

The Pilot Media Kit 2025



The Pilot
Media Group

America's Oldest Catholic Newspaper

Why advertise with The Pilot?

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.



Advertising with **The Pilot** allows you to reach an audience of desirable individuals. According to a national study by Simmons Market Research Bureau, readers of the Catholic press are better educated than the average American. They also tend to earn more money and travel more often than other Americans. They are more likely to have stocks, bonds and other financial investments, and to contribute substantially to the Church and other charities.

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)*

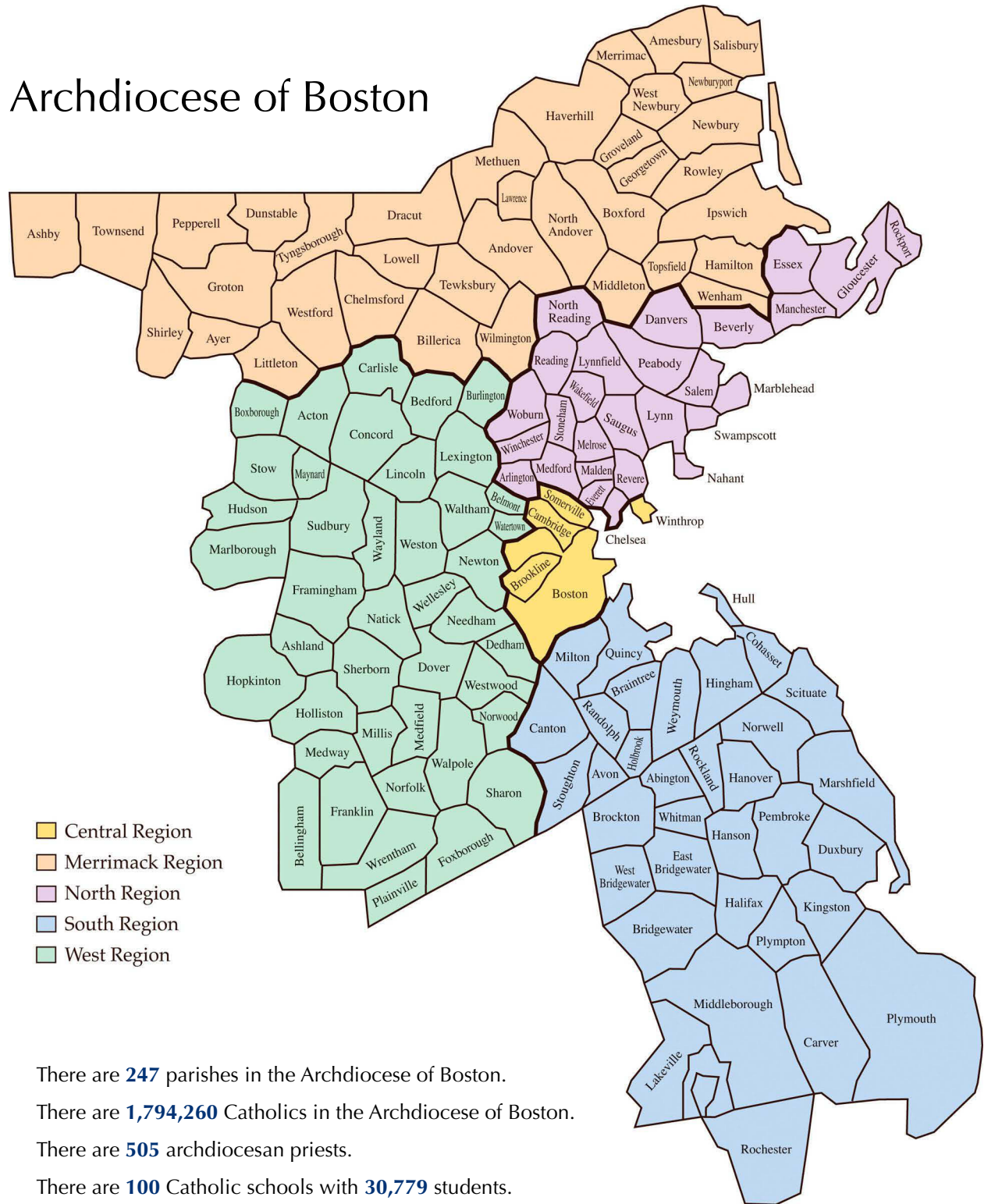
Award winning

In the past 15 years, The Pilot has been honored by the Catholic Press Association at its annual award ceremony.

