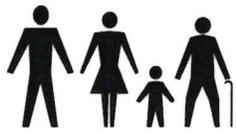


The *Messenger* is the Catholic Newspaper of the Diocese of Covington. For 93+ years the *Messenger* has serviced the Diocese of Covington reporting on the development and growth of the faith formation and has been a source of Catholic information and inspiration. The *Messenger* is a subscription based publication delivered weekly (44 times a year) to the Catholic population of the Diocese of Covington.



Population
90,000+



Households
29,000+



Parishes
47



Education Institutions
39



Missions
6



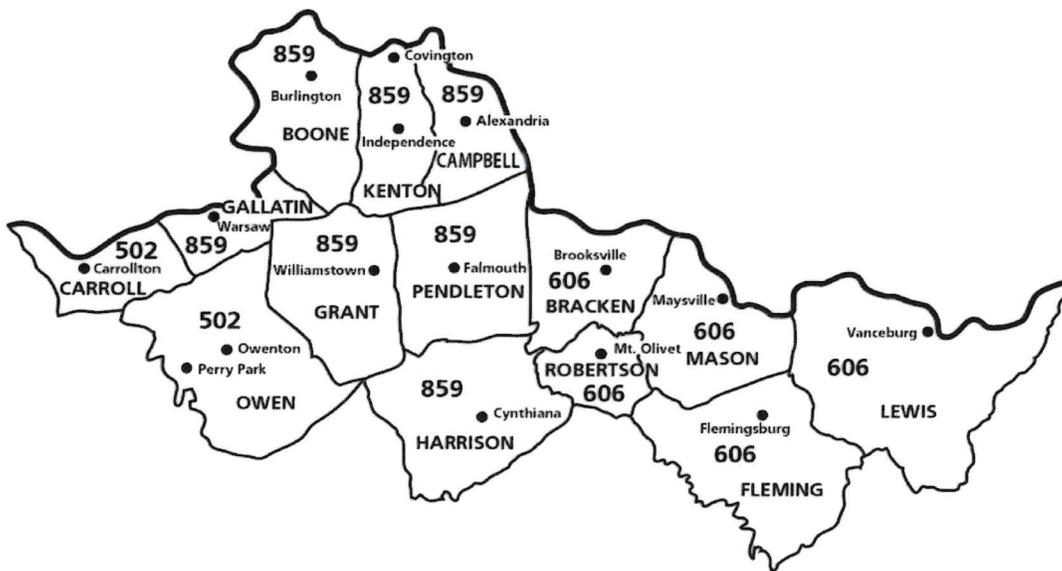
Counties
14

The *Messenger* is mailed via the United States Postal Service and is hand delivered to mailboxes, not thrown in driveways or bushes. In addition current and past issues are also available on-line at www.covdio.org/messenger.

Messenger advertising rates are an excellent value when compared to other print media.

The diocese contains 47 parishes and 6 missions in 14 counties, the majority of which are concentrated in **Boone, Kenton, and Campbell** counties. The Catholic population of the Diocese of Covington is over 90,000 (approximately 20% of the population it encompasses).

The Diocese of Covington contains 39 educational institutions. They are administered either independently, by the diocesan schoolboard, by the parish with which they are affiliated, or by a religious order. In total, in 2024 there were 9,743 students under Catholic instruction.



www.covdio.org/messenger

**Common Ad Sizes and Rates
(Effective 1/1/2025)**

2 COLUMN = 3.25"

Width		Height	Cost	
3.25"	X	1.0"	\$32.35	
3.25"	X	1.5"	\$48.53	
3.25"	X	2.0"	\$64.71	
3.25"	X	2.5"	\$80.89	
3.25"	X	3.0"	\$97.06	
3.25"	X	4.0"	\$129.42	
3.25"	X	4.875"	\$157.73	1/8 page

3 COLUMN = 5"

Width		Height	Cost	
5.0"	X	3.25"	\$157.73	1/8 page
5.0"	X	4.0"	\$194.13	
5.0"	X	5.0"	\$242.62	
5.0"	X	6.5"	\$273.72	1/4 page

4 COLUMN = 6.75"

Width		Height	Cost	
6.75"	X	4.875"	\$273.72	1/4 page
6.75"	X	6.5"	\$364.95	1/3 page
6.75"	X	9.75"	\$521.91	1/2 page

6 COLUMN = 10.25"

Width		Height	Cost	
10.25"	X	6.5"	\$521.91	1/2 page
10.25"	X	13.0"	\$983.51	full page

PREPRINTED INSERT RATE

\$1,550.00

29,000 preprinted inserts must be supplied to printer 14 days in advance of issue date.

