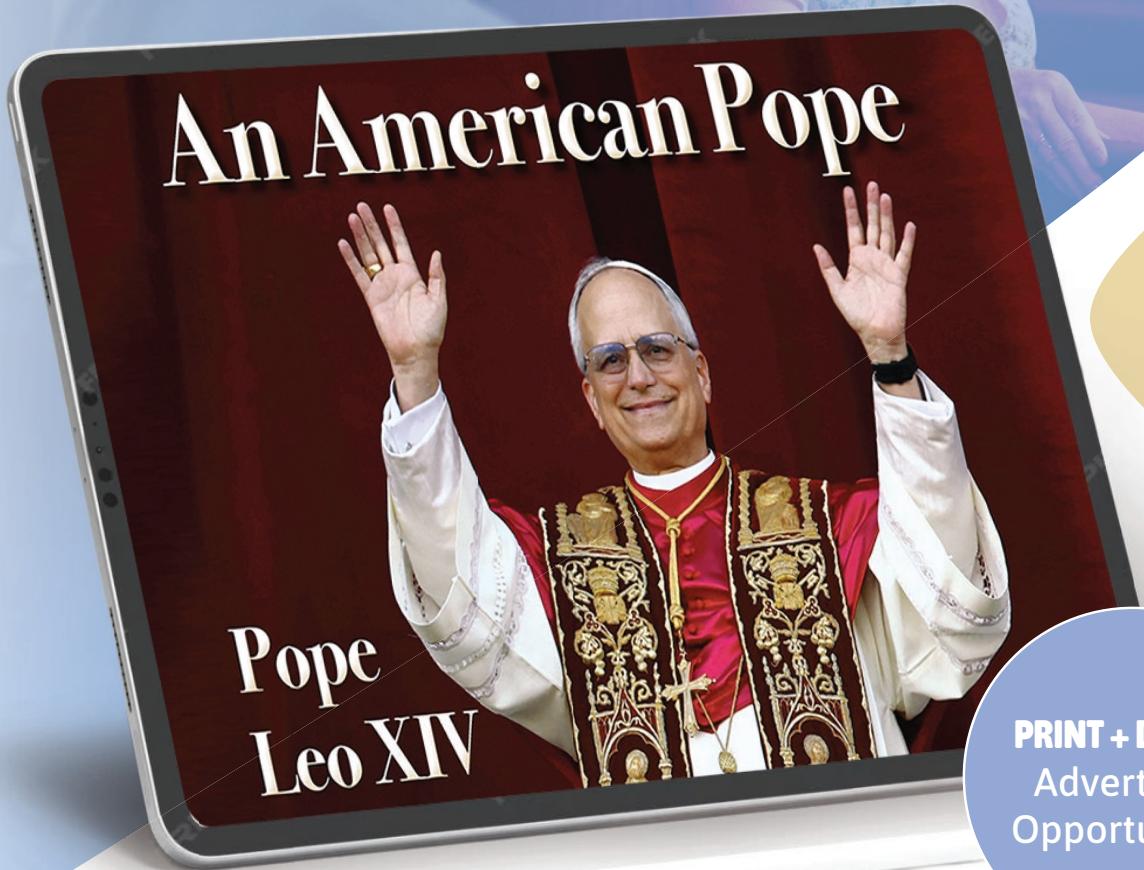


# MEDIA KIT

2026



**PRINT + DIGITAL**  
Advertising  
Opportunities

FLORIDA *Catholic*  
MEDIA

## Connect with Catholic Audiences

The Florida Catholic is the official Catholic newspaper serving several dioceses across Florida, published both in print and online. With a long history dating back to 1939, it offers trusted news, features, and faith-based content for Catholic readers throughout the state.

## A Loyal and Engaged Readership

Readers turn to The Florida Catholic for insightful coverage of local, national, and international Church news, as well as stories that uplift and inform Catholic life. The publication's established presence and loyal audience make it an effective medium for connecting with engaged, faith-oriented readers.

