

Journalism must aspire to the truth

INSIDE THE VATICAN MAGAZINE

Why Advertise with *Inside the Vatican News Magazine*?

Inside 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 Pope Benedict XVI 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 published by Urbi et Orbi Communications, a non-profit organization. Donations to either name are tax deductible in the United States.
- ◆ *Inside the Vatican Magazine* is the only Catholic journal focusing exclusively on the Vatican and the impact of the papacy worldwide.
- ◆ *Inside the Vatican Magazine* has become the world’s leading English-language news magazine reporting from the Vatican.

CIRCULATION

10 issues published per year
Current Paid Circulation: 12,000
Estimated Readers: 100,000 due to subscriptions at schools, libraries, churches, convents, monasteries.

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.

DISTRIBUTION

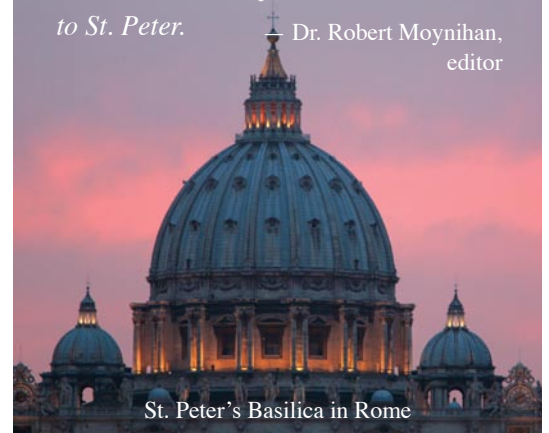
- ◆ The Pope
- ◆ All dicasteries in the Vatican
- ◆ All Cardinals and Bishops around the world
- ◆ Embassies to the Holy See
- ◆ Senior Vatican Officials
- ◆ Since 1993 to over 140 countries
- ◆ All State Departments
- ◆ Catholic decision makers in politics and business

Hundreds of copies are sold on news stands around St. Peter’s Square and purchased by tourists and Italy’s residents.

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,
editor



St. Peter’s Basilica in Rome

WHAT THEY ARE SAYING ABOUT US

INSIDE THE VATICAN MAGAZINE

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! But wait! Read what others have to say...

Deal W. Hudson, Editor of Crisis Magazine: "Because of their research and resources, *Inside the Vatican* is the only reliable source of information on what's really happening at the heart of the Church. It's essential!"

Stratford Caldecott, Center for Faith & Culture, Oxford: "In its exciting mixture of images and words, *Inside the Vatican* is a feast, a treat, a celebration, for anyone who wants to live spiritually and morally 'inside the Vatican.'"

Prof. Mary Ann Glendon, U.S. 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."

Ralph Martin, Pres./Renewal Ministries & Author: "*Inside the Vatican* is one of the very few magazines that truly reflect the broad range of Pope John Paul II's concerns for all aspects of the life and mission of the Church.

I read each issue thoroughly."

Dr. Janet Smith, Consultor to the Pontifical Council for the Family, Professor of Moral Theology, Sacred Heart Seminary, Detroit, MI: "It's always a thrill to receive a new issue of *Inside the Vatican*. There is such a variety of features; and updates on news I get nowhere else. It provides excellent commentary on important issues; art essays that exalt the heart, and the photography of places and churches in Rome keeps alive fond memories of my trips there. It whets my appetite for exploring the eternal city. I am proud to put it out on my coffee table and notice few resist its beauty."

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 Denver: "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."

Nina Shea, Head of Freedom House, Washington DC: "*Inside The Vatican* is a must-read for everyone interested in reading about what's going on behind the scenes in Rome and cutting-edge Catholic theological, social, and cultural issues. Editor, Bob Moynihan, has given us a beautiful and indispensable guide to the Roman Catholic Church in today's world."

Msgr. Flavio Capucci, Opus Dei World Hdqts, Rome Italy: "Among the many merits of *Inside the Vatican*, I would like to emphasize the service it renders, issue after issue, to the unity of the Church. The multiplicity of gifts, the diverse vocations, the plurality of paths found within, show the wealth which God has endowed our Church. There is one condition without which this variety is transformed into conflict: it is lived within the same shared faith. This is a specific contribution offered by *Inside the Vatican*."



