



---

**MEDIA KIT 2021**



### ABOUT ANGELUS

Angelus News is a multimedia advertising and editorial platform that serves and tells the stories of Catholics in Los Angeles, Ventura and Santa Barbara counties. Some of the nation's largest and most culturally diverse Catholic communities. Angelus features local, national and international reporting and emphasizes visual storytelling. We tell stories across print and digital platforms covering the most urgent issues— from world events and cultural trends to personal matters of ethics and spirituality with a reach estimated at more than 175,000 readers every week.

Our contributors include some of the finest journalists, spiritual writers and photographers in the world today. Regular contributors like Archbishop José H. Gomez, Bishop Robert Barron, Father Ronald Rolheiser and Heather King complement the award-winning staff to bring the highest level of Catholic journalism.”



### QUICK FACTS

- The Archdiocese of Los Angeles is the largest in the country – **home to more than 5 million Catholics**
- A weekly magazine estimated at more than **175,000 readers every week**
- A cutting edge website with video, photo galleries and mobile optimization
- Social media channels
- A daily newsletter reaches **14 thousand subscribers every day**

## ADVERTISING OPPORTUNITIES » MULTI MEDIA CHANNELS

# ADVERTISE



### MAGAZINE

Our weekly magazine, **Angelus**, offers you the finest in Catholic journalism and photojournalism, with first-rate analysis of the events and trends shaping the Church and the world, plus the practical advice from the world's best spiritual writers on prayer and Catholic living, along with great features about Catholic life in Los Angeles. Our readers receive their copy of Angelus directly in their mailbox, at their local parish and some at the Cathedral of the Lady of our Angels.



### WEBSITE

Our website, **AngelusNews.com**, is updated all day long and brings you the most important stories from the Vatican, Washington, Latin America and across the globe. We also provide exclusive content — opinions, spiritual reflections and fascinating ideas. Not to mention: there is no better place to find local news and events coverage for the Catholic Church in Los Angeles, along with the latest Catholic high schools sports scores and highlights.



### NEWSLETTER

Our free daily e-newsletter, **Always Forward** will start your day with smart, handpicked selections of the day's top news, analysis and opinion, delivered to your inbox, absolutely free!

## AWARDS » CATHOLIC PRESS ASSOCIATION



Angelus News won 18 awards from the Catholic Press Association for work published during the 2018 calendar year. The competition included Catholic publications from across the U.S. and Canada.



Best reporting of social justice issues: Option for the poor and vulnerable “Without a home,” “Surviving in safety,” and “We live for the poor” by R.W. Dellinger and Caitlin Yoshiko Kandil



Best title and lead-in “Bards of pray: Why is it that such a surprising number of the world’s best poets today are Catholics?” by Mike Aquilina



Best regular column: Bishop’s column in a diocesan magazine “New World of Faith” by Archbishop José H. Gomez



Best coverage: Violence in our communities “Killing fields USA,” “Tragedy on repeat,” and “A love stronger than death” by R.W. Dellinger, Ruben Navarrette, and Tom Hoffarth



Best illustration with graphic design or art “Catholic stuff: The story of 2,000 years told in 100 objects” by Jacob Popcak

## TESTIMONIALS

“Our travel company, Poland-Medjugorje Pilgrimage, LLC has been arranging trips to Europe since 2002. Our prices and service, along with our promotion in Angelus have attracted thousands of travelers from Southern California and beyond. We have been a loyal customer of Angelus for over 12 years for one simple reason – results! We run ads several times per year and we consistently get great response resulting in hundreds of bookings from the L.A. area. We are very happy with Angelus and plan to continue advertising for the foreseeable future.”

Scott Scaria  
President, Poland-Medjugorje Pilgrimage LLC

“Advertising in Angelus has been perfect for us to reach the SoCal Catholic demographic that supports our mission.”