## Online Visibility Through Our Directory

When you advertise with The Florida Catholic, your business or ministry can be featured in our online directory, helping you increase visibility within the Florida Catholic community. Directory listings include your name and website, and are accessible to our online audience throughout the year. We also promote directory access through digital communications and other channels linked to our print editions to help drive additional exposure.

Our advertising opportunities are designed to fit a range of budgets and help your message connect with Catholic households and parishioners across Florida.

- Reach a trusted Catholic audience across Florida
- Advertise in an official diocesan publication
- Connect with an engaged, faith-centered readership
- Gain visibility in both print and digital formats
- Target Catholic families, parishes, and community leaders
- Choose flexible ad options for any budget
- Extend exposure through the online business directory
- Align your brand with credible, award-winning journalism

## Counties We Cover Include:

### Diocese of Orlando

- Brevard
- Lake
- Marion
- Orange
- Osceola
- Polk
- Seminole
- Sumter
- Volusia

### Diocese of St. Augustine

- Alachua
- Baker
- Bradford
- Clay
- Columbia
- Dixie
- Duval
- Flagler
- Gilchrist
- Hamilton
- Lafayette
- Nassau
- Putnam
- St. Johns
- Suwannee
- Union

### Diocese of St. Petersburg

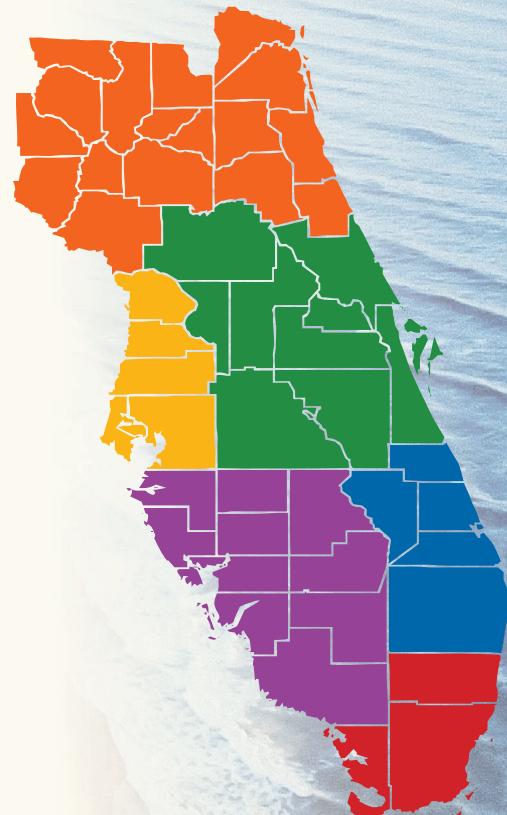
- Citrus
- Hernando
- Hillsborough
- Pasco
- Pinellas

### Archdiocese of Miami

- Broward
- Miami-Dade
- Monroe

### Diocese of Palm Beach

- Indian River
- Martin
- Okeechobee
- Palm Beach
- St. Lucie



**CONTACT:** Kristen Maheu • [ads@thefloridacatholic.org](mailto:ads@thefloridacatholic.org) • 407-373-0076

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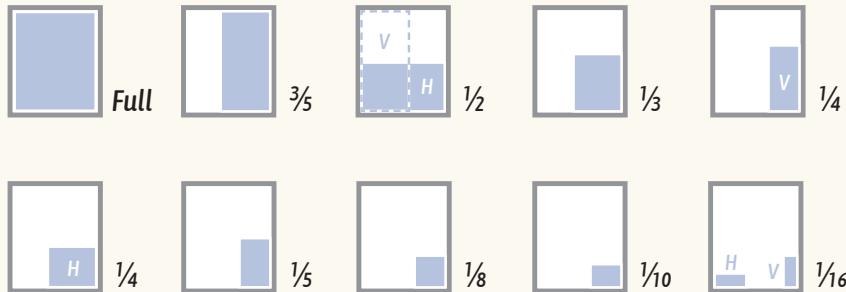
Orlando Palm Beach Venice Digital Editions	AD SIZE	1x	6x	Non-profit
Full page	\$ 885	\$ 797	\$ 414	
3/5 page	\$ 569	\$ 512	\$ 276	
1/2 page	\$ 493	\$ 444	\$ 244	
1/3 page	\$ 340	\$ 306	\$ 170	
1/4 page	\$ 258	\$ 232	\$ 130	
1/5 page	\$ 217	\$ 195	\$ 110	
1/8 page	\$ 140	\$ 126	\$ 71	
1/10 page	\$ 107	\$ 96	\$ 56	
1/16 page	\$ 73	\$ 66	\$ 39	

