



# The Pilot

**Media Kit 2023**



The Pilot Media Group

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For almost two hundred years, **The Pilot** has been Boston’s source for local, national and international news, reporting on the issues most concerning the Catholic community. Each week, **The Pilot** is seen by over 50,000 people in a variety of locations from reader’s homes, to parishes and community centers. It can also be read on the Kindle and on mobile apps.



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Circulation

The Pilot averages 18,000 issues per week, with readership of 50,000.

Issues are mailed directly to subscriber’s homes or parishes.

Bonus distribution is provided for many special issues, (see page 4) oftentimes mailed directly to people most interested in the content of the special issue, section or supplement.

A few examples include:

Over 3,500 extra copies of the Open House issue are sent to Catholic school teachers, administrators, and parents of students in September and January.

Hundreds of extra copies of the Vocations issue are sent to the Cathedral of the Holy Cross for the Ordination.

**25% of Catholics said they had read their diocesan paper in the last six months. The Center for Applied Research in the Apostolate (CARA) estimates that 25% to 30% of adult Catholics read their diocesan newspapers with some regularity. We take the mid-point of this range and assume 27.5% readership. We can estimate that 14.5 million Catholics — or nearly 5% of the total U.S. population have read a diocesan newspaper or magazine at least once in the last six months.\***

