

# ADVERTISE WITH US

Reach more than 100,000 influential Catholics and non-Catholics worldwide

**I**nside the Vatican magazine is an independent news magazine reporting on the Catholic Church. Its purpose is to present its readers with the facts necessary for a clear understanding of the central decisions and actions of the Pope and his chief policy makers.

- ▼ Previous advertisers stated, “*Inside the Vatican* performed better than any publication of its size.”
- ▼ Placing your ad in *Inside the Vatican* magazine produces results for you and your business. Your products or services will be seen not only here in the United States, but also by the Pope in Vatican City, at newsstands across Rome and Italy, the United Kingdom, Australia, New Zealand, throughout Europe, and the rest of the world. That’s big coverage for your advertising dollar!
- ▼ *Inside the Vatican* magazine is the only Catholic journal focusing exclusively on the Vatican and the impact of the papacy worldwide.
- ▼ First published in 1993, *Inside the Vatican* magazine is the world’s leading English-language news magazine reporting from the Vatican in Rome.

## CIRCULATION

10 issues published per year with paid circulation of 12,000  
Estimated Readers: 100,000 due to subscriptions at colleges, libraries, churches, convents, and monasteries. Our online presence has increased our reach beyond print.

## ABOUT OUR READERS

The universal appeal of *Inside the Vatican* magazine ensures your advertising message will reach a variety of audiences. Our

subscribers are spread throughout the world, with the majority being within the United States. They are Catholic Professionals and Catholic Leaders who enthusiastically support efforts to strengthen the Church and her mission. They are Non-Catholics interested in learning more about the Church. The “ITV” readership consists of families of strong faith, thought leaders and intellectuals seeking greater understanding of our world and people of all races and creeds.

## DISTRIBUTION

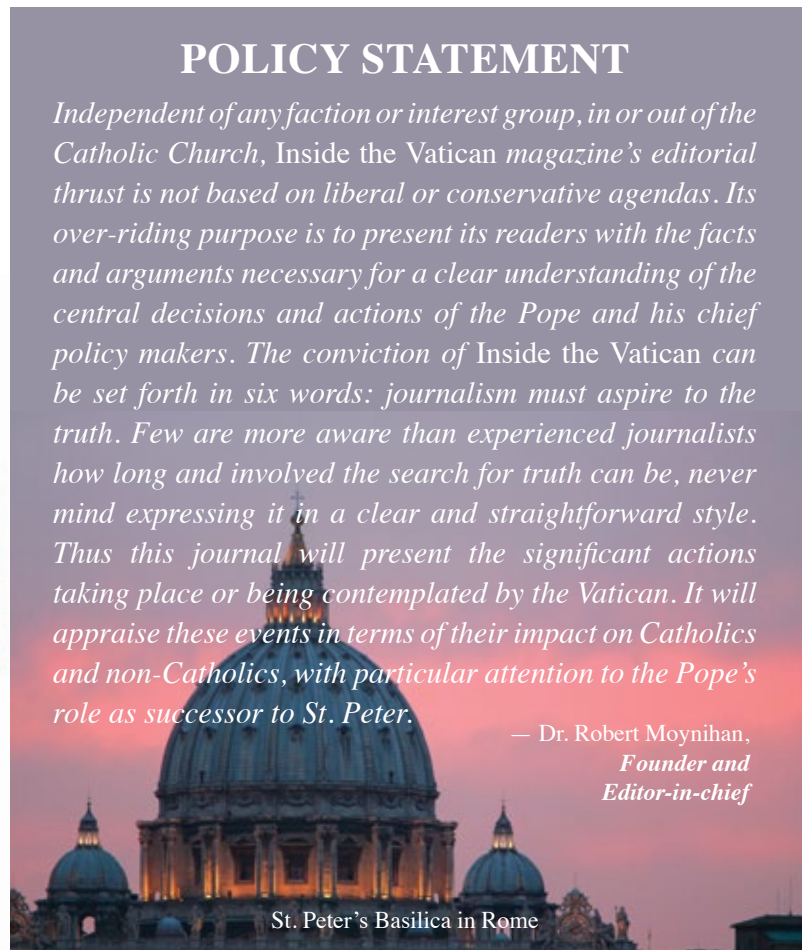
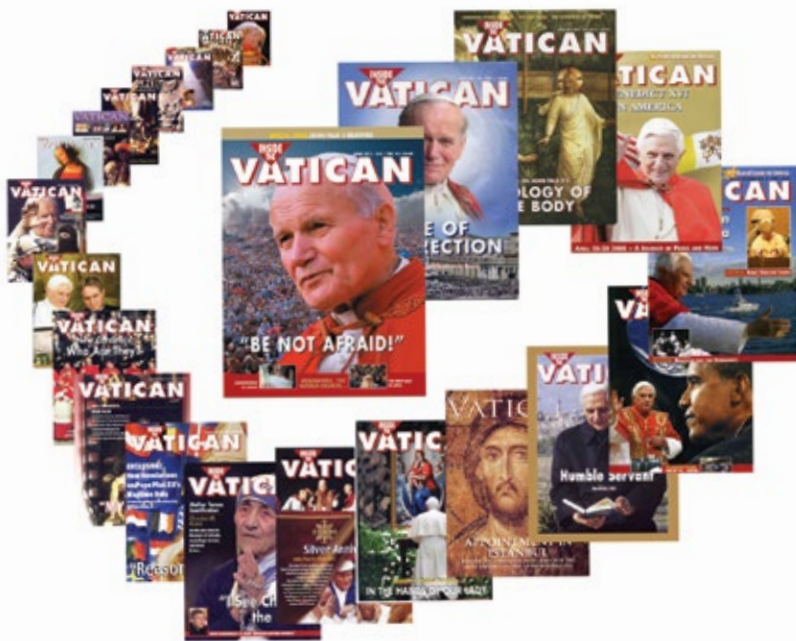
- ▼ The Pope
- ▼ All dicasteries in the Vatican
- ▼ Many Cardinals and Bishops around the world
- ▼ Embassies to the Holy See
- ▼ Senior Vatican Officials
- ▼ Since 1993 to over 140 countries and world-wide web
- ▼ U.S. State Departments
- ▼ Catholic decision makers in politics and business