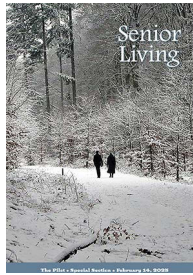
2024	11 awards
2023	4 awards
2022	7 awards
2021	4 awards
2020	4 awards
2019	6 awards
2018	10 awards
2017	9 awards
2016	4 awards
2015	3 awards
2014	6 awards
2013	4 awards
2012	7 awards
2011	2 awards
2010	3 awards
2009	4 awards



Archdiocese of Boston

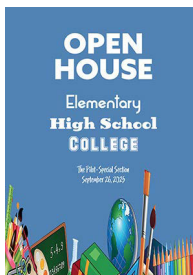
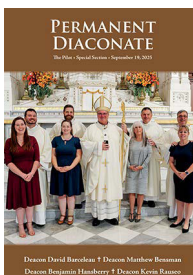
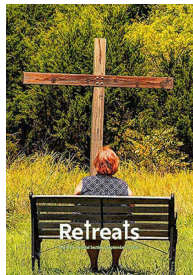
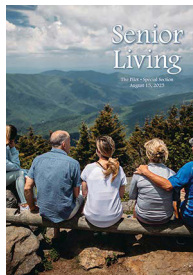
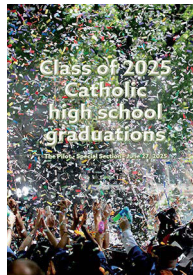
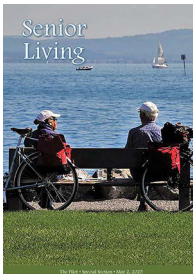


Special Issues Calendar



- January 23** Catholic Schools Week
- January 30** Retreats
- February 6** Catholic College Week
- February 13** Senior Living
- February 20** Travel
- February 27** Camps
- March 6** National Catholic Sisters Week
- March 20** Financial Planning
- May 1** Senior Living
- May 15** Vocations/Ordination
- June 26** Graduations
- August 14** Senior Living
- September 4** Permanent Diaconate
- September 11** Retired Priests
- September 18** Retreats
- September 25** Open House/Education
- October 9** Financial Planning
- October 23** Senior Living
- October 30** Vocation Awareness Week
- November 13** Women Religious
- November 27** Gifts
- December 4** Gifts

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



Dates are subject to change. The Pilot does not publish **July 3 & 10** and **December 25**.