**COLOR INCLUDED!**

**The deadlines for space and copy are 10 days before publication.**

Dimensions (in inches)	Full page .....	10"wx12" h	1/4 page (horizontal) .....	5.9"wx5" h
	3/5 page .....	5.9"wx12" h	1/5 page .....	3.9"wx6" h
	1/2 page (horizontal) .....	10"wx6" h	1/8 page .....	3.9"wx4" h
	1/2 page (vertical) .....	5.9"wx10" h	1/10 page .....	3.9"wx3" h
	1/3 page .....	5.9"wx7" h	1/16 page (horizontal) .....	3.9"wx2" h
	1/4 page (vertical) .....	3.9"wx8" h	1/16 page (vertical) .....	1.9"wx4" h

#### Display Ad Sizes



ISSUE DATE	COPY DEADLINE	ONE-SHOT
JAN 9	DEC 30, 2025	
JAN 16	JAN 5	
JAN 23	JAN 12	CATHOLIC SCHOOLS WEEK
JAN 30	JAN 19	
FEB 6	JAN 26	
FEB 13	FEB 2	ASH WEDNESDAY/LENT
FEB 20	FEB 9	
FEB 27	FEB 16	
MAR 6	FEB 23	CATHOLIC SISTERS WEEK
MAR 13	MAR 2	
MAR 20	MAR 9	JUBILARIANS
MAR 27	MAR 16	HOLY WEEK MASS SCHEDULES
APR 3	MAR 30	GOOD FRIDAY/EASTER
APR 10	MAR 30	
APR 24	APR 13	WORLD DAY OF PRAYER FOR VOCATIONS
MAY 1	APR 20	
MAY 8	APR 27	
MAY 15	MAY 4	
MAY 22	MAY 11	MEMORIAL DAY MASS
MAY 29	MAY 18	
JUN 5	MAY 25	GRADUATION
JUN 12	JUN 1	
JUN 26	JUN 15	
JULY 10	JUN 22	
JULY 24	JULY 13	
JULY 31	JULY 20	
AUG 7	JULY 27	
AUG 14	AUG 3	
AUG 21	AUG 10	
AUG 28	AUG 17	
SEPT 4	AUG 24	
SEPT 11	AUG 31	
SEPT 18	SEPT 7	
SEPT 25	SEPT 14	BACK IN SCHOOL
OCT 2	SEPT 28	
OCT 9	OCT 5	
OCT 16	OCT 5	RELIGIOUS JUBILARIANS
OCT 23	OCT 12	
OCT 30	OCT 19	ALL SOULS' DAY MASS
NOV 6	OCT 26	VETERAN'S DAY MASS
NOV 13	NOV 2	
NOV 20	NOV 9	ADVENT GIFT GUIDE
DEC 4	NOV 23	ADVENT GIFT GUIDE
DEC 11	NOV 30	ADVENT GIFT GUIDE
DEC 18	DEC 7	

Palm Beach Print Edition	AD SIZE	1x	6x	Non-profit
	Full page	\$695	\$636	\$579
	3/5 page	\$435	\$398	\$362
	1/2 page	\$367	\$337	\$306
	1/3 page	\$257	\$235	\$214
	1/4 page	\$196	\$179	\$163
	1/5 page	\$160	\$146	\$133
	1/8 page	\$104	\$95	\$86
	1/10 page	\$80	\$72	\$65
	1/16 page	\$60	\$50	\$45