Inside the Vatican is published by Urbi et Orbi Communications, PO Box 57, New Hope, KY, 40052-0057, USA, pursuant to a License Agreement with Dr. Robert Moynihan, the owner of the Copyright. Urbi et Orbi Communications, Inc. is the registered Publisher for Inside the Vatican magazine. Donations to either name are tax deductible in the United States. We are a non-profit organization.

INSIDE THE VATICAN MAGAZINE AD RATES

All advertisements are full color and all rates shown here are net.

Size	10 Times	7-9 Times	4-6 Times	2-3 Times	1 Time
Inside Front, Back Cover, Inside Facing Front Cover	\$1,500.00	\$1,600.00	\$1,700.00	\$1,800.00	\$2,000.00
Inside Back Cover, Inside Facing Back Cover	\$1,350.00	\$1,440.00	\$1,530.00	\$1,620.00	\$1,800.00
Full page	\$1,050.00	\$1,120.00	\$1,190.00	\$1,260.00	\$1,400.00
2/3 page	\$750.00	\$800.00	\$850.00	\$900.00	\$1,000.00
1/2 page	\$638.00	\$680.00	\$725.00	\$765.00	\$850.00
1/3 page	\$495.00	\$528.00	\$560.00	\$595.00	\$660.00
1/4 page	\$375.00	\$400.00	\$425.00	\$450.00	\$500.00
1/6 page	\$206.25	\$220.00	\$233.75	\$247.50	\$275.00
1/12 page	\$93.75	\$100.00	\$106.25	\$112.50	\$125.00

INSERTS (you supply)

2 pg Insert: \$1,500.00

4 pg Insert: \$2,500.00

Other Sizes: contact Advertising Dept.
Additional charges may be applicable.

PLACEMENT REQUEST:

(per ad) 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. If you want BOTH up-front and page right placement, a 30% fee of the 1-time rate is added.

SCHEDULE DEADLINES

Issues	Material Due
January	December 5th
February	January 5th
March	February 5th
April	March 5th
May	April 5th
June/July	May 5th
August/September	June 5th
October	September 5th
November	October 5th
December	November 5th

Editors reserve the right to change issue and/or publication dates.

SPECIAL Advertising Display Options are available. Due to many variables, each request must be received before a cost can be assessed.

- ◆ Belly Band
- ◆ Gatefold (Inside)
- ◆ Gatefold Back Cover
- ◆ Poster
- ◆ Reader Service with flap
- ◆ Fold Out Tabs
- ◆ Double Gate (Inside)

APPROVAL:

All advertising must be approved prior to publication. Please FAX ad content to: 1-270-325-3091 or Send via e-mail an low resolution PDF to: Dtomlinson@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 40% fee of the cost of the 1-time ad space. So, depending on the complexity where additional fees may apply, design of a full page color ad is \$800.

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.

PAYMENT: is due before your first ad run. Make checks payable to *Inside the Vatican*.

The appearance of advertisements prepared by any other than Inside the Vatican or St. Martin DePorres Community, are the sole responsibility of those individuals or organizations that have forwarded the advertisement to us.

INSIDE THE VATICAN MAGAZINE AD SPECIFICATIONS

FILE PREPARATION

All ads must be submitted camera ready, as a four-color, CMYK process PDF. Create one ad per PDF/X-1a file. The following guidelines should be followed when creating content for print advertising.

Images

- ◆ All high-resolution images must be included. Do not embed OPI information in files.
- ◆ Images are required to be SWOP compliant.
- ◆ CMYK or Grayscale only. Convert any Spot colors into CMYK.
- ◆ Minimum resolution of 300 dpi.
- ◆ Screening set at 133 lpi.
- ◆ Apply image trapping as needed.
- ◆ Do not nest EPS files within other EPS files.
- ◆ Save images in TIFF or EPS format, with no ICC profiles embedded.

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

- ◆ Maximum dimensions for file, inclusive of all marks, color bars and agency information

Single Page: 10" wide x 12" high

Spread Page: 20" wide x 12" high

Marks & Positioning

- ◆ Include standard Trim, Bleed & Center marks beginning 1/8 (.125) 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.

GENERAL INFORMATION

File Submission

All Advertisements are subject to approval. E-mail a low-res PDF to Deborah Tomlinson at dtomlinson@insidethevatican.com or fax to: 1-270-325-3091.