ALL INSERTS ARE SUBJECT TO APPROVAL.

Yearly Shoppers Guide Rates

Business Guide Listing (3.25"x2.0")

12x year, monthly (12 ads) = \$611.76
 24x year, bi-monthly (24 ads) = \$1,152.84
 44x year, weekly (44 ads) = \$2,093.58

or

Business Guide Listings (3.25"x1.0")

12x year, monthly (12 ads) = \$320.84
 24x year, bi-monthly (24 ads) = \$611.76
 44x year, weekly (44 ads) = \$1,056.75

Classified Listings

All classified listings are 2 column x height needed.
 Refer to 2 column ad sizes (top left) for rates.
 2 column x 1" = approx. 28 words or 4 lines + heading

Upgrade to Color

1/8 page or smaller add \$90.00

Other sizes add \$175.00

MESSENGER



THE NEWSPAPER OF THE ROMAN CATHOLIC DIOCESE OF COVINGTON

2025 PUBLICATION SCHEDULE

Issue Date	Deadline
January 10	January 2
January 17	January 8
January 24	January 15
January 31*	January 22
February 7	January 29
February 14*	February 5
February 21	February 12
February 28	February 19
March 7	February 26
March 14	March 5
March 21*	March 12
March 28	March 19
April 4	March 26
April 11*	April 2
April 18*	April 9

Issue Date	Deadline
May 2*	April 23
May 9*	April 30
May 16	May 7
May 23	May 14
May 30*	May 21
June 13	June 4
June 27	June 18
July 11	July 2
July 25	July 16
August 8	July 30
August 15	August 6
August 22*	August 13
August 29	August 20

Issue Date	Deadline
September 5	August 27
September 12	September 3
September 19	September 10
September 26	September 17
October 3*	September 24
October 10*	October 1
October 17*	October 8
October 24*	October 15
October 31*	October 22
November 7	October 29
November 14	November 5
November 21*	November 12
November 28	November 19
December 5	November 26
December 12	December 3
December 19*	December 10

* Supplement in this issue

2025 SUPPLEMENT SCHEDULE

Issue Date	Supplement	Description
January 24	Catholic Schools Week	Highlighting diocesan schools, celebrating Catholic education
February 14	Wedding **	Married life in the Catholic Church
March 21	Senior Living**	Focus on retirement, lifestyle and care options for seniors
April 11, 18; May 2, 9	Spring Fix-up	Opportunity for businesses to offer spring services and specials
May 23	Grief **	Loss of loved ones, funeral planning and diocesan cemeteries
August 22	Back To School	Welcoming students and staff back to school
October 3	Respect Life	A celebration of Respect Life Month
Oct. 10, 17, 24, 31	Fall Fix-up	Opportunity for business to offer fall services and specials
October 31	Vocation Week	National Vocation Awareness Week
November 21	Health & Wellness**	Focus on health and wellness
December 19	Christmas Greeting's	An opportunity to wish readers a blessed Christmas

** Accepting article submission with minimum of a 1/4-page advertisement
(content relative to supplement, editor approval)

Advertising in the *Messenger*

Advertising in the *Messenger* is easy and affordable!

- ◇ The *Messenger* accepts many sizes of advertisements. Refer to this packet to see common sizes and pricing. Custom sizes are available as well. Discounts are applied for multiple listings (in a 12 month period).
- ◇ Chances are the artwork that you are currently using with other print media outlets will work in the *Messenger*. We can assist with ad design if needed.
- ◇ Advertisements can be printed in black and white or color.
- ◇ Looking for an economical way to sell a car or fill a job opening? The *Messenger* has a dedicated section for classified listings.
- ◇ Many readers look for businesses specifically listed in our Shoppers Guide! If you would like to list your business in the guide we offer affordable options. Your business can appear once a month, seasonal or in every issue. Call for pricing options.
- ◇ Does your business or organization have preprinted material that you would like to see as an insert? You supply 29,000 inserts and we will deliver with our weekly issue of the *Messenger*. Take advantage of this great value to notify readers of seasonal or weekly sales and /or events.
- ◇ The *Messenger* is delivered via USPS carriers to mailboxes, reaching readers in their homes.

Contact
David Stutler
(859) 392-1572

www.covdio.org/messenger