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

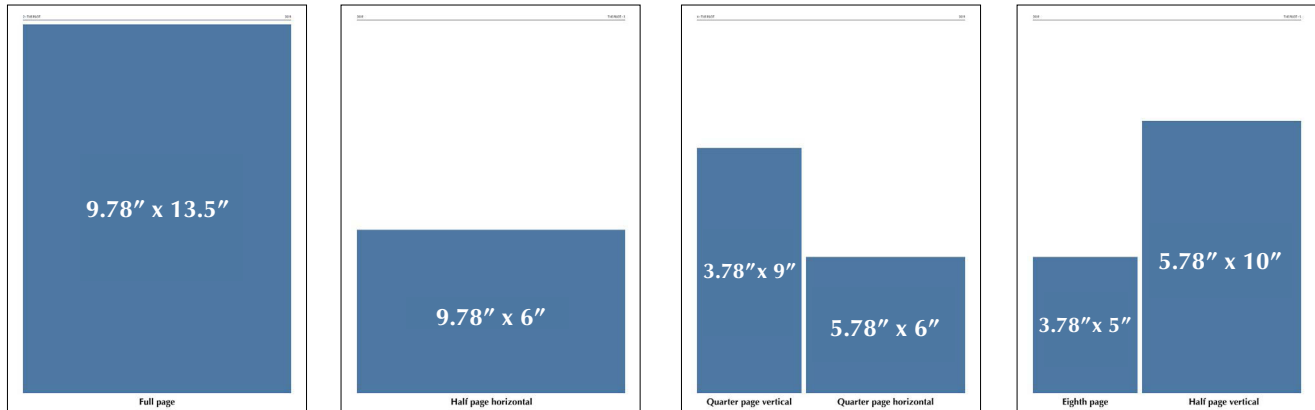


Display Ads

Column inches (column 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



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

Cheverus Awards

Archbishop honors service to church at cathedral ceremony.
See story pp. 12-13

Volunteers join Catholic Charities to distribute Thanksgiving meals. **4**

Vatican says cause can move forward for Massachusetts pro-life activist, wife, mother. **8**

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The Pilot Friday, November 28, 2025 • Vol. 196, No. 46 • \$1.00
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thebostonpilot.com

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The Pilot

clergytrust

healthier priests, stronger communities.

LOOK IN TODAY'S PILOT FOR AN ENVELOPE TO SUPPORT OUR PRIESTS THIS EASTER!

SUPPORT OUR PRIESTS THIS EASTER

Friday, April 11, 2025 • Vol. 196, No. 15 • \$1.00 • Boston's Catholic Newspaper

Forming the Future
Making Latin accessible at St. Mary of the Hills School, Milton. **4**

'Hope for Our Common Home'
Social Justice Convocation returns in-person March 29. **5**

Championship Games
CYO Tournament brings together top teams. **6**

The Pilot

Archbishop Henning celebrates patronal feast day at cathedral.

See story p. 3

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Making Latin accessible at St. Mary of the Hills School, Milton. **4**

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Social Justice Convocation returns in-person March 29. **5**

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CYO Tournament brings together top teams. **6**

FORWARD FAITH

SCAN HERE to make your gift or visit
bostononthecatholicappeal.org

The Pilot Friday, March 21, 2025 • Vol. 196, No. 12 • \$1.00
Boston's Catholic Newspaper
66 Brooks Drive, Braintree, MA 02184 • 617-779-3780

The Pilot online
thebostonpilot.com

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Column inches (column inch)	1x insertion discount \$25/col. inch	4x insertion discount \$22.50/col. inch	12x insertion discount \$21.23/col. inch	24x insertion discount \$20/col. inch	weekly insertion discount \$18.75/col. inch
2"	\$50.00	\$45.00	\$42.50	\$40.00	\$37.50
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


Four easy ways to place a classified ad:

- Phone: 617.779.3787
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\$25 per column inch • 1 inch minimum — Classified column width 1.25"

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 DM



Advertising space reservations: Due Friday, before week of publication.
Advertising copy: Due Friday, before week of insertion.
Final copy: Due Monday by noon, week of publication.

Send your camera ready ad (with artwork) or e-mail your ad in PDF format to: advertising@pilotcatholicnews.com

Agency Commission

15% to recognized advertising agencies.
 2% cash discount not given.

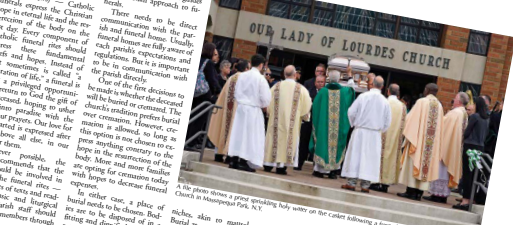
Special Position: No position sold or promised.

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

Display mechanical requirements

- 1 column 1 7/8 inches
- 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

Understanding and planning Catholic funerals



The priest offers a prayer kneeling before the altar during a funeral Mass at Our Lady of Lourdes Church in Massachusetts. Photo by [Name].