*\*Center for Applied Research in the Apostolate (CARA)*

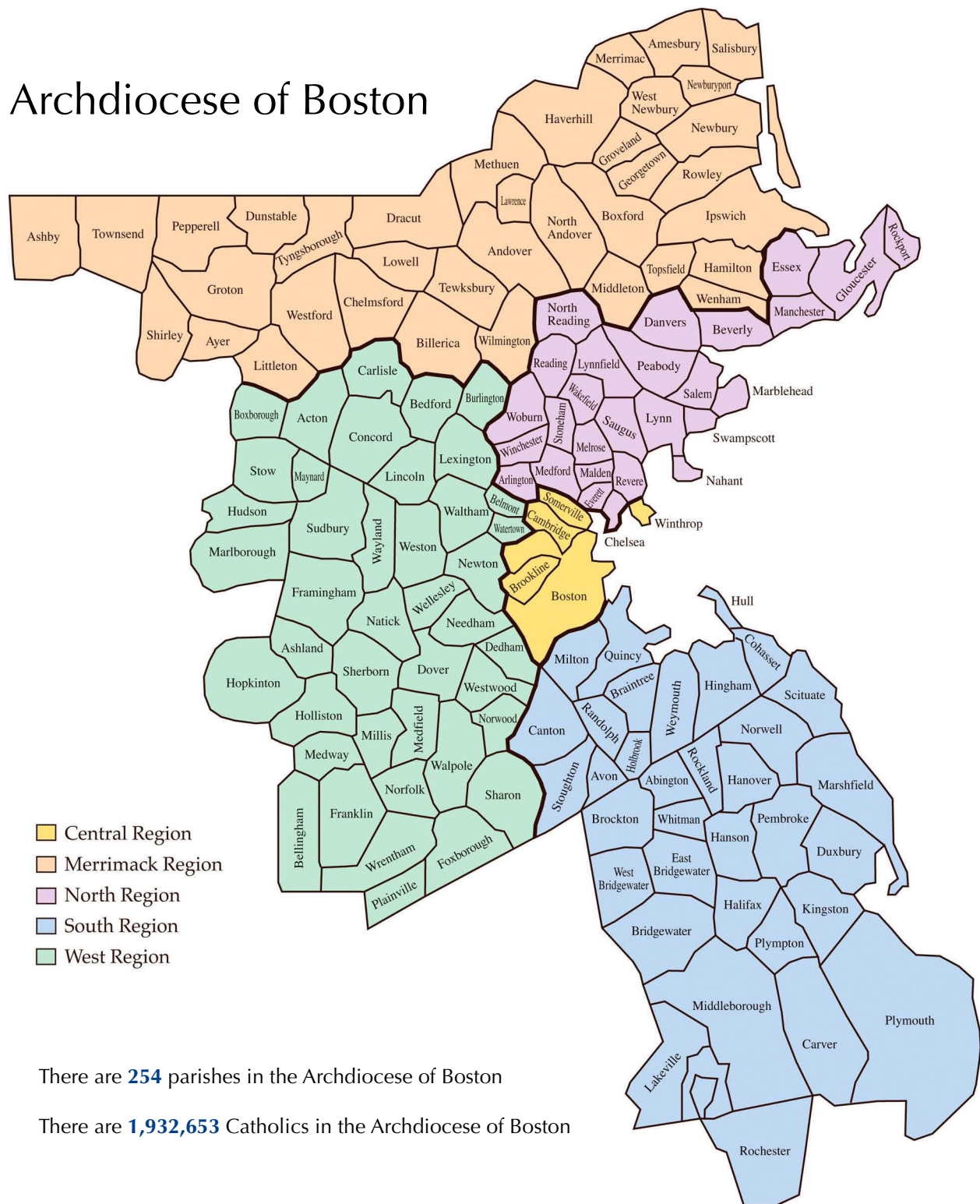
Award winning

In the past 12 years, The Pilot has been honored by the Catholic Press Association at its annual award ceremony.

- 2022 7 awards
- 2021 4 awards
- 2020 4 awards
- 2019 6 awards
- 2018 10 awards
- 2017 9 awards
- 2016 4 awards
- 2015 3 awards
- 2014 6 awards
- 2013 4 awards
- 2012 7 awards
- 2011 2 awards
- 2010 3 awards
- 2009 4 awards

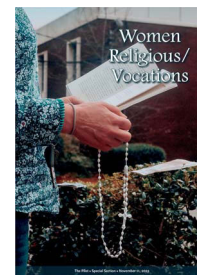
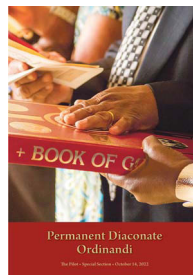
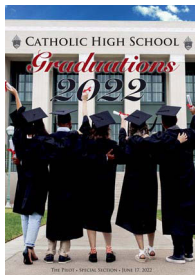
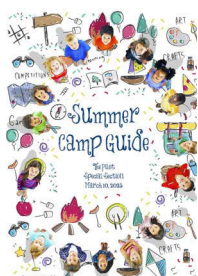
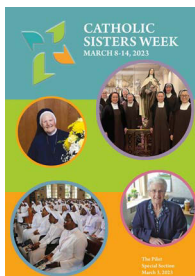
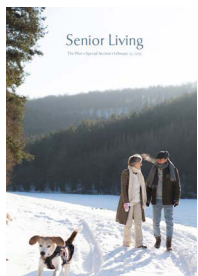
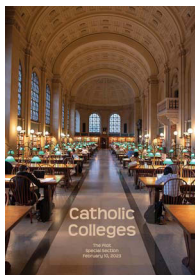
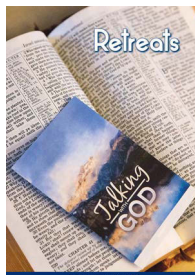
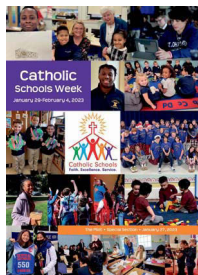


## Archdiocese of Boston





# Special Issues Calendar



<b>January 27</b>	Catholic School Week/Education
<b>February 3</b>	Retreats
<b>February 10</b>	Catholic College Week/Education
<b>February 17</b>	Senior Living
<b>February 24</b>	Travel
<b>March 3</b>	Catholic Sisters Week
<b>March 10</b>	Camps
<b>March 17</b>	Financial Planning
<b>May 5</b>	Senior Living
<b>May 19</b>	Vocations/Ordination
<b>June 16</b>	Graduation/Education
<b>July 28</b>	Cardinal O'Malley's Twentieth Anniversary of Installation as Archbishop of Boston
<b>August 18</b>	Senior Living
<b>September 1</b>	Permanent Diaconate
<b>September 8</b>	Retired Priests
<b>September 15</b>	Retreats
<b>September 22</b>	Sisters of St. Joseph
<b>September 22</b>	Priesthood Sunday
<b>September 29</b>	Open House/Enrollment/Education
<b>October 20</b>	Financial Planning
<b>October 27</b>	Senior Living
<b>November 3</b>	Vocation Awareness Week
<b>November 10</b>	Women's Religious
<b>November 24</b>	Gifts
<b>December 1</b>	Gifts

 *Click on an icon to read one of our special sections.*

Dates are subject to change. The Pilot does not publish **July 7 & 14** and **December 29**.