Hundreds of copies are sold on news stands around St. Peter’s Square and purchased by tourists and Italy’s residents. Our website is visited by thousands and re-quoted often. We are simply the best resource for Catholic news.

## POLICY STATEMENT

*Independent of any faction or interest group, in or out of the Catholic Church, Inside the Vatican magazine’s editorial thrust is not based on liberal or conservative agendas. Its over-riding purpose is to present its readers with the facts and arguments necessary for a clear understanding of the central decisions and actions of the Pope and his chief policy makers. The conviction of Inside the Vatican can be set forth in six words: journalism must aspire to the truth. Few are more aware than experienced journalists how long and involved the search for truth can be, never mind expressing it in a clear and straightforward style. Thus this journal will present the significant actions taking place or being contemplated by the Vatican. It will appraise these events in terms of their impact on Catholics and non-Catholics, with particular attention to the Pope’s role as successor to St. Peter.*

— Dr. Robert Moynihan,  
Founder and  
Editor-in-chief



St. Peter’s Basilica in Rome

# WHAT THEY ARE SAYING ABOUT US

## What Better Recommendation?

Not long after the first issue of our magazine appeared (1993), a Polish businessman was visiting Pope John Paul II. He asked what he could do for the Holy Father. The Pope holding a copy of *Inside the Vatican* said, "Do something for this magazine."

## What a compliment!

## OUR SUBSCRIBERS

**Prof. Mary Ann Glendon**, U.S. Former Ambassador to the Holy See: "No periodical is more appreciated by me and all the members of my family than *Inside the Vatican*. We rely on it for clear, accurate news on the Church in the modern world and for special features. The rich color, lucid writing, art history and restaurant tips are a bonus!"

**Patrick Madrid**, Editor in Chief, *ENVOY*

Magazine: "There are many Catholic magazines I like, but there are only a few I love and read religiously. *Inside the Vatican* has long been one of those few. There's no better source for insightful, in-depth and trustworthy reporting about what happens within the walls of the Holy See. And the pictures! Rich photo documentaries dazzle the eye and illuminate the mind. If you really want to get "inside" the Vatican, subscribe to *Inside the Vatican*."

**Austin Ruse**, Head, Friday Fax on Family Issues:

"*Inside the Vatican* is both indispensable and courageous. I have seen anti-Catholic and anti-life UN bureaucrats literally bristle at hearing the name of this magazine. It is a mark of distinction to make the devil mad."

**Al J. Matt-Editor**, *The Wanderer*: "Inside the Vatican provides valuable insights into the attitudes and thinking that help shape the direction of the Church. This magazine has an important role in our culturally bankrupt society. Each issue provides beautiful reminders of art, architecture, literature and faith that underlie Western Christian civilization."

**Most Rev. Charles J. Chaput**, Archbishop of Philadelphia: "I read something valuable, interesting, and genuinely enriching in every issue of *Inside The Vatican*. American Catholics are blessed with a good variety of excellent Catholic reading choices. But I do not think any serious Catholic reader can be satisfied without regular access to this excellent journal."

## OUR ADVERTISERS

**David Schaefer**, of the Queenship Publishing Company says, : "Inside the Vatican magazine puts our authors in front of our target market. We are publishers of insightful Catholic books for the Christian faithful. Our full-page ad pays for itself with name recognition and book sales. We plan to continue to showcase our publications with the magazine to help make it easy for fellow Catholics to find us."

