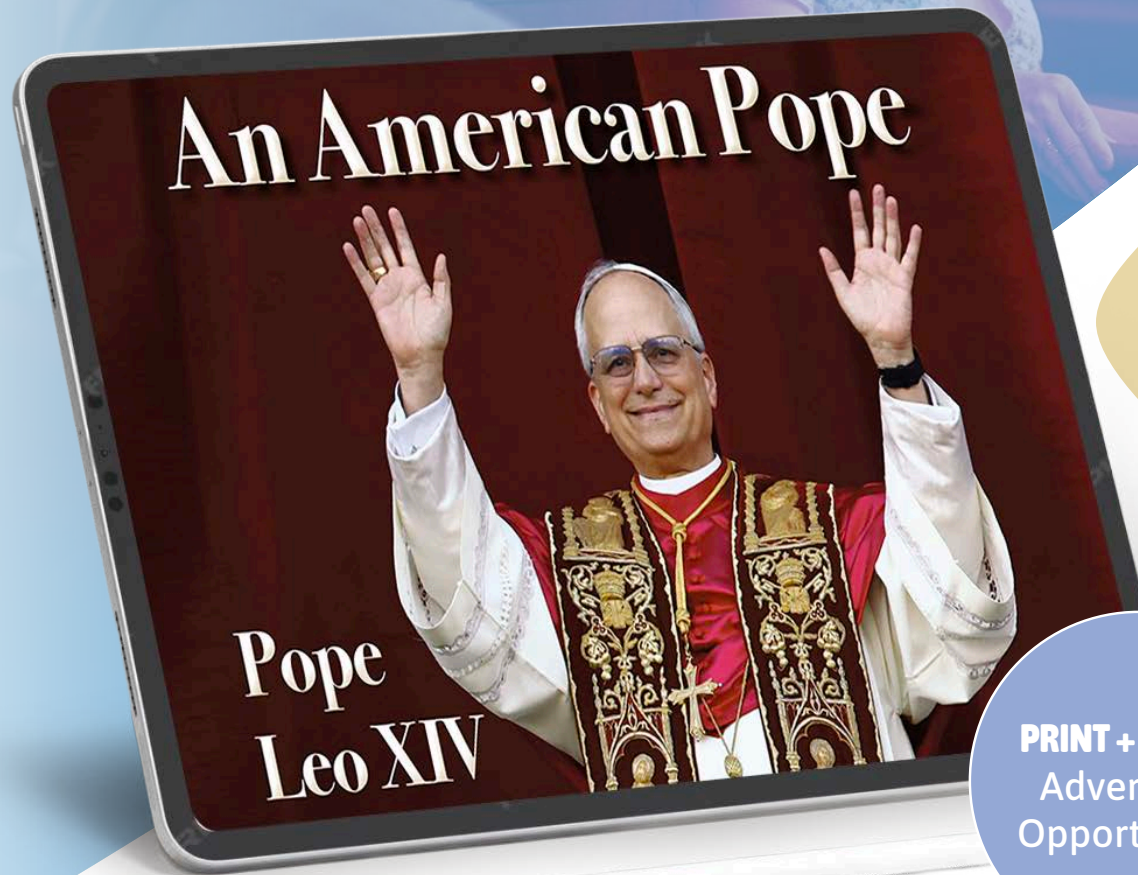


# MEDIA KIT

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

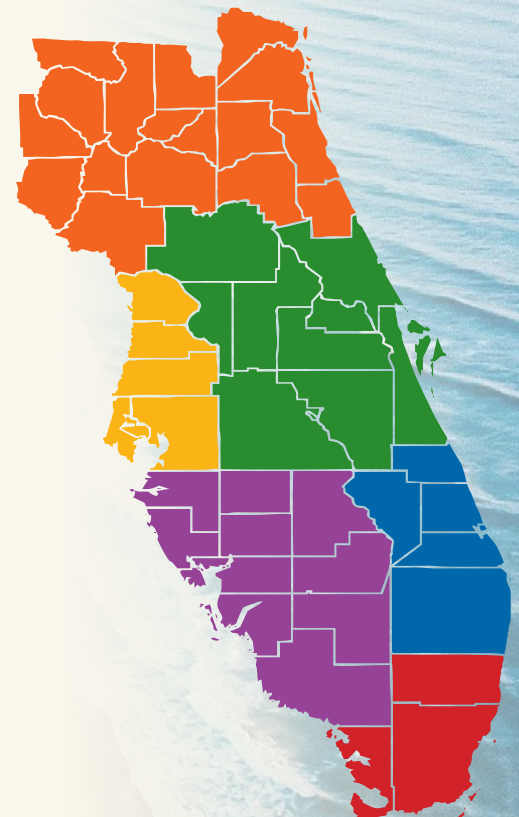
When you advertise with The Florida Catholic, your business or ministry can be featured in our online directory, helping you increase visibility within the Florida Catholic community. Directory listings include your name and website, and are accessible to our online audience throughout the year. We also 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
- **Diocese of Venice**
  - Charlotte
  - Collier
  - DeSoto
  - Glades
  - Hardee
  - Hendry
  - Highlands
  - Lee
  - Manatee
  - Sarasota



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

P.O. Box 4993, Orlando FL 32802-4993 • 1-888-275-9953 • [www.thefloridacatholic.org](http://www.thefloridacatholic.org)