For further information, please contact Dan Maguire, Advertising Manager.  
Call: 617.779.3787 | Fax: 617.779.4562 | E-mail: [dmaguire@pilotcatholicnews.com](mailto:dmaguire@pilotcatholicnews.com)

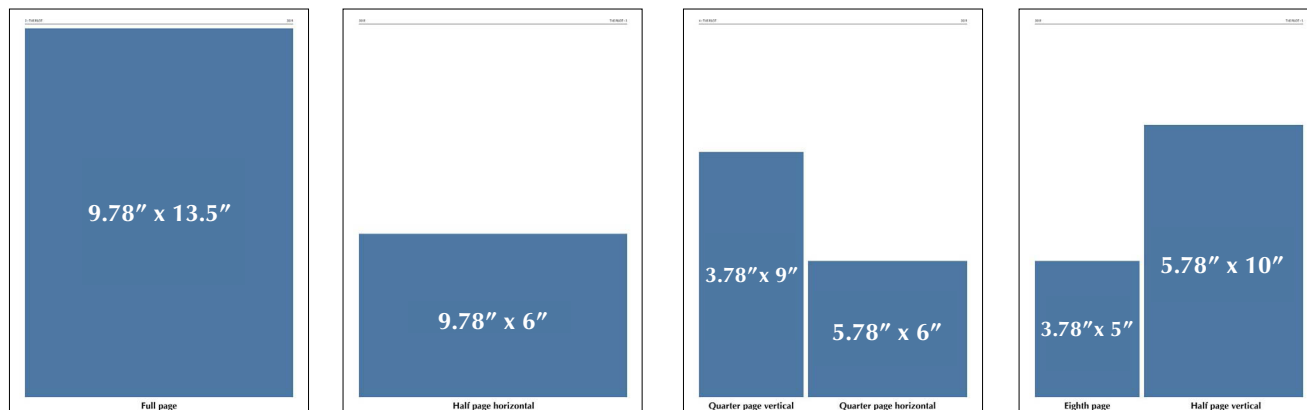


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Column inches (col. inch)	1x insertion discount \$27.50/col. inch	4x insertion discount \$24.75/col. inch	12x insertion discount \$23.38/col. inch	24x insertion discount \$22/col. inch	weekly insertion discount \$20.63/col. inch
2"	\$55.00	\$49.50	\$46.75	\$44.00	\$41.25
3"	\$82.50	\$74.25	\$70.13	\$66.00	\$61.88
5"	\$137.50	\$123.75	\$116.88	\$110.00	\$103.13
8"	\$220.00	\$198.00	\$187.00	\$176.00	\$165.00
10" (eighth page)	\$275.00	\$247.50	\$233.75	\$220.00	\$206.25
12'	\$330.00	\$297.00	\$280.50	\$264.00	\$247.50
15"	\$412.50	\$371.25	\$350.63	\$330.00	\$309.38
18" (quarter page)	\$495.00	\$445.50	\$420.75	\$396.00	\$371.25
24"	\$660.00	\$594.00	\$561.00	\$528.00	\$495.00
30" (half page)	\$825.00	\$742.50	\$701.25	\$660.00	\$618.75
36"	\$990.00	\$891.00	\$841.50	\$792.00	\$742.50
45"	\$1,237.50	\$1,113.75	\$1,051.88	\$990.00	\$928.13
50"	\$1,375.00	\$1,237.50	\$1,168.75	\$1,100.00	\$1,031.25
67.5"	\$1,856.25	\$1,670.63	\$1,577.81	\$1,485.00	\$1,392.19

Other sizes accepted at the rate of **\$27.50** per column inch.  
Frequency discounts, contract and repeat rates available.