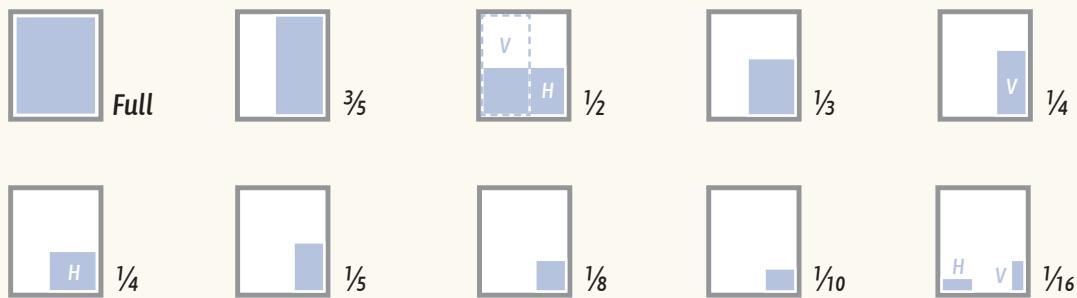
Dimensions (in inches)	
Full page	10" w x 12" h
3/5 page	5.9" w x 12" h
1/2 page (horizontal)	10" w x 6" h
1/2 page (vertical)	5.9" w x 10" h
1/3 page	5.9" w x 7" h
1/4 page (vertical)	3.9" w x 8" h
1/4 page (horizontal)	5.9" w x 5" h
1/5 page	3.9" w x 6" h
1/8 page	3.9" w x 4" h
1/10 page	3.9" w x 3" h
1/16 page (horizontal)	3.9" w x 2" h
1/16 page (vertical)	1.9" w x 4" h

Add COLOR for \$250. Non-profit: Add COLOR for \$185.

The deadlines for space and copy are **10 days before publication**.

Preprint Insert Rates	1x	3x	6x	12x	ISSUE DATE	COPY DEADLINE	ONE-SHOTS
Single sheet	\$70	\$65	\$60	\$55	JAN 15	JAN 5	CATHOLIC SCHOOLS WEEK
Prices are per thousand inserts.					FEB 19	FEB 9	ASH WEDNESDAY/LENT
Insert Sizes					MAR 19	MAR 9	JUBILARIANS/HOLY WEEK MASS SCHEDULES/EASTER
Minimum: 4.5" x 6.5"					APR 16	APR 6	WORLD DAY OF PRAYER FOR VOCATIONS
Maximum - folded: 10" x 11"					MAY 21	MAY 11	MEMORIAL DAY MASS
Maximum - unfolded: 5.5" x 10"					JUN 18	JUN 8	GRADUATION
*Ask for quote for multiple pages. Allow 4 weeks before issue date. 6-8 samples required for approval.					SEPT 17	SEPT 7	BACK IN SCHOOL
MIAMI and PALM BEACH PRINT issues only.					NOV 19	NOV 9	ALL SOULS' DAY & VETERAN'S DAY MASS/ADVENT GIFT GUIDE
					DEC 17	DEC 7	ADVENT GIFT GUIDE/CHRISTMAS MASS SCHEDULES

#### Display Ad Sizes



**Miami  
Print and  
Digital  
Editions**

AD SIZE	1x	6x	Non-profit
Full page	\$1,823	\$1,640	\$1,285
3/5 page	\$1,171	\$1,054	\$836
1/2 page	\$1,016	\$915	\$725
1/3 page	\$699	\$630	\$499
1/4 page	\$530	\$478	\$379
1/5 page	\$447	\$403	\$319
1/8 page	\$283	\$256	\$203
1/10 page	\$219	\$199	\$157
1/16 page	\$150	\$137	\$39

Add COLOR for \$250. Non-profit: Add COLOR for \$185.

The deadlines for space and copy are **10 days before publication**.