FEATURE
 By MICHAEL R. HEAVEN
 100 Years

death that heralds immortality (CCC, 1). The main pillars of the Christian approach to funerals.

These words are to be directed to the family of the deceased, but also to the funeral home. Usually, each funeral home fully expects to be in communication with the family directly.

One of the first decisions to be made is whether the deceased will be buried or cremated. The Church teaches that cremation is acceptable, but it is not to be chosen unless the deceased has expressed a preference for it. However, cremation is not to be chosen unless the deceased has expressed a preference for it.

When a person dies, the church recommends that the family should be involved in planning the funeral. This is a time to come together and make decisions about the funeral. The family should be involved in planning the funeral. This is a time to come together and make decisions about the funeral.

In other cases, a place of burial may be chosen. Burial is the preferred way, especially when the deceased was a member of the church. The church should be consulted about the location of the burial. The church should be consulted about the location of the burial.

It is a new beginning for the Church. In the face of death, the Church continually proclaims the life of the Son of God, for each person has the right to life and resurrection. The Church continually proclaims the life of the Son of God, for each person has the right to life and resurrection.

The church also offers the opportunity for family and friends to come together and support the deceased. The church also offers the opportunity for family and friends to come together and support the deceased.

It is a new beginning for the Church. In the face of death, the Church continually proclaims the life of the Son of God, for each person has the right to life and resurrection. The Church continually proclaims the life of the Son of God, for each person has the right to life and resurrection.

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WHEN YOU GIVE THROUGH YOUR DAF, YOU:

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- Invest in tomorrow's leaders rooted in faith and service. Ensure access for students regardless of financial barriers.
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THE CATHOLIC SCHOOLS FOUNDATION
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St. Augustine School

Forming the Future

Spurred by THE CATHOLIC SCHOOLS FOUNDATION Boston.org We Change Lives.

By MICHAEL R. HEAVEN
 100 Years

WOBURN — Henry is the head that wears the antlers. Connor, Ward, a seventh grader at St. Augustine School in Andover, has spent the last three Christmases volunteering with the school's North Pole Express. St. Augustine's biggest annual fundraiser simulates a team ride to Santa Workshop for hundreds of families each December. Connor used to do "smaller" jobs like handing out cookies, but has since graduated to larger responsibilities. This year, he drafted an excellent Rudolph the Red-Nosed Reindeer costume to entertain the 2,000 people waiting to board an MBTA commuter rail train that the school had transformed into a winter wonderland. Multiple people helped Connor fit into his costume, which engulfed his small body. His head

...poked out of Rudolph's nose as if it were an empty barrel. "It's fun interacting with everyone," he said.

Attending Catholic school has faith and inspired him to do good deeds and help others. "It brings a lot of good moments and stuff in back when I get ideas," he said of volunteering.

The North Pole Express traveled from Andover/Woburn Station to North Station and back four times on Dec. 15. Over 200 festive, decorated volunteers — students, parents, and faculty members from St. Augustine, as well as additional volunteers from Aquino Prep in Reading, Central Catholic in Lawrence, and Madden Catholic — worked to pull the event off.

"It's a full-time job," said St. Augustine Director of Development Anne Marie Santos. "Even before the express

...pulled out of the station, volunteers had been hard at work selling tickets and decorating the train cars. The school asked the MBTA for permission back in the summer. This year, the North Pole Express used a seven-car train for the first time. Santos called it "a wonderful way to promote the school," which has 410 students from pre-K to eighth grade.

"Bringing that Christmas magic, particularly here in a Catholic school, really helps to

...show all of the spirit and community that we have at St. Augustine School," she said.

"St. Augustine started offering trips on the North Pole Express back in 2019. It was the idea of former principal Paula O'Dea, who continues to help organize the event.

"It is awesome," said seventh grader Nick Rosetti, who dressed as Frosty the Snowman. "I really like to hang out with everyone and spend the holiday spirit."

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

Ad type	Measurement (pixels)	Monthly cost
Banner	728 x 90	\$400
Box	300 x 250	\$375

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.

