SIZES

### Our Sunday Visitor

Ad Size	Width	Depth
Full Page	10”	13”
Page 2	8”	6.5”
1/2 Horizontal	10”	6 1/4”
1/2 Vertical	6”	12 3/4”
2 col Tower	4”	12 3/4”
1/4 Square	6”	6 1/4”
1/4 Vertical	4”	8 1/2”
1/5 Vertical	4”	6 1/4”
1/5 Tower	1 7/8”	12 3/4”
1/8 Square	4”	4”
1/8 Vertical	1 7/8”	8 1/2”
1/16 Horizontal	4”	2”
1/16 Vertical	1 7/8”	4”

### The Priest and The Deacon

Ad Size	Width	Depth
Full Page Bleed		
Bleed Size:	8 5/8”	11 1/8”
Trim Size:	8 3/8”	10 7/8”
Live Image Area:	7 7/8”	10 3/8”
Full Page	7”	10”
2/3 Horizontal	7”	7”
2/3 Vertical	4 9/16”	10”
1/2 Horizontal	7”	5”
1/2 Vertical	4 9/16”	7 1/2”
1/3 Square	4 9/16”	5”
1/3 Vertical	2 3/16”	10”
1/6 Horizontal	4 9/16”	2 1/2”
1/6 Vertical	2 3/16”	5”
Column Inch	2 3/16”	1”



## SPECIAL OFFERS

OSV offers special discounts and packages for those advertising vocations, strong pro-life messages, or Catholic colleges.

## NOTES FROM OUR FRIENDS

“Our mission at World Library Publications is to serve the singing, praying and initiating Church. Our Sunday Visitor was the perfect publisher to take over the The Deacon. The buyer’s guide helped us to reach every Deacon.”

“The Priest and The Deacon magazines give us access to the clergy that no other publications do. Our ads receive response and we’re very happy to know our ads are working.”

“The remits from our OSV Newspaper insert have been coming in pretty steadily. Today, we received a \$2,000 gift from a guy in Alabama! I’ll let you know more when we get our heads above water here!”

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# ADVERTISING 101 - PRO TIPS!

## A GREATER ROI

- 1. Keep Print Ads In Your Marketing Strategy**  
People keep print publications in their home, re-reading articles or sharing with others. When publications have a home, an office, or any other public place, the shelf life prolongs. When people see ads online, they can forget them in an instant.
- 2. Know Your Audience(s)**  
Investing in the correct marketing campaign for your audience is crucial to successfully reaching your ideal customers.
- 3. Offer a Discount**  
Not only is offering a discount a great way to turn curiosity into leads or customers, but you can use them to track how many people saw the ad and acted on it. Anyone using that specific code will have seen the print advert. You can also create custom contact information to ensure you know exactly where your traffic is coming from. (Source: metrocreate.com)

## MAKE YOUR AD STAND OUT

- 1. Consistency & Call to Action**  
“If you are running a print campaign that complements a digital one, it is important that both campaigns are aligned with a single message so that the audience gets it from multiple places, adding to their list of touchpoints. Additionally, even print ads can and should have a call to action.” - Stefan Pollack, The Pollack PR Marketing Group
- 2. Visually Pleasing and Clean Design**  
Not sure how to design your ad the best way possible? Let our team of designers and advertisers take care of the hard part for you. Ask your Account Executive about complimentary ad design!



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