*Color is available at an additional cost of \$125.*



Full page	9.78" x 13.5"
Half page horizontal	9.78" x 6"
Half page vertical	5.78" x 10"
Quarter page horizontal	5.78" x 6"
Quarter page vertical	3.78" x 9"
Eight page	3.78" x 5"

*Other sizes accepted*





**The Pilot**

Financial Planning Guide 11-15

## New permanent deacons



Cardinal ordains nine men at Cathedral of the Holy Cross. See story pp. 4-5



Catholic Appeal supporters honored at cathedral Mass. 2



Cathedral High receives gifts totaling \$9.75 million. 6

**PRAY 27**  
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Join Catholics from across the Archdiocese on the 27th of each month in prayer for the continued success of Saint John's Seminary's mission.

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**The Pilot**

Friday, October 21, 2022  
Vol. 193, No. 40 • \$1.00  
Boston's Catholic Newspaper  
66 Brooks Drive, Braintree, MA 02184  
617-779-3780

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Archdiocese's Charismatic Renewal Services holds annual congress in Framingham. See story p. 3



Dedham Life Teen program prepares for silver anniversary. 2



Archbishop Hughes, a Boston native, approaches 90 with no signs of slowing down. 4

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## Front Page Strip Ad Along Bottom

### Measurement:

(9.78") 5 columns by 1.5" deep

### Deadline:

One week in advance of publication.  
Ad subject to approval by The Pilot.

### Cost:

**\$400** per insertion or  
**\$375** per insertion for  
**4** insertion commitment.

Packaging discounts available with all online products.

Space reservations subject to availability on first come basis.

**The Pilot**

The Pilot will be on summer hiatus July 4-15. There will be no issues July 8 & 15. Publication will resume with the July 22 issue.

## Struck down



Court overturns Roe v. Wade. See coverage pp. 2-3

Emmanuel awarded Cummings Foundation Grant to support business collaborative. 8

Supreme Court sides with coach in public school prayer case. 9

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**The Pilot**  
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3"	\$75.00	\$67.50	\$63.75	\$60.00	\$56.25
5"	\$125.00	\$112.50	\$106.25	\$100.00	\$93.75
8"	\$200.00	\$180.00	\$170.00	\$160.00	\$150.00
10" (eighth page)	\$250.00	\$225.00	\$212.50	\$200.00	\$187.50
12'	\$300.00	\$270.00	\$255.00	\$240.00	\$225.00
15"	\$375.00	\$337.50	\$318.75	\$300.00	\$281.25
18" (quarter page)	\$450.00	\$405.00	\$382.50	\$360.00	\$337.50
24"	\$600.00	\$540.00	\$510.00	\$480.00	\$450.00
30" (half page)	\$750.00	\$675.00	\$637.50	\$600.00	\$562.50
36"	\$900.00	\$810.00	\$765.00	\$720.00	\$675.00
45"	\$1,125.00	\$1,012.50	\$956.25	\$900.00	\$843.75
50"	\$1,250.00	\$1,125.00	\$1,062.50	\$1,000.00	\$937.50
67.5"	\$1,687.50	\$1,518.75	\$1,434.38	\$1,350.00	\$1,265.63

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## Prayer Corner

**Miracle Prayer**  
 Dear Heart of Jesus. In the past,  
 I have asked you for many favors.  
 This time I ask you this very special  
 one (mention the favor). Take it Dear  
 Heart of Jesus and place it within  
 Your own broken heart where Your  
 Father sees it. Then in His merciful  
 eyes, it will become Your favor, not  
 mine. Amen. Say for 3 days. Promise  
 publication and favor will be granted.

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**Advertising copy:** Due Friday, before week of insertion.

**Final copy:** Due Monday by noon, week of publication.

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## Agency Commission

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**Terms:** Net cash. Statements rendered first of month following insertion.

## Display mechanical requirements

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2 columns	3 7/8 inches
3 columns	5 7/8 inches
4 columns	7 7/8 inches
5 columns	9 7/8 inches
13.5 inches deep maximum	

32 - THE PILOT

SEPTEMBER 23, 2022

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4 - THE PILOT

OCTOBER 28, 2022

**Catholic Schools Foundation raises funds for Ukrainian refugee students**

Adeline Pappalardo and Sofia Prokhorova, age 19 and 18, are Ukrainian students who have enrolled in St. Mary's High School in Lynn. They are the first students to enroll in the school's Ukrainian program.