**Dimensions  
(in inches)**

Full page	10" w x 12" h
3/5 page	5.9" w x 12" h
1/2 page (horizontal)	10" w x 6" h
1/2 page (vertical)	5.9" w x 10" h
1/3 page	5.9" w x 7" h
1/4 page (vertical)	3.9" w x 8" h
1/4 page (horizontal)	5.9" w x 5" h
1/5 page	3.9" w x 6" h
1/8 page	3.9" w x 4" h
1/10 page	3.9" w x 3" h
1/16 page (horizontal)	3.9" w x 2" h
1/16 page (vertical)	1.9" w x 4" h

**Preprint Insert Rates**

**1x    3x    6x    12x**

**Single sheet**    \$70    \$65    \$60    \$55

Prices are per thousand inserts.

**Insert Sizes**

**Minimum: 4.5" x 6.5"**

**Maximum - folded: 10" x 11"**

**Maximum - unfolded: 5.5" x 10"**

\*Ask for quote for multiple pages. Allow 4 weeks  
before issue date. 6-8 samples required for approval.  
**MIAMI and PALM BEACH PRINT Issues only.**

**ISSUE DATE**

**JAN 15**

**JAN 5**

**ONE-SHOTS**

**CATHOLIC SCHOOLS WEEK**

**FEB 19**

**FEB 9**

**ASH WEDNESDAY/LENT**

**MAR 19**

**MAR 9**

**JUBILARIANS/HOLY WEEK MASS SCHEDULES/EASTER**

**APR 16**

**APR 6**

**WORLD DAY OF PRAYER FOR VOCATIONS**

**MAY 21**

**MAY 11**

**MEMORIAL DAY MASS**

**JUN 18**

**JUN 8**

**GRADUATION**

**JUL 16**

**JUL 6**

**DIGITAL ISSUE ONLY (MIA)**

**SEPT 17**

**SEPT 7**

**BACK IN SCHOOL**

**NOV 19**

**NOV 9**

**ALL SOULS' DAY & VETERAN'S DAY MASS/ADVENT GIFT GUIDE**

**DEC 17**

**DEC 7**

**ADVENT GIFT GUIDE/CHRISTMAS MASS SCHEDULES**

**Display Ad Sizes**



**Full**



**3/5**



**1/2**



**1/3**



**1/4**



**1/5**



**1/8**



**1/10**



**1/16**

**La Voz Católica**  
**Print and**  
**Digital**  
**Editions**

AD SIZE	1x	3x	Non-profit
Full page	\$960	\$860	\$760
1/2 page	\$835	\$635	\$535
1/4 page	\$435	\$410	\$385
1/6 page	\$310	\$285	\$260
1/8 page	\$260	\$235	\$225
1/10 page	\$140	\$130	\$120

Add **COLOR** for \$225. Non-profit: Add **COLOR** for \$185.

**Dimensions**  
**(in inches)**

Full page	10.25" w x 11.9" h
1/2 page (horizontal)	10.25" w x 5.9" h
1/2 page (vertical)	5" w x 11.9" h
1/4 page (horizontal)	10.25" w x 2.9" h
1/4 page (vertical)	2.25" w x 11.9" h
1/4 page	5" w x 5.9" h
1/8 page (horizontal)	5" w x 2.9" h
1/8 page (vertical)	2.25" w x 5.9" h
1/10 page	3.84" w x 1.9" h

**The deadlines for space and copy are 10 days before publication.**

ISSUE DATE	COPY DEADLINE	ONE-SHOTS
JAN 15	JAN 5	CATHOLIC SCHOOLS WEEK
FEB 19	FEB 9	ASH WEDNESDAY/LENT
MAR 19	MAR 9	JUBILARIANS/HOLY WEEK MASS SCHEDULES/EASTER
APR 16	APR 6	WORLD DAY OF PRAYER FOR VOCATIONS
MAY 21	MAY 11	MEMORIAL DAY MASS
JUN 18	JUN 8	GRADUATION
JUL 16	JUL 6	DIGITAL ISSUE ONLY (MIA)
SEPT 17	SEPT 7	BACK IN SCHOOL
NOV 19	NOV 9	ALL SOULS' DAY & VETERAN'S DAY MASS/ADVENT GIFT GUIDE
DEC 17	DEC 7	ADVENT GIFT GUIDE/CHRISTMAS MASS SCHEDULES