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

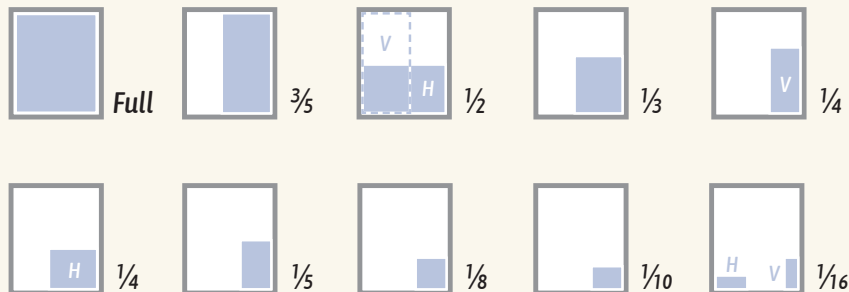
**COLOR INCLUDED!**

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

**Dimensions  
(in inches)**

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

**CONTACT:** Kristen Maheu, Advertising & Business Manager Email: ads@thefloridacatholic.org · Phone: 407-373-0076

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

Prices are per thousand inserts.

Insert Sizes

Minimum: 4.5" x 6.5"

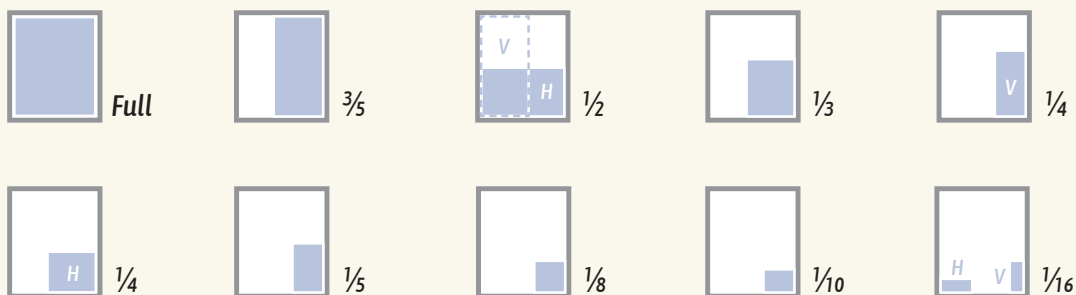
Maximum - folded: 10" x 11"

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	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
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



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

Dimensions  
(in inches)