Chris Sariego, Director of PR & Marketing, St. Vincent de Paul of Los Angeles



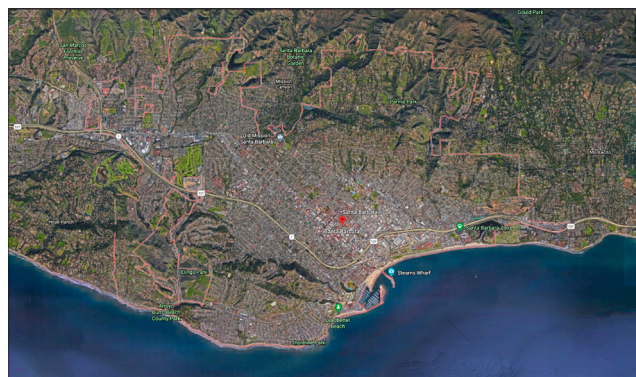
## DISTRIBUTION » LARGEST IN THE NATION



### SELLING TO OVER 5 MILLION CATHOLICS

Market coverage includes

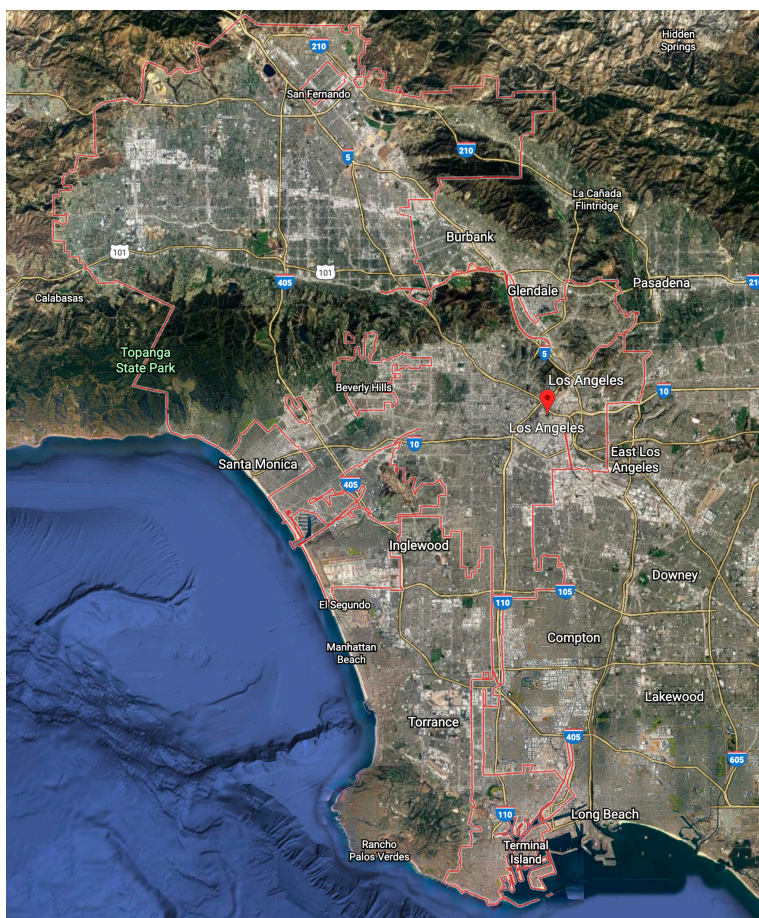
- Santa Barbara County
- Ventura County
- Los Angeles County