**Display Ad Sizes**



Full



1/2  
(H)



1/2  
(V)



1/4  
(H)



1/4  
(V)



1/8



1/8  
(H)



1/8  
(V)



1/10

**ST. AUGUSTINE  
CATHOLIC MAGAZINE**  
Print and Digital  
Editions

AD SIZE	1x	6x
Inside Cover	\$2,882	\$2,536
Back Cover	\$1,698	\$1,485
1/2 page	\$2,401	\$2,113
1/3 page	\$1,824	\$1,605
1/4 page	\$1,355	\$1,124
1/5 page	\$865	\$761
1/8 page	\$534	\$470
1/10 page	\$273	\$240
1/2 pg. Inside Cover	\$1,520	\$1,355

**Dimensions  
(in inches)**

Trim Size	8.375" w x 10.75" h
Full Page	7.4375" w x 9.75" h 8.875" w x 11.25" in bleed
2/3 page	4.9167" w x 9.75" h
1/2 page (vertical)	4.9167" w x 7.2786" h
1/2 page (horizontal)	7.4375" w x 4.8125" h
1/3 page	4.9167" w x 4.8125" h
1/6 page (vertical)	2.3958" w x 4.8125" h
1/6 page (horizontal)	4.9167" w x 2.3411" h
1/12 page	2.3958" w x 2.3411" h

**COLOR INCLUDED!**

Preprint Insert Rates	1x	3x	6x	12x
Single sheet	\$70	\$65	\$60	\$55

Prices are per thousand inserts.

**Insert Sizes**

**Minimum: 4.5" x 6.5"**

**Maximum - folded: 10" x 11"**

**Maximum - unfolded: 5.5" x 10"**

**ISSUE DATE**

JAN 1	NOV 7	WINTER (JANUARY / FEBRUARY)
MAR 1	JAN 12	SPRING (MARCH / APRIL)
MAY 1	MAR 16	FAMILIES (MAY / JUNE)
JULY 1	APR 13	SUMMER (JULY / AUGUST)
AUG 1	JULY 6	FALL (SEPTEMBER/OCTOBER)
NOV 1	SEPT 14	HOLIDAY (NOVEMBER / DECEMBER)

\*Require a sample for weight/pre-approval.

**Display Ad Sizes**



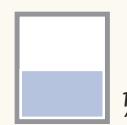
Full



2/3



1/2



1/2



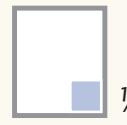
1/3



1/6



1/6



1/12

**Gulf Coast Catholic  
Print Edition**

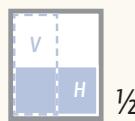
AD SIZE	1x	2-3x	4x	Dimensions (in inches)
Inside Front Cover	\$8,000	\$7,000	\$6,000	Full page ..... 8" w x 10.25" h
Inside Back Cover	\$8,000	\$7,000	\$6,000	1/2 page (horizontal) ..... 8" w x 5" h
Full page	\$5,000	\$4,500	\$4,000	1/2 page (vertical) ..... 3.875" w x 10.25" h
1/2 page (horizontal)	\$2,700	\$2,500	\$2,200	1/4 page (horizontal) ..... 8" w x 2.5" h
1/2 page (vertical)	\$2,700	\$2,500	\$2,200	1/4 page (vertical) ..... 3.875" w x 5" h
1/4 page (horizontal)	\$1,600	\$1,400	\$1,200	
1/4 page (vertical)	\$1,600	\$1,400	\$1,200	

ISSUE DATE	RESERVATION DUE	COPY DEADLINE	ISSUE
AUG 12, 2024	JUNE 14, 2024	JUNE 22, 2024	FALL
NOV 11, 2024	SEPT 16, 2024	SEPT 23, 2024	ADVENT/CHRISTMAS
FEB 10, 2025	NOV 3, 2024	NOV 10, 2024	LENT/EASTER 2025
MAY 58, 2025	MAR 3, 2025	MAR 10, 2024	SUMMER 2025