The Catholic Schools Foundation (CSF) is raising funds to support these students who need to do the same as the Boston area. The school is currently in need of funds to support these students who need to do the same as the Boston area.

When the war between Russia and Ukraine broke out, CSF had already allocated most of its \$100,000 in donations to help Ukrainian refugees. The school is currently in need of funds to support these students who need to do the same as the Boston area.

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10 AM Mass | Relic Presentation | Veneration of Relics

Friday, November 4th from 10:00 AM - 12:30 PM

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32 - THE PILOT

SEPTEMBER 23, 2022

**Vatican, China**

By Casey Wessman

VATICAN CITY (CNS) — Spring is committed to "respectful dialogue" with China's communist government and in "fostering the mission of the Catholic Church and the good of the Chinese people," the Vatican announced in an agreement with China on the appointment of bishops.

The "provisional agreement," forged in 2018 and renewed in 2020, has been extended for another two years, the Vatican announced Oct. 22.

The text of the agreement has never been made public, but Vatican officials said it outlines procedures for naming Catholic bishops in China and approved by the pope before their ordination and installation.

In the past four years only six bishops have been named and installed under the terms of the agreement.

Cardinal Pietro Parolin, Vatican secretary of state, interviewed by Vatican News Oct. 22, noted that the agreement also included the lifting of the economic or irregular status of seven bishops who had been ordained without government approval, but not the Vatican's consent and, he said, "the first six 'clandestine' bishops have also succeeded in being registered and that have had their position made official, being recognized as bishops by public institutions."

Many dioceses are still without bishops in China, he said, but the process is continuing.

However, Cardinal Parolin also acknowledged "there are dioceses in which, despite all efforts and good will, no fruitful dialogue exists with local authorities."

The agreement is still "provisional" because "we are still in the experimental phase," the cardinal said. "As is always the case, such difficult and delicate situations require adequate time for implementation in order to then be able to verify the effectiveness of the results and identify possible improvements."

Pope Francis — with determination and patient foresight — has decided to continue along this path, not under the illusion of finding perfection in human rules, but in the concrete hope of being able to assure Chinese Catholics communion, even in such a complex context, of the guidance of pastors who are worthy and suitable for the task entrusted to them," Cardinal Parolin said.

The cardinal reaffirmed what Pope Francis and Vatican officials have said all along: giving up full control over the choice of bishops is not what the Vatican would have hoped for, but it seemed to be a good first step toward

for the Catholic Church.

The deal, however, has been criticized by several prominent figures, including by Cardinal Joseph Zuo Zixin, retired archbishop of Hong Kong, who said the agreement would "kill" the unofficial or underground church in China, whose leaders refuse to register with the state-run Chinese Catholic Patriotic Association.

Cardinal Parolin told Vatican News that the agreement is not primarily about diplomatic relations with China. Rather, he said, "it mainly concerns aspects that are essential to the daily life of the church in China. I am thinking, for example, of the validity of the sacraments celebrated and the certainty for millions of Chinese faithful that they will be able to live out their faith in full Catholic communion, without thereby being suspected of not being loyal citizens to their country."

Cardinal Luis Antonio Tagle, whose maternal grandfather was Chinese, told EWTN, the news agency of the Vatican for Evangelization, that in China "the social events had to be painful wounds within the church, to the point of causing a shadow of suspicion on the sacramental life itself. So, there were things that touch the intimate nature of the church and her mission of salvation."

The agreement attempts "to safeguard the valid apostolic succession and

As a byproduct of its dialogue with the Chinese government, he said, "one of the wishes of the Holy See has always been to foster reconciliation, and to see the licitization and openness opened within the church by the rebaptisms in China, has gone through a long, painful and necessary process. Certain wounds need time and God's consolation in order to be healed."

The Vatican is not naive, he said. "The Holy See has never spoken of the agreement as the solution of all problems. It has always been perceived and affirmed that the path is long, it can be rising and that the agreement itself could cause misunderstandings and disorientation."

In addition, the Vatican would not and does not ignore or minimize the suffering and the different reactions of Chinese Catholics to the agreement, he said. The joy of some and the perplexity of others "is part of the process, but one always has to dirty one's hands with the reality of things as they are."