SANTA BARBARA COUNTY



VENTURA COUNTY



LOS ANGELES COUNTY

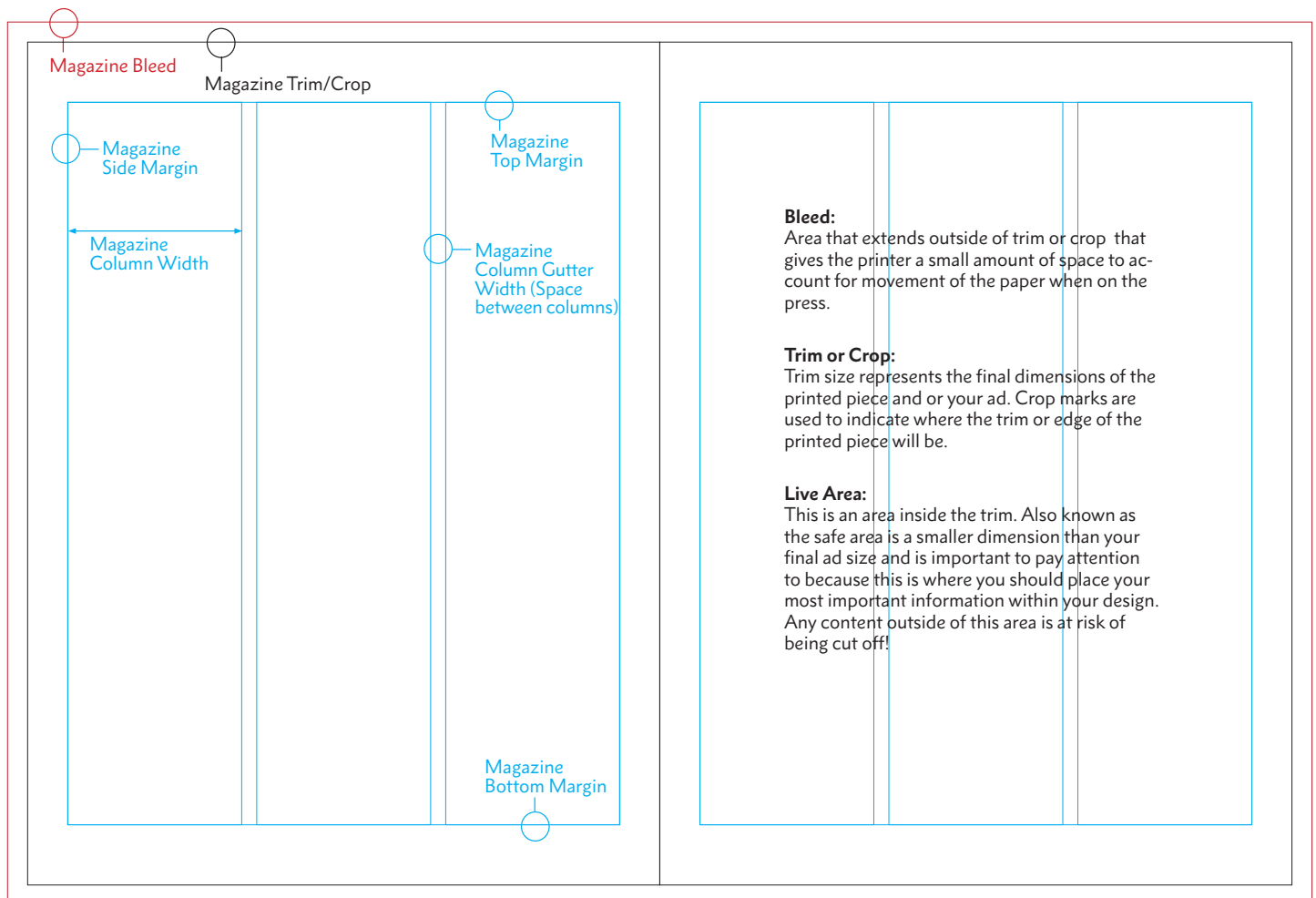
Some of the **most diverse**  
Catholic communities in California.