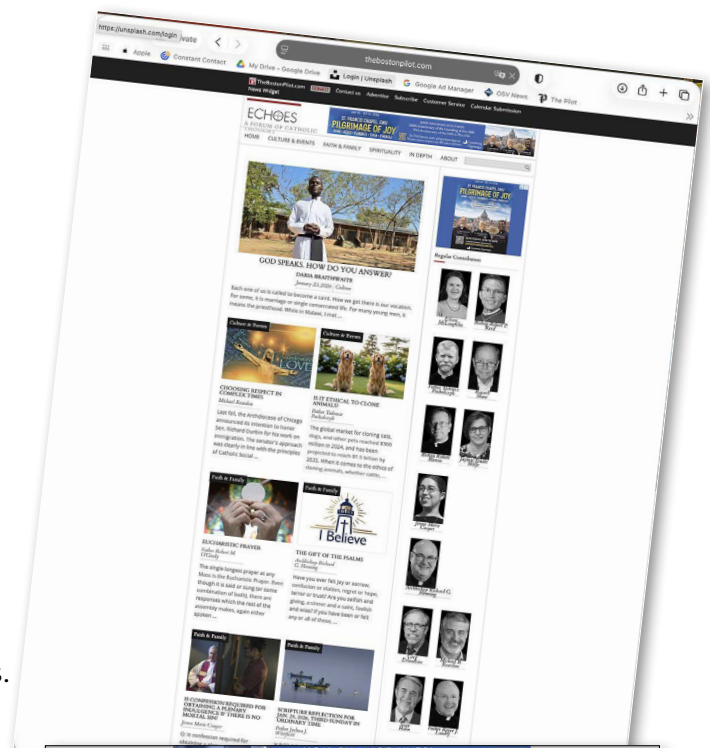
Cardinal Seán's weekly newsletter
and **ECHOES biweekly newsletter**


Banner 610 x 75 — **\$350**

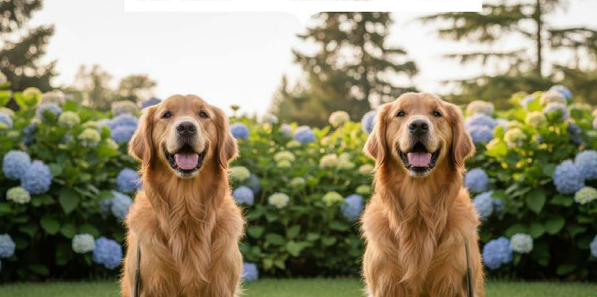
Box 270 x 270 — **\$300**

- Attractive combination rates available with all of the above and any Pilot print ads.
- Frequency discounts available on all online products.

Online traffic information available upon request.








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Father Tadeusz Pacholczyk

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The Pilot


Official newspaper of the Archdiocese of Boston

Local Edition

Saturday, January 24, 2026

Archbishop Henning's Pilot column





I Believe


Archbishop Richard G. Henning

The gift of the Psalms

We often speak of praying with Scripture, but in this case, the Scripture itself is prayer.

[Read all columns](#)

SUPPORT OUR PRIESTS




Archbishop makes first visit to St. James Society in Peru


By Wes Cipolla Pilot Staff

BRAINTREE -- Lima, Peru, is a sprawling city of over 11 million people, located along a scenic coastline and beneath imposing mountains.

[READ THIS ARTICLE](#)



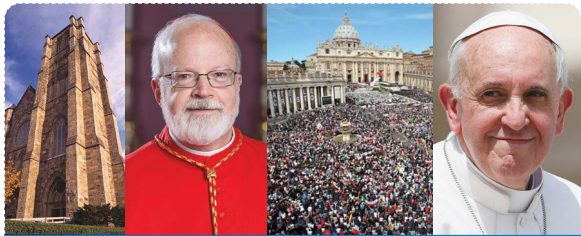
New gym to help Arlington's Fidelity House continue legacy of serving youth



Week of Prayer for Christian Unity marked with prayer service

By Wes Cipolla Pilot Staff