"Many signs attest that many Chinese Catholics have grasped the inspiration followed by the Holy See in the ongoing process," he said. "They are grateful and confident for a process that confirms before all their full communion with the pope and the universal church."

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1 John 3:16-18



**www.TheBostonPilot.com** — The Pilot's online edition

Ad type	Measurement (pixels)	Monthly cost
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Box	300 x 250	<b>\$375</b>

All ads appearing in the print edition of The Pilot may run in online edition for additional \$60 for that issue week or \$165 per month.

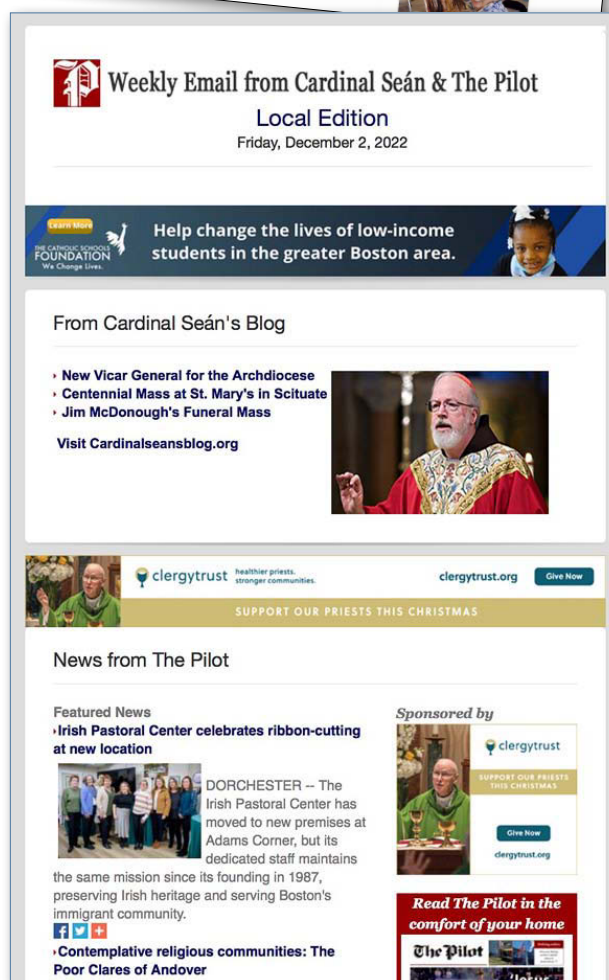
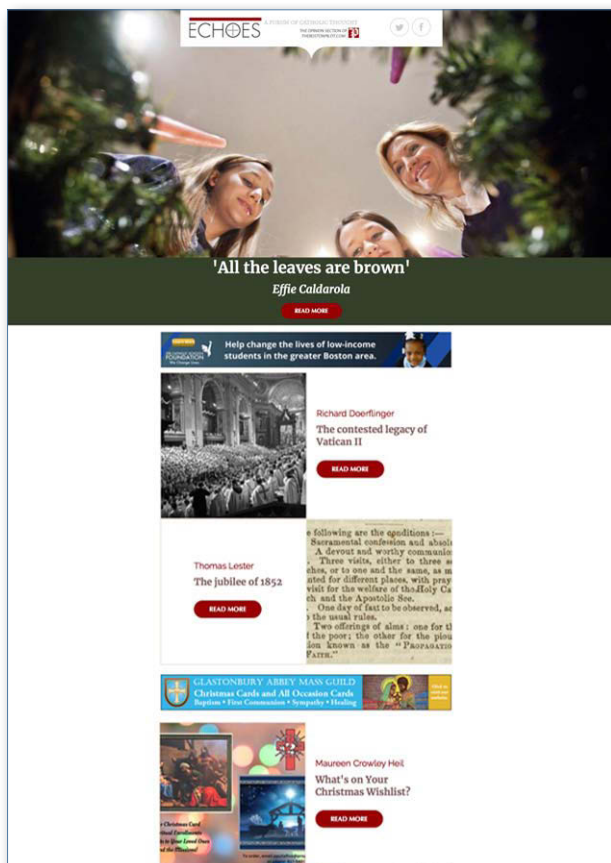
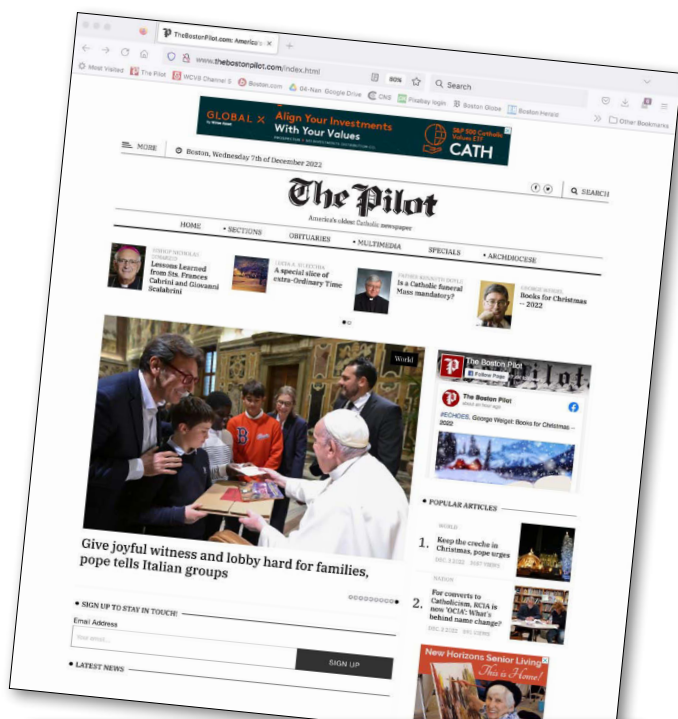
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Banner 610 x 75 — **\$350**