Files smaller than 5 MB can be e-mailed to: djmusk@earthlink.net

Proofs: Provide a color proof whenever possible. **Paper Stock** is 60# gloss text

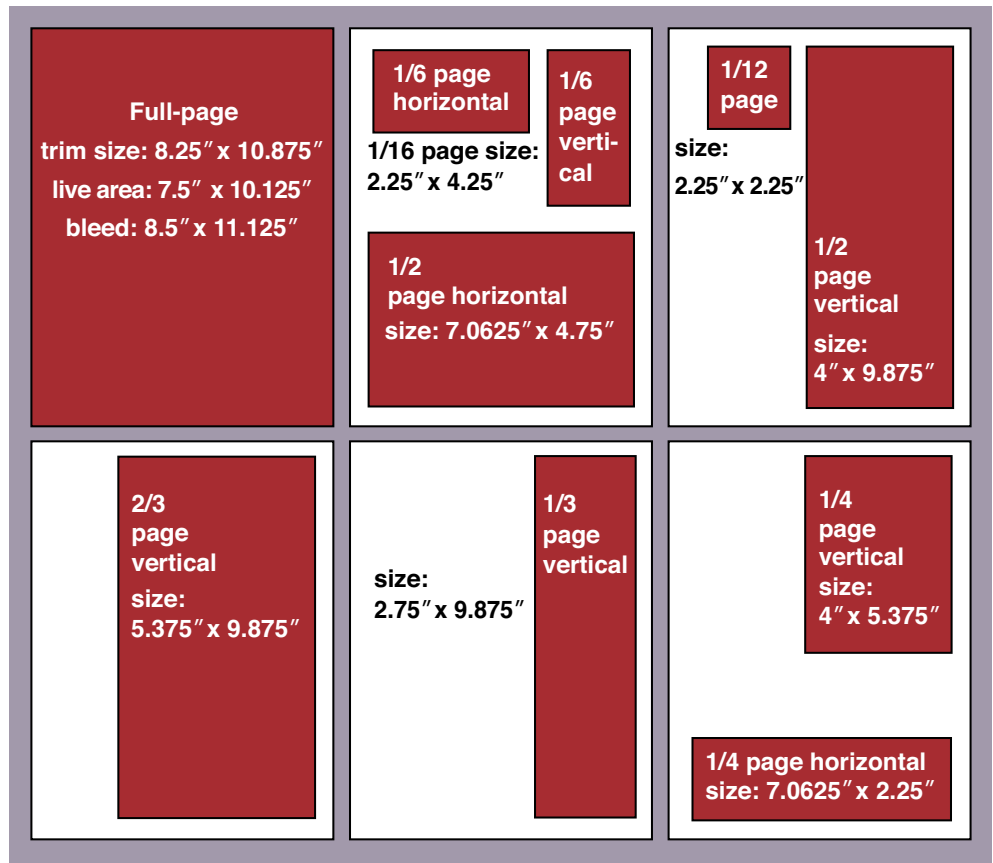
Binding: magazine is saddle-stitched.

Disposal of Submitted Materials

Inside the Vatican Magazine assumes no liability for any and all advertising materials submitted. Other than as explicitly agreed upon in writing and in the absence of disposition instructions, such materials will be discarded seven months after issue date.

Print Reproductions

- ◆ Publisher reserves the right to attempt to match secondary colors by using process colors.
- ◆ 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.



Back cover, full page ad size is different to allow for the mailing label. Back cover trim size is: 8.25 x 8.75 inches

INSIDE THE VATICAN MAGAZINE AD AGREEMENT

ADVERTISING ORDER & AGREEMENT with:

Name _____
 Company _____
 Address _____
 City _____
 State _____ Zip/Post Code _____
 Country _____
 Phone # _____
 Fax # _____
 E-mail _____
 Advertiser: _____

Reserve ad space in **INSIDE THE VATICAN** as:
 Covers & Full Pages: (check as #1, #2 choice)

- Inside Front Cover: _____
- Face Front (page 3) _____
- BACK Cover _____
- Inside BACK cover _____
- Inside Face BACK cover _____
- Interior FULL page _____

Editors reserve the right to accept or reject any advertising.

Advertisements resembling editorial matter may be marked "Advertisement."

PAYMENT: The NET RATES for Advertising are the exact fees that are to be paid directly to *Inside the Vatican*. Agency Commission fees or other similar costs are not to be deducted from the Net Rates.

First time advertisers are required to prepay the first ad. All payments are due by the last business day before the publication month, including contracts signed for more than one issue. Inserts Must ALWAYS be paid before each issue.