**Bret Grayson**, of the Solidarity Association says, : "Our ads on the back cover of *Inside the Vatican* magazine provide us with a wonderful platform from which to highlight and encourage our partners and the work that they are doing to support the Church – particularly in the areas of Catholic education, liturgical renewal, and leadership formation."



*Journalism  
must aspire to  
the truth.*



Inside the Vatican magazine  
is published by Urbi et Orbi  
Communications



# INSIDE THE VATICAN ADVERTISING RATES

— Since 1993 —

All advertisements are full color and all rates shown here are net. We offer space in our printed magazine and on our website.

## PRINT

Size	10 Times	7-9 Times	4-6 Times	2-3 Times	1 Time
Inside Front, Back Cover, Inside Facing Front Cover	\$1,800.00	\$1,920.00	\$2,040.00	\$2,160.00	\$2,400.00
Inside Back Cover, Inside Facing Back Cover	\$1,620.00	\$1,344.00	\$1,836.00	\$1,944.00	\$2,160.00
Full page	\$1,260.00	\$1,120.00	\$1,428.00	\$1,512.00	\$1,680.00
1/2 page	\$766.00	\$816.00	\$870.00	\$918.00	\$1,020.00
1/3 page	\$594.00	\$634.00	\$672.00	\$714.00	\$792.00
1/4 page	\$450.00	\$480.00	\$510.00	\$540.00	\$600.00
1/6 page	\$248.00	\$264.00	\$281.00	\$297.00	\$330.00
1/12 page	\$113.00	\$120.00	\$128.00	\$135.00	\$150.00

**INSERTS** (you supply printed pieces) A two-page insert \$1,800 and a four-page insert: \$3,000. Other Sizes: Please contact Advertising Department at 1-202-536-4555 or Advertising@InsideTheVatican.com. Additional charges may apply.

**PLACEMENT REQUEST:** (per ad, per insertion) If you want your ad to be placed on a right hand page or placed near the front of the magazine, a 20% fee of the 1-time net rate is added to placement costs.

**PRINT MATERIAL DEADLINES:** Press-ready PDFs or TIFFs are due 45 days prior to publication month. Editors reserve the right to change issue and/or adjust publications dates.

## WEBSITE

**www.InsideTheVatican.com:**

Our website gets thousands of visitors a day from people seeking clarity and even more when a special Catholic event occurs like when the Pope travels, meets dignitaries or changes office.

We offer a medium rectangle ad (300 x 250 px) for \$250 per month.

**DEADLINES:** Web ads are due on the 15th of the month prior to the month it will run.



**APPROVAL:** All advertising must be approved prior to publication. Please e-mail a low resolution PDF to: Advertising@InsideTheVatican.com. Editors reserve the right to decline advertisement.

**SPECIAL RATES:** Non-profit organizations and donors to *Inside the Vatican Magazine* may take a 20% discount.

**DESIGN SERVICES:** We would be glad to help you create your ad. Our talented designers will design your ad for an additional fee. Please allow 3 weeks for the ad design process.

**OTHER FEES:** Changes, updates or corrections to supplied or to existing ads will incur a \$50 fee. Cancellation fees may be applied. See the ad agreement for more details.

**INSERTS:** Inserts MUST be paid prior to each issue. Contact us for where to ship inserts.

**PAYMENT:** Advertising must be paid in full before your first ad run. Make checks payable to **Urbi et Orbi Communications**, and send to: 14 West Main Street, Front Royal, VA 22630



## FILE PREPARATION PRINT

All ads must be submitted as press-ready PDF/X-1a file or TIFF with type on layer and fonts provided or in outline. The following guidelines should be followed when creating content for print advertising.

### Images

- ▼ All high-resolution images of at least 300 dpi at 100% size must be included. Do not embed OPI information in files.
- ▼ Images are required to be SWOP compliant.
- ▼ CMYK or Grayscale only.
- ▼ Minimum resolution of 300 dpi.
- ▼ Screening set at 133 lpi.
- ▼ Do not nest EPS files within other EPS files.
- ▼ Save images in TIFF or EPS format.