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- Attractive combination rates available with all of the above and any Pilot print ads.
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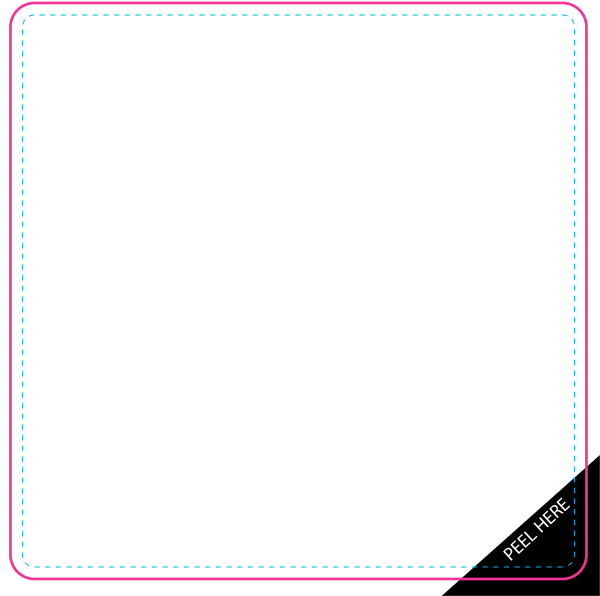




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**Measurements:** 3" x 3"

**Deadline:** One week before deadline

**Cost:** **\$1,600** per run  
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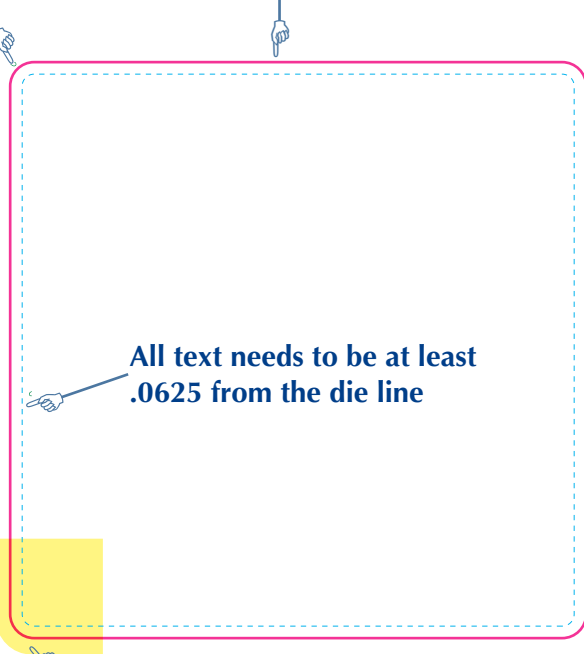
### News Note Art Requirements