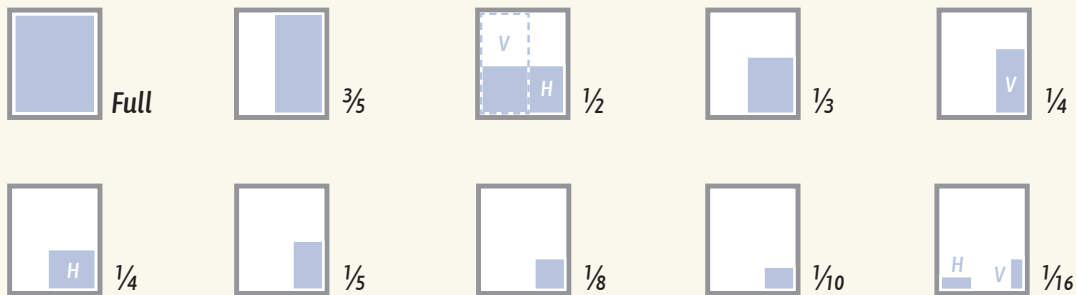
Full page	10" w x 12" h
3/5 page	5.9" w x 12" h
1/2 page (horizontal)	10" w x 6" h
1/2 page (vertical)	5.9" w x 10" h
1/3 page	5.9" w x 7" h
1/4 page (vertical)	3.9" w x 8" h
1/4 page (horizontal)	5.9" w x 5" h
1/5 page	3.9" w x 6" h
1/8 page	3.9" w x 4" h
1/10 page	3.9" w x 3" h
1/16 page (horizontal)	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
<i>Prices are per thousand inserts.</i>							
<b>Insert Sizes</b>							
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.							
<b>MIAMI and PALM BEACH PRINT issues only.</b>							
					DEC 17	DEC 7	ADVENT GIFT GUIDE/CHRISTMAS MASS SCHEDULES

#### Display Ad Sizes



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

Dimensions  
(in inches)

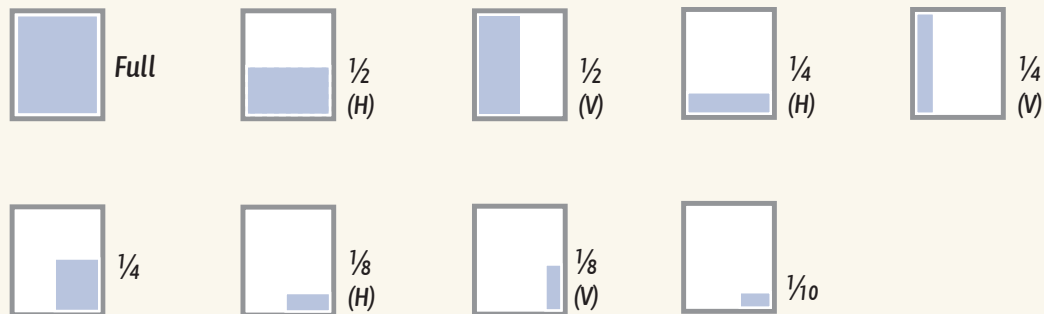
Full page	10.25" w x 11.9" h
1/2 page (horizontal)	10.25" w x 5.9" h
1/2 page (vertical)	5" w x 11.9" h
1/4 page (horizontal)	10.25" w x 2.9" h
1/4 page (vertical)	2.25" w x 11.9" h
1/4 page	5" w x 5.9" h
1/8 page (horizontal)	5" w x 2.9" h
1/8 page (vertical)	2.25" w x 5.9" h
1/10 page	3.84" w x 1.9"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

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

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



ST. AUGUSTINE  
CATHOLIC MAGAZINE  
Print and Digital  
Editions

AD SIZE	1x	3x	6x
Inside Covers	\$2,882	\$2,708	\$2,536
Back Cover	\$1,698	\$1,587	\$1,485
Full page	\$2,401	\$2,257	\$2,113
2/3	\$1,824	\$1,714	\$1,605
1/2	\$1,355	\$1,219	\$1,124
1/3	\$865	\$812	\$761
1/6	\$534	\$502	\$470
1/12	\$273	\$257	\$240
1/2 page Inside Cover	\$1,520	\$1,435	\$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"