### Fonts

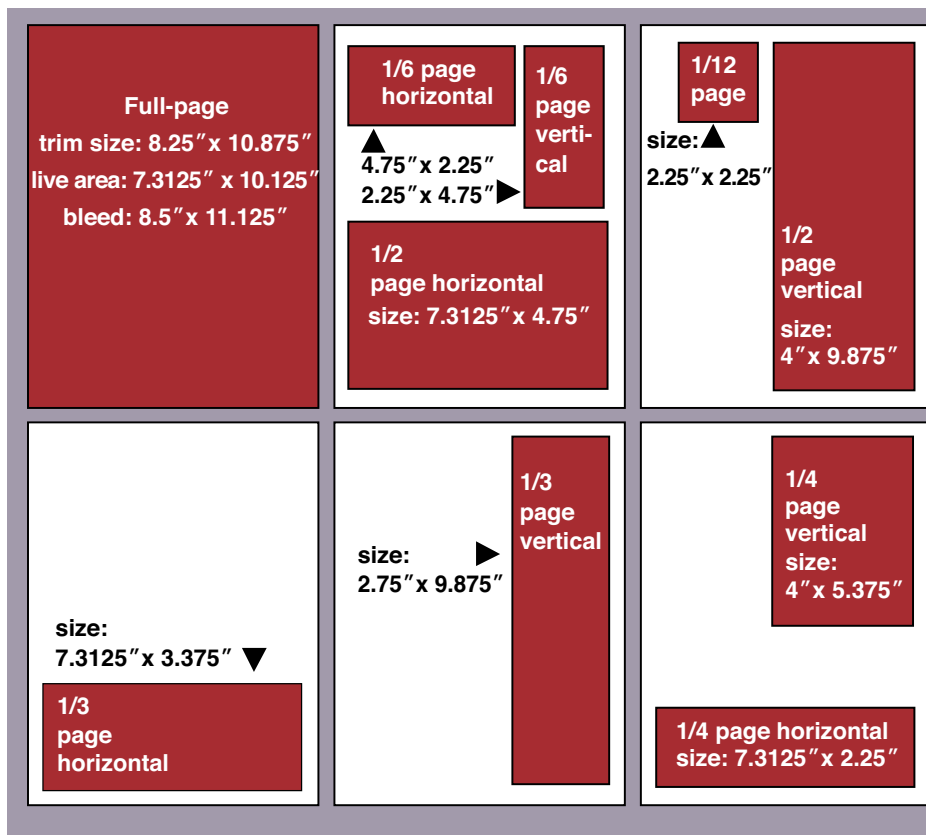
- ▼ Only use Type 1 or TrueType fonts.
- ▼ Text containing thin lines, serifs, or small lettering should be restricted to one color. Embed all fonts.
- ▼ Surprinting/Overprinting: When type is intended to surprint/overprint, the background should be no heavier than 30% in any color and a total of no more than 90% in all four colors.

### Dimensions

- ▼ See chart on the right. Full-page trim size is 8.25 x 10.875 inches.
- ▼ Back cover trim size is: 8.25 x 8.75 inches to allow for mailing label and is positioned at the bottom of the page.

### Marks & Positioning

- ▼ Include standard Trim and Bleed marks beginning an eighth of an inch from Trim and stay within 1/2 (.5) an inch of ad size.
- ▼ File should be Right Reading, Portrait Mode, and sized at 100%, with no rotations applied.

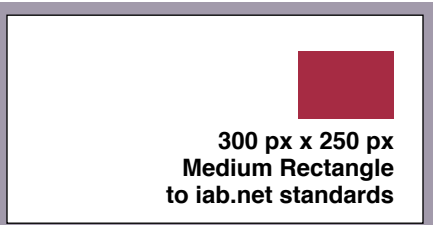


### Safety

- ▼ Safety for live area (type or illustrative material not intended to bleed off the page) is 3/8 (.375) of an inch on all sides minimum.
- ▼ Type crossing the gutter should be positioned 1/16" from center fold on each page to provide 1/8" total separation. Safety for live area is 3/8" from top and bottom and both sides.
- ▼ Bleed ads are 1/8-inch beyond the trim size or 8.5 x 11.125 inches that trims down to 8.25 x 10.875.

## FILE PREPARATION WEB

- ▼ 300 pixel wide x 250 pixels high
- ▼ RGB color mode, as PNG, GIF or JPEG
- ▼ 40 KB maximum initial file load size
- ▼ 24 fps max video and animation rate
- ▼ 15 seconds maximum animation length
- ▼ Audio must be user initiated with the default state muted.
- ▼ Submission lead time minimum of 5 days before campaign start with 10 to 15 days preferred to allow for approval.



## GENERAL INFORMATION

### File Submission

All Advertisements are subject to approval. E-mail a low-res PDF for print ads or a PNG for online ads to:  
Advertising@InsideTheVatican.com  
or fax to: 1-202-536-5409.

**Paper Stock** is 60# gloss text

**Binding:** magazine is saddle-stitched.

### Print Reproductions

- ▼ Reproduction quality is at the advertiser's risk if publisher's specifications are not met or if material is received after closing date, even if on extension.
- ▼ Queries concerning printed reproduction should be submitted within three weeks of issue date.
- ▼ Order back issues on our website.