Art work can be sent as an Illustrator EPS or AI file. Fonts should be converted to outlines to ensure no missing font issues. If the fonts are not converted to outlines then the fonts will need to be sent with the file. If artwork is sent to us as a pdf with the fonts embedded we will not be able to alter the file. Process colors (Cyan, Magenta, Yellow, and Black) will need to be used in the file. We can except Photoshop, InDesign and Quark files. For InDesign and Quark files fonts will need to be sent with the file. Fonts will also have to be sent with a Photoshop file unless the artwork is flattened. No text should be smaller than 4 point.

At least a **.0625"** bleed will be needed for graphics with bleed. All text needs to be at least a **.0625"** from the die line due to press tolerances.

**Round Corner  
Radius = .125"**

**3" x 3" Die Line**



**All text needs to be at least  
.0625" from the die line**

**Bleed needs to be at least .0625"**

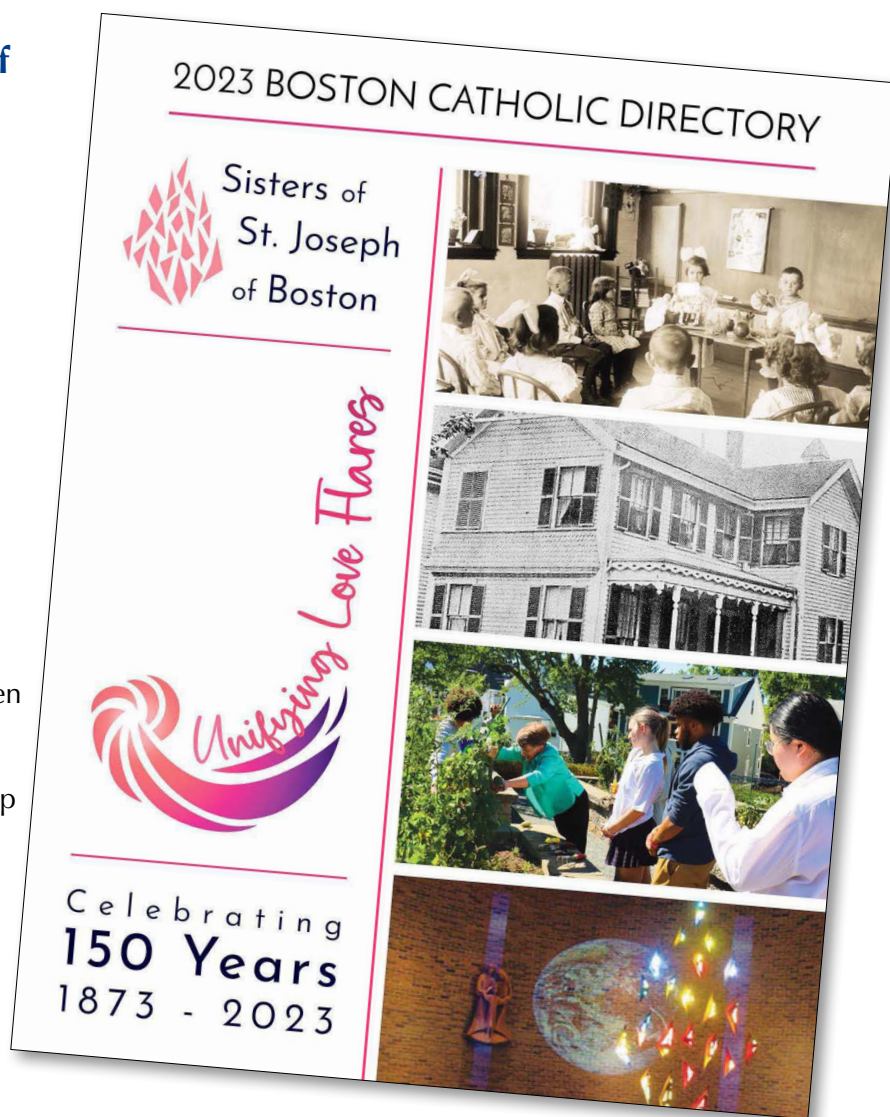




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