OTHER subsequent page/partial page ads can be billed upon publication. To previous clients, billing invoices are NET TERMS 30 Days. Invoices not paid within 30 days will incur a 2% LATE FEE. International clients will be allowed 60 Day Terms. Payment MUST be made in US Dollars to the USA Office and made out to *Inside the Vatican Magazine*. Two full copies of the publication will be shipped to each advertiser.

CANCELLATIONS: An advertisement order canceled by the advertiser before the order is complete, will be billed at the higher rate deemed for actual quantity insertions plus 20% of the Net (1 time ad quantity). Should

the cancellation occur within the same quantity range, there will be a CANCELLATION FEE of 40% of the Net ad cost. Cancellation or changes in orders may not be made by the advertiser or its agency after the copy closing date. Advertiser/client is responsible for all payments. Insertions for preferred positions and Covers cannot be canceled!

CONDITIONS: Advertisers or representing agencies agree to indemnify and hold publisher harmless against any expense or loss by reason of claims arising out of publication or non-publication. Advertiser assumes all responsibility and liability for the content of their advertisement in all matters.

PARTIAL Pages: (circle size & check direction design)

1/12th 1/6th 1/4th 1/3rd 1/2 2/3rd
 Vertical ___ Horizontal ___

INSERT: 2 pg ___ 4 pg ___ Other ___

SPECIAL AD DISPLAYS:

- ◆ Belly Band
- ◆ Gatefold (Inside)
- ◆ Gatefold Back Cover
- ◆ Poster
- ◆ Reader Service with flap
- ◆ Fold Out Tabs
- ◆ Double Gate (Inside)

In How Many Issues? _____ & which issues?
 (check issue/s & if multiple, # as 1, 2, 3...10, etc.)

Jan ___ Feb ___ Mar ___ Apr ___ May ___

Jun-Jul ___ Aug-Sept ___ Oct ___ Nov ___ Dec ___

PLACEMENTS (20%-30% of 1-time insertion fee)

- ◆ RIGHT Page or Right-hand side of page: _____
- ◆ UP-Front of magazine (in first 25 pages): _____

TYPESET/DESIGN my Ad : _____
 (40% of 1-time fee)

EDIT/UPDATE: (\$50 ea): _____

DIFFERENT ADS for **DIFFERENT ISSUES:** _____

(It will be your responsibility to get new material to us by due dates, otherwise a previous run will be used.)

I have read and agree to all conditions, terms, and payment as stated above. I understand *Inside the Vatican Magazine* will not be held responsible for any liabilities as to the publication of my advertisement.

Client Signature: _____ Date: _____

INSIDE THE
VATICAN
MAGAZINE

TERMS & CONDITIONS

- ◆ Please return the Advertising Order and Agreement by mail with your signature and payment to:
Inside the Vatican, ATTN: Deborah Tomlinson, P.O. Box 57, New Hope, KY, 40052-0057, USA.
Make checks payable to *Inside the Vatican*.
Fax or e-mail copy of two page Ad Agreement to Deborah Tomlinson to reserve space immediately.
- ◆ REMINDER: Fax copy/rough draft for Ad Approval to:
Tomlinson at 1-270-325-3091 or e-mail low resolution PDF proof to dtomlinson@insidethevatican.com.
- ◆ Inserts MUST be paid prior to each issue. SHIP INSERTS TO:
Publisher's Press, 100 Frank E. Simon Avenue, Shepherdsville, KY, 40165, USA.
ATTN: Kevin Baugh and clearly label on the outside of boxes:
"Inserts for *INSIDE THE VATICAN Magazine*" with ISSUE month
(e.g., INSIDE THE VATICAN — January 2015).

e-mail: dtomlinson@insidethevatican.com ◆ fax: 1-270-325-3091
www.insidethevatican.com ◆ 1-800-789-9494 ◆ 1-270-325-5499

Inside the Vatican
Catholic News Magazine
Deborah B. Tomlinson
1419 Ryar Road
Jacksonville, Florida 32216
USA
904-699-0960

Inside the Vatican
Catholic News Magazine
Urbi et Orbi Communications
P.O. Box 57
New Hope, Kentucky 40052
USA

Inside the Vatican
Catholic News Magazine
Editorial Offices
via delle Mura Aurelie 7c
Rome 00165
Italy