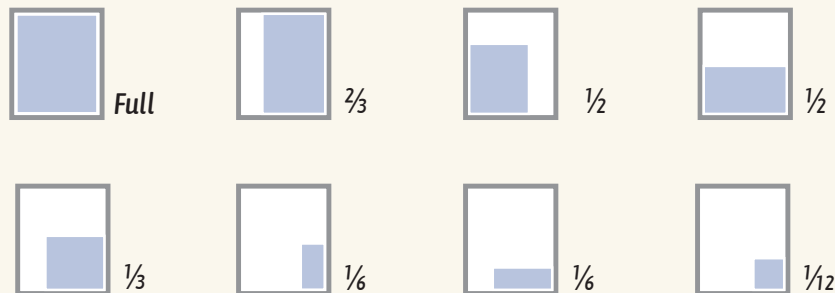
Maximum - folded: 10" x 11"

Maximum - unfolded: 5.5" x 10"

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

ISSUE DATE	COPY DEADLINE	SPECIAL
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)

#### Display Ad Sizes



**Gulf Coast Catholic**  
 Print Edition

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

Full page .....	8" w x 10.25" h
1/2 page (horizontal) .....	8" w x 5" h
1/2 page (vertical) .....	3.875" w x 10.25" h
1/4 page (horizontal) .....	8" w x 2.5" h
1/4 page (vertical) .....	3.875" w x 5" h

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**



Take the *Florida Catholic* on-the-go with our free *Florida Catholic News* app, available on both the App Store and Google Play. Best of all, there are no paywalls or added content fees!

- ✓ Updated continuously with breaking news
- ✓ Sign up for pushed notifications by interest/section

## Sections include:

### NEWS

- Florida
- National
- Vatican
- World

### FAITH

- Columns
  - ✓ Our Bishops
  - ✓ 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

**TOTALLY CATHOLIC TRIVIA**

**CATHOLIC CROSSWORD**

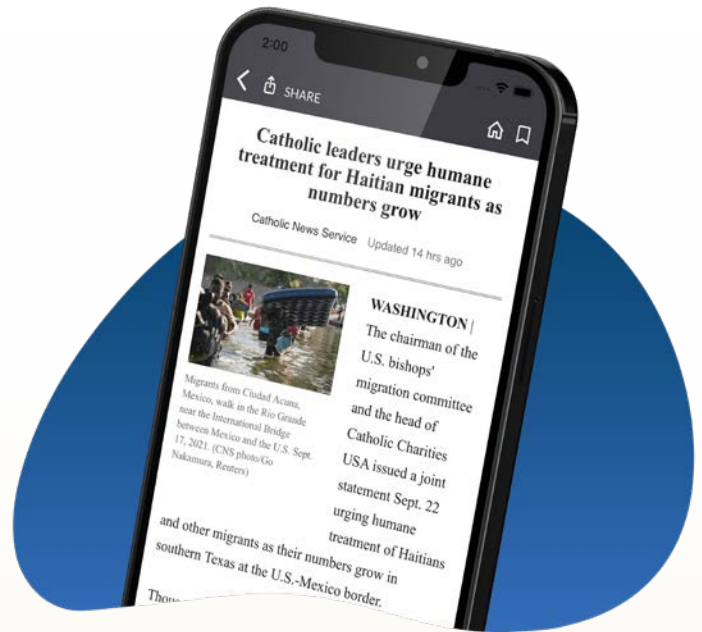
**MOVIE REVIEWS**

**THE CATHOLIC CHEF**

**LOCAL EVENTS**

**CLASSIFIEDS & OBITUARIES**

**...AND MUCH, MUCH MORE!**



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# FLORIDA *Catholic*

MEDIA

P.O. Box 4993, Orlando FL 32802-4993 · 1-888-275-9953

www.thefloridacatholic.org



# SOCIAL MEDIA



Florida full and part-time residents, along with visitors from around the world, turn to 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

**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



*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**

407-373-0076 | [ads@thefloridacatholic.org](mailto:ads@thefloridacatholic.org)

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