## ANGELUS AD SPECIFICATIONS - PRINT

### ADS SUPPLIED ELECTRONICALLY

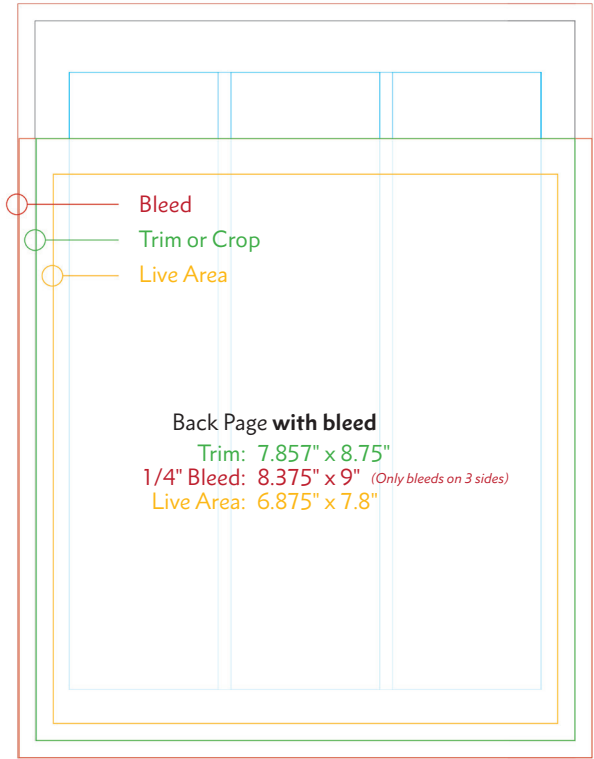
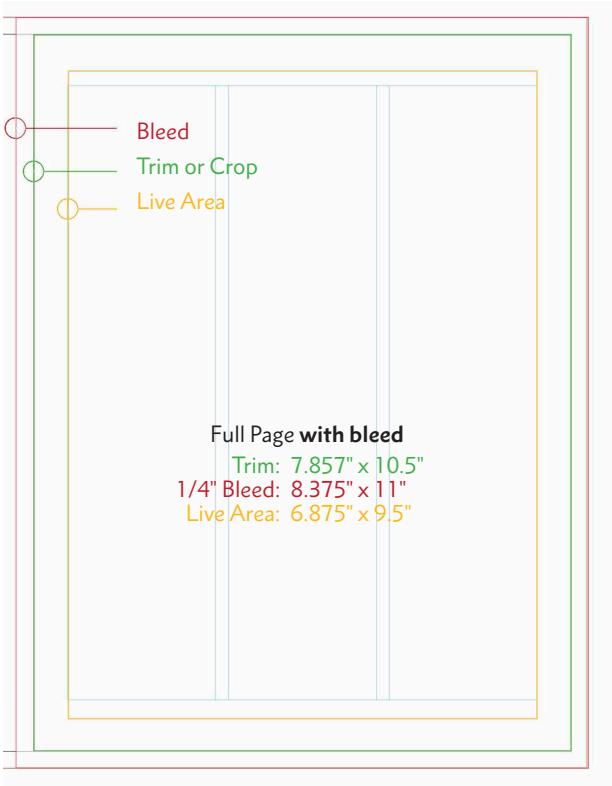
Advertisements should be supplied as press ready PDF files. *PDFs of ads that bleed should be sized to trim dimensions, include the bleed and saved by including the bleed without crop marks.* No color bars or other printer information. Color images should be in CMYK mode at a minimum of 300 dpi and should not exceed 288% ink density. Go to [angelusnews.com/advertise/](http://angelusnews.com/advertise/) to download template.

See image below for basic terms and definitions.