*Display Ad Sizes*



Full



1/2



1/4



1/4

# FLORIDA Catholic

MEDIA

**CONTACT:** Kristen Maheu, Advertising & Business Manager  
 Email: [ads@thefloridacatholic.org](mailto:ads@thefloridacatholic.org) • Phone: 407-373-0076

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- National
- Vatican
- World

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- Columns
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  - ✓ Faith at Home
  - ✓ Making Sense of Bioethics
- Catholic Q + A
- Diary of an Exorcist
- Daily Readings
- Lecturas de Hoy
- Dose of Faith
- Faith Journey
- Pope Leo XIV
- Sunday Word
- Saint of the Day

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MEDIA

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# SOCIAL MEDIA



Florida full and part-time residents, along with visitors from around the world, turn to [thefloridacatholic.org](http://thefloridacatholic.org) for award-winning content that is continuously updated on our website.



**35,500**

Average Monthly  
Visitors



**284,000**

Average Monthly  
Page views



**30,000**

Average Monthly  
new visitors



@FloridaCatholic

**64,000 Followers**



@Florida Catholic

**117,000 Reach**



@FloridaCatholic

**100,000 Views**

Digital Ads  
Website

AD SIZE	Dimensions	Monthly
Square Banner	300 Pixels x 250 Pixels	\$30
Tall Banner	300 Pixels x 600 Pixels	\$60
Leaderboard (#1 Position)	728 Pixels x 90 Pixels	\$95

**CONTACT:** Kristen Maheu  
407-373-0076  
[ads@thefloridacatholic.org](mailto:ads@thefloridacatholic.org)

**FLORIDA**Catholic  
MEDIA



Homepage

## Advertising Specifications

### 1 Breakout-one (Current Size: 1170x90)

Mobile: 320x50  
 Tablet: 728x90, 320x50  
 Laptop: 970x90, 728x90, 970x250  
 Desktop: 1170x90, 970x90, 728x90, 970x250

### 2 Rectangle-one (Current Size: 300x250)

Mobile: 300x250, 320x50  
 Tablet: 300x250, 320x50  
 Laptop: 300x250  
 Desktop: 300x250

### 3 Rectangle-two (Current Size: 300x250)

Mobile: 300x250, 320x50  
 Tablet: 300x250, 320x50  
 Laptop: 300x250, 300x600  
 Desktop: 300x250, 300x600

### 4 Home-news (Current Size: 300x250)

Mobile: 300x250, 320x50  
 Tablet: 300x250, 320x50  
 Laptop: 300x250, 300x600, 300x300  
 Desktop: 300x250, 300x600, 300x300

### 5 Breakout-two (Current Size: 728x90)

Mobile: 320x50  
 Tablet: 728x90, 320x50  
 Laptop: 728x90  
 Desktop: 728x90

### 6 Rectangle-three (Current Size: 300x250)

Mobile: 300x250, 320x50  
 Tablet: 300x250, 320x50  
 Laptop: 300x250, 300x600  
 Desktop: 300x250, 300x600

### 7 Rectangle-four (Current Size: 300x250)

Mobile: 300x250, 320x50  
 Tablet: 300x250, 320x50  
 Laptop: 300x250, 300x600  
 Desktop: 300x250, 300x600

### 8 Breakout-four (Current Size: 1170x90)

Mobile: 320x50  
 Tablet: 728x90, 320x50  
 Laptop: 970x90, 728x90, 970x250  
 Desktop: 1170x90, 970x90, 728x90, 970x250

**CONTACT:** Kristen Maheu, Advertising & Business Manager

Email: [ads@thefloridacatholic.org](mailto:ads@thefloridacatholic.org) • Phone: 407-373-0076



For more information on advertising with the  
Florida Catholic Media family of publications, contact us today.

**FLORIDA***Catholic*  
MEDIA

LA *Voz* CATÓLICA

St. Augustine  
**catholic**

**GULF COAST** *CATHOLIC*

Have a question and can't find the answer? We'd love to hear from you.  
Ask us about our non-profit rates and frequency discounts!

**Business and Advertising Department**

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