

**THE**  
**B.C. CATHOLIC**  
**2022**  
**MEDIA KIT**



We are ONE body of Catholic media!

TOGETHER WE STAND

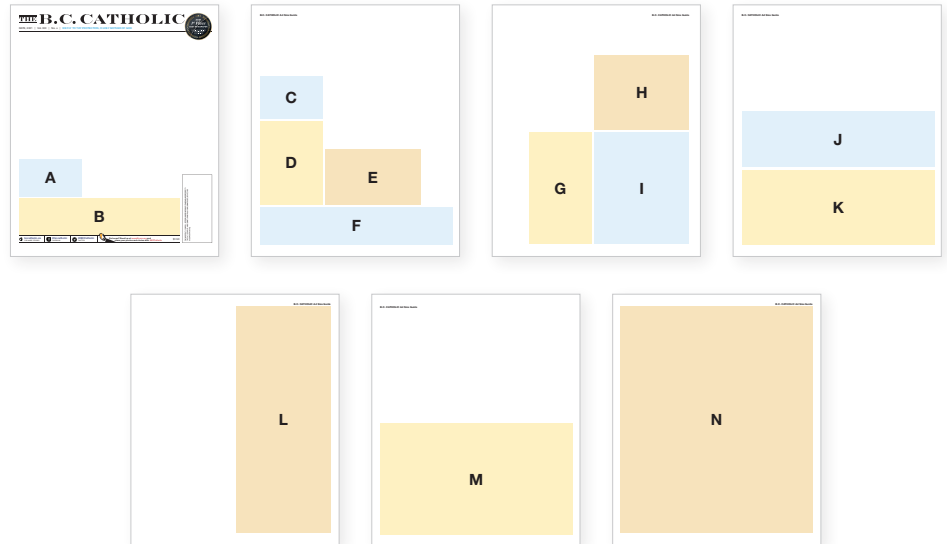
[bccatholic.ca](http://bccatholic.ca) | Contact [ads@rcav.org](mailto:ads@rcav.org) tel. 604.683.0281 x 50328

## Advertise With Us!

**490,000+** local Catholic population  
**55,000+** Weekly readership  
**17,500+** Weekly circulation  
**1,500+** Weekly digital subscribers  
**72%** of our subscribers are women  
**51 min.** Average length of time readers spend with the paper  
**45+** Primary age range  
**94%** Approval rate among subscribers

Circulated to:  
**77** churches  
**56** schools  
**10** healthcare facilities

## Print Ad Sizes



Print Ad Size	Number of columns	Width in inches	x	Height in inches	BW per one edition	CLR per one edition
A 2-column toe lug (front page)	2	3.34	x	2	N/A	\$250
B 5-column banner (front page)	5	8.58	x	2	N/A	\$525
C Business card - wide*	2	3.34	x	2.25	\$119	\$144
D 1/8 page - tall	2	3.34	x	4.48	\$260	\$290
E 1/8 page - wide	3	5.09	x	2.95	\$260	\$290
F Banner - wide	6	10.33	x	2	\$325	\$355
G 1/6 page - tall	2	3.34	x	6	\$351	\$391
H 1/6 page - wide	3	5.09	x	4	\$351	\$391
I 1/4 page - tall	3	5.09	x	6	\$525	\$575
J 1/4 page - wide	6	10.33	x	2.95	\$520	\$570
K 1/3 page - wide	6	10.33	x	4	\$680	\$780
L 1/2 page - tall	3	5.09	x	12.16	\$1,026	\$1,151
M 1/2 page - wide	6	10.33	x	6	\$1,026	\$1,151
N Full page	6	10.33	x	12.16	\$1,950	\$2,200
O Centrespread	12	21.5	x	12.16	N/A	\$3,800

## PREMIUM AD PAGES

A 10 per cent premium is charged for page-specific ad placement.

Cost per column inch: \$27

No agency rate

## PRE-BOOKED ADS DISCOUNTS

Discounts are available for multiple pre-booked ads.

*\*No discounts on business card size.*

Pre-booked ads	Discount
4-7	10%
8-13	15%
14-48	20%

## DEADLINES

- For special supplements:  
12 calendar days in advance of print date.

- For regular week issues:  
10 calendar days in advance of print date.

## AD DESIGN REQUIREMENTS

Ad must be sent with specified dimensions or re-sizing/re-designing fees are applicable.

The following formats are accepted:

- Image files (300dpi): JPG/JPEG, EPS, TIFF
- PDF - please embed all fonts

*Colour ads must be set to CMYK.*

## DESIGN SERVICES

- Re-sizing:** Free
- Re-designing:** \$70 - \$90
- Concept & Original Design:** \$140

## Advertorials

**An advertorial is an advertisement in the format of an editorial that is written with commercial value to the advertiser.** Advertorial options are offered in any weekly edition.

- 1/6 Page = \$300 (200 words + 1 image)
- 1/4 Page = \$488 (385 words + 1 image)
- 1/3 Page = \$650 (550 words + 1 image)
- 1/2 Page = \$975 (775 words + 2 images)

For themed-issues/supplements ask for special combination paid ad + 250 or 400 word advertorials.

*Note: Ads and advertorials need to be submitted 12 days calendar in advance of print date of any Supplement Issue.*

**We can write your advertorial for you!**  
**Please contact [editor@rcav.org](mailto:editor@rcav.org) for more information.**

## Inserts

**For print runs of 17,500+ weekly.**

Materials must be sent to printers  
12 days in advance.

Cost per insert based on weight of insert.  
Size must not exceed 10" x 12" folded.

### Clients must provide:

- Size: inches tall x inches wide
- Paper Stock: ex. 7pt matte coated
- Folding: ex. 4 folds to net 5½" x 8¼"
- Weight: grams per insert

*\*Based on 50g per unit weight*

**Ask about targeted marketing based on geo-zones/postal codes.**

**Insert your direct mailer  
Only 15¢ per unit\***

## Website Ad Sizes

### Big Box

- \$75/week; \$250/month
- MPU Banner
- Size: 300x250

### Leaderboard

- \$90/week; \$300/month
- Leaderboard Banner
- Size: 970x90

### Advertise on our website

**357,691** Page views in 2021  
**270,997** Unique visitors in 2021  
**1.48** Pages visited per session  
**1:17 min.** Average time on page  
**47%** Male  
**53%** Female

Over  
**12%**  
 increase in  
 visitors!

### AGE DEMOGRAPHICS

18-24	25-34	35-44	45-54	55-64	65+
7%	21%	18%	19%	17%	18%

## Digital Edition Advertising

**1500**  
 subscribers  
 every  
 Friday

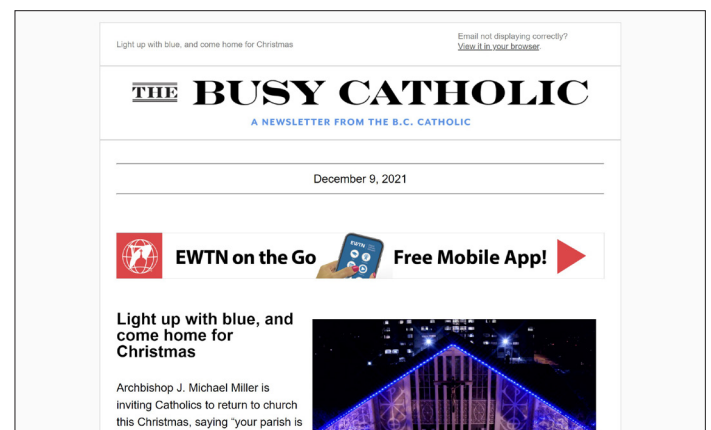


### SLIDEOUT ADS (includes link to website\*)

- 1/8 Page = \$30
- 1/4 Page = \$55
- 1/2 Page = \$99
- Full-Page (inside) = \$149
- Full-Page (Page 0) = \$199
- Embedded video = \$99
- Click through embedded link for print edition ads = \$50

Animated ads must be in **GIF** format only.

## THE BUSY CATHOLIC



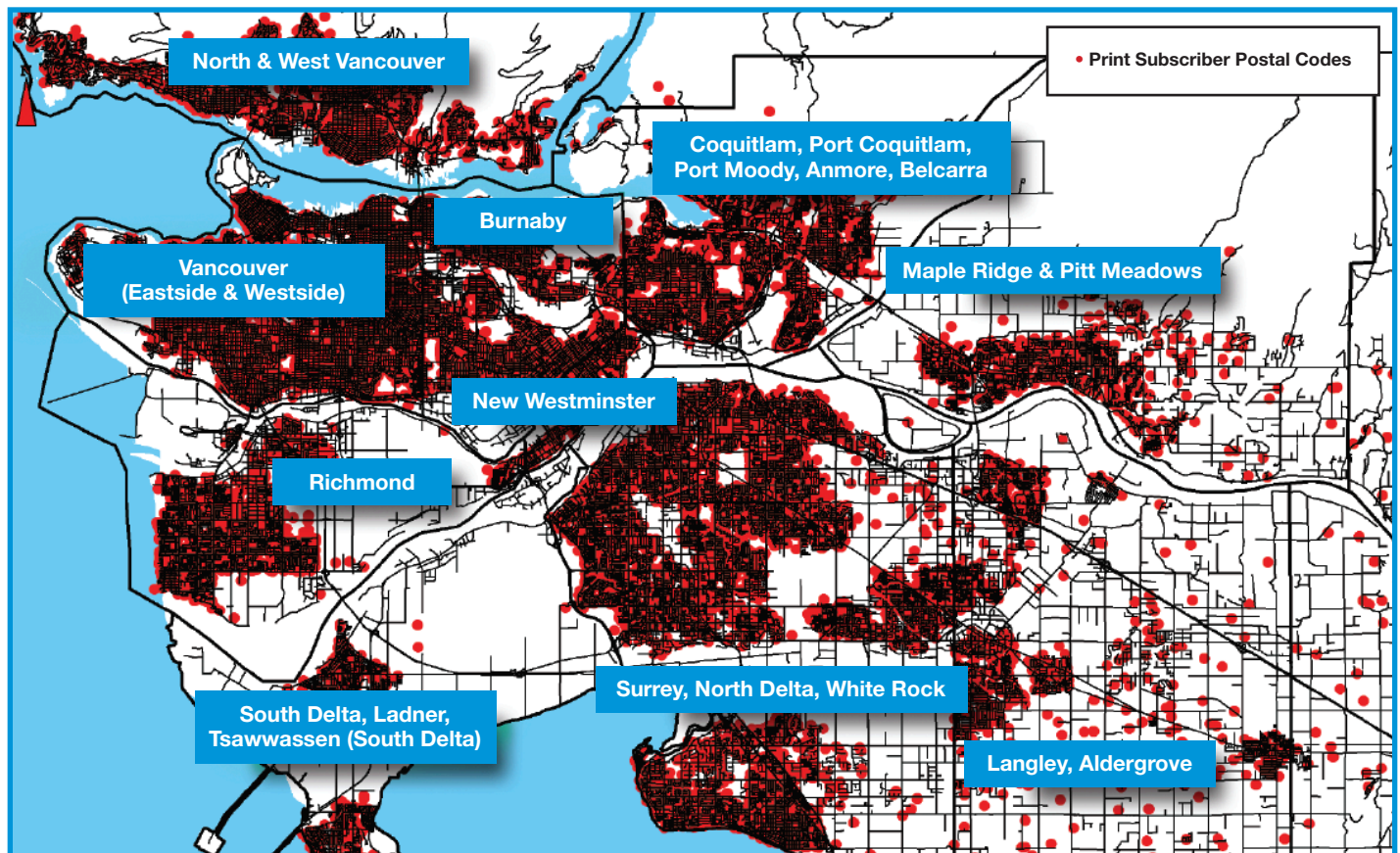
### OUR WEEKLY E-NEWSLETTER

- Reach unique users every Thursday
- Outreach to 77 churches and 56 schools
- 1500+ Subscribers
- 44% Open Rate

### Ad sizes available

- Top leaderboard banner (970x90) = \$99/week
- Mid-page island banner (970x90) = \$55/week

## Local Circulation



Area	Single Family Households	Church Bundles
North & West Vancouver	1,296	50
Vancouver (Eastside & Westside)	5,555	329
Richmond	1,509	37
Burnaby	1,682	131
New Westminster	543	28
Coquitlam, Port Coquitlam, Port Moody, Anmore, Belcarra	2,226	37
Surrey, North Delta, White Rock	5,807	69
Maple Ridge, Pitt Meadows	592	25
South Delta, Ladner, Tsawwassen (South Delta)	806	11
Langley, Aldergrove	993	40

\* Distribution via Canada Post. Note: there are more subscribers in B.C. and Canada that are not totalled in the chart, including bundles and individuals