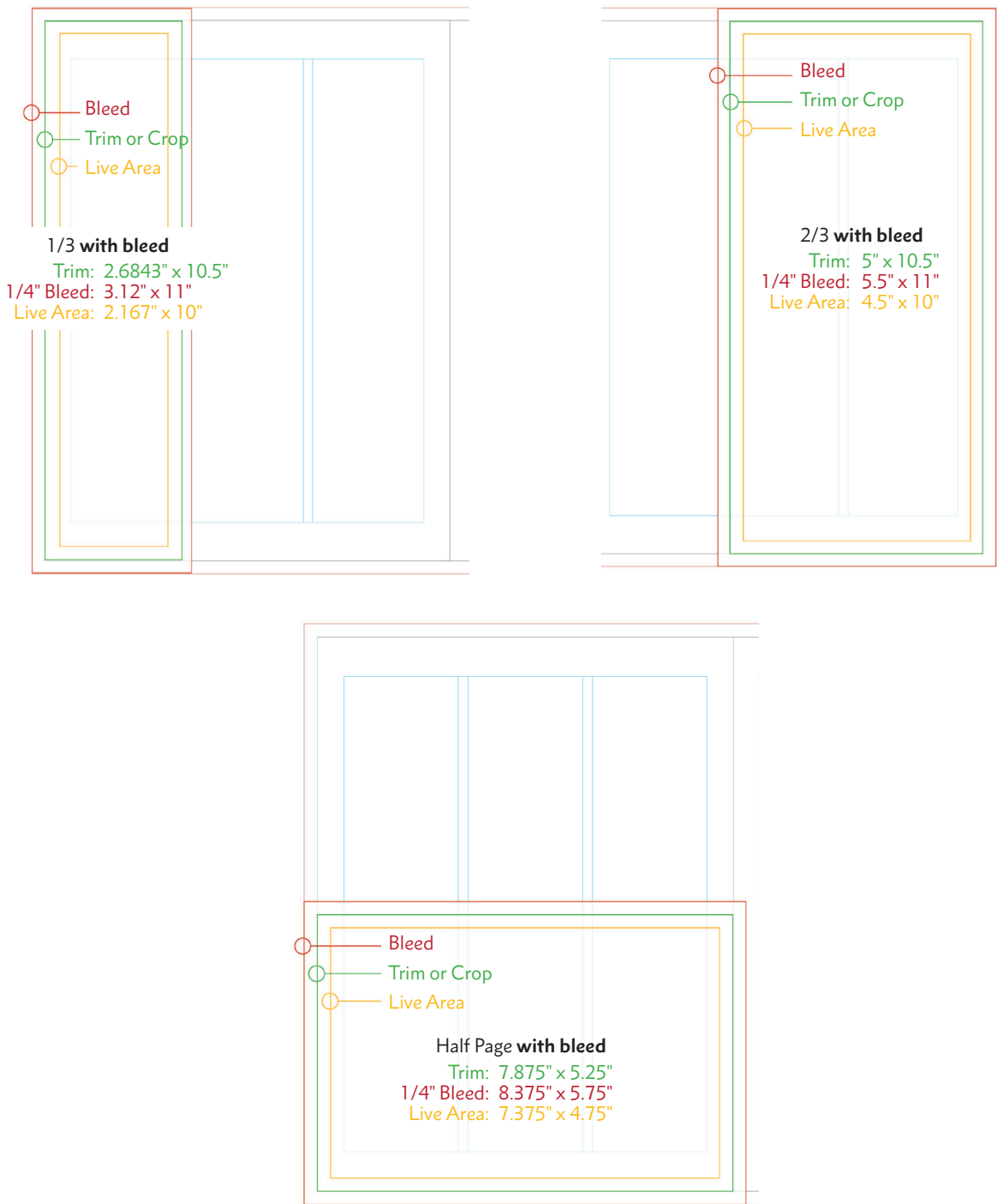
ANGELUS AD SPECIFICATIONS - PRINT WITH BLEED

Please call \_\_\_\_\_ at \_\_\_\_\_ for more information.



ANGELUS AD SPECIFICATIONS - PRINT WITH BLEED (BACK PAGE)

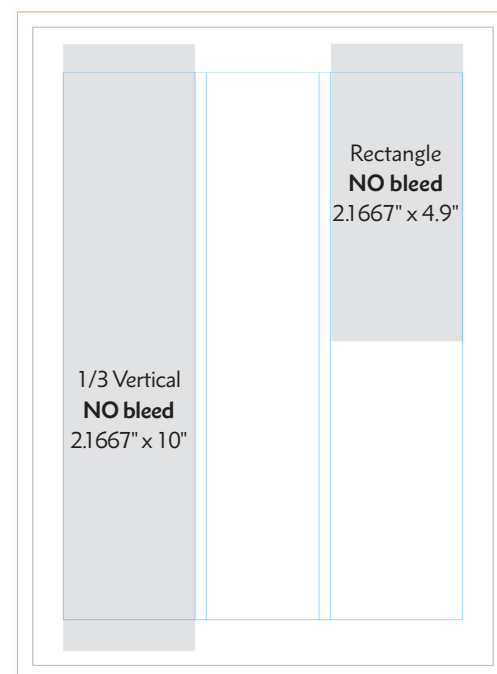
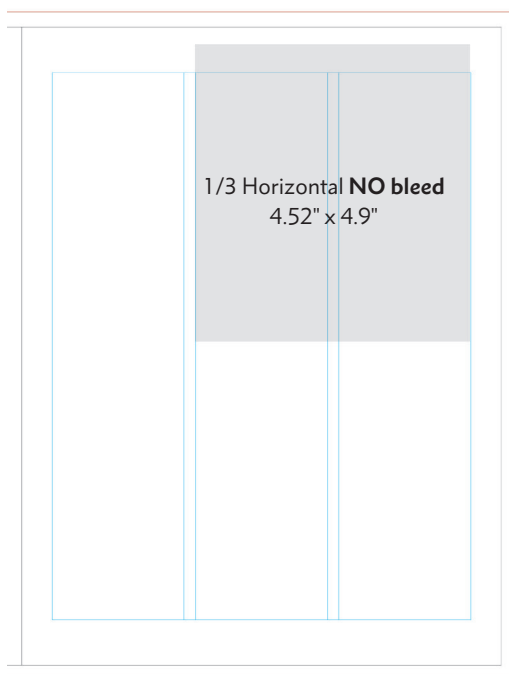
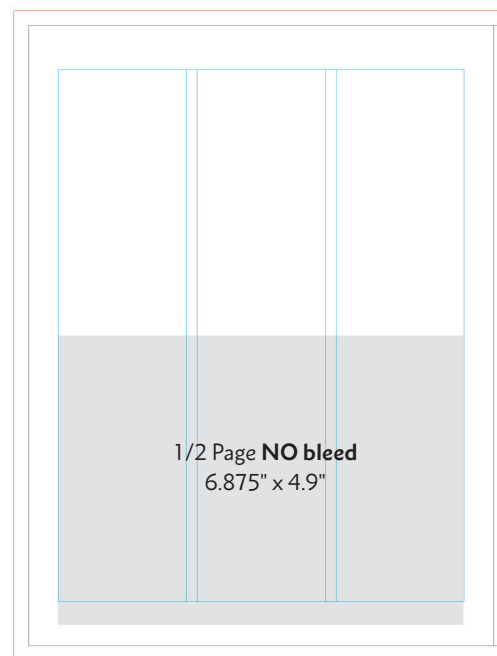
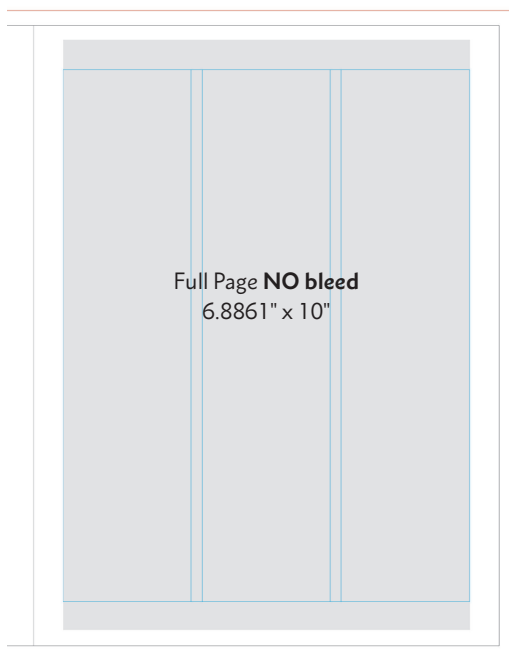
Please call \_\_\_\_\_ at \_\_\_\_\_ for more information.



# SPECIFICATIONS » ANGELUS ADS

## ANGELUS AD SPECIFICATIONS - PRINT WITH NO BLEED

Please call \_\_\_\_\_ at \_\_\_\_\_ for more information.





# SPECIFICATIONS » ANGELUS ADS

## ANGELUS AD SPECIFICATIONS - WEB

### ADS SUPPLIED ELECTRONICALLY

Advertisements should be supplied as JPG or GIF file formats. Color images should be RGB at 72 dpi provided you build the ad to the correct dimensions. Go to [angelusnews.com/advertise/](https://angelusnews.com/advertise/) to download template.

**\*Note: we cannot accomodate flash banner ads.**

Please call \_\_\_\_\_ at \_\_\_\_\_ for more information.

The screenshot displays the Angelus News website interface with several ad placements highlighted:

- Leaderboard ad 728 x 90:** Located at the top of the main content area, below the navigation bar.
- 1/2 page banner ad 300 x 600:** A large vertical ad space on the right side of the page, spanning the height of the main content area.
- Square banner ad 300 x 250:** A smaller ad space located below the 1/2 page banner ad on the right side.

The website content includes a navigation bar with links like 'Always Forward Newsletter', 'Donate', 'Advertise', 'Renew', 'Subscribe', and social media icons. The main content area features a 'LOCAL' tab and several news articles with accompanying images and headlines, such as 'What's next for Christians in the Middle East?' and 'Preaching one thing, doing another is 'pastoral schizophrenia,' pope says'.



ANGELUS

---

**MEDIA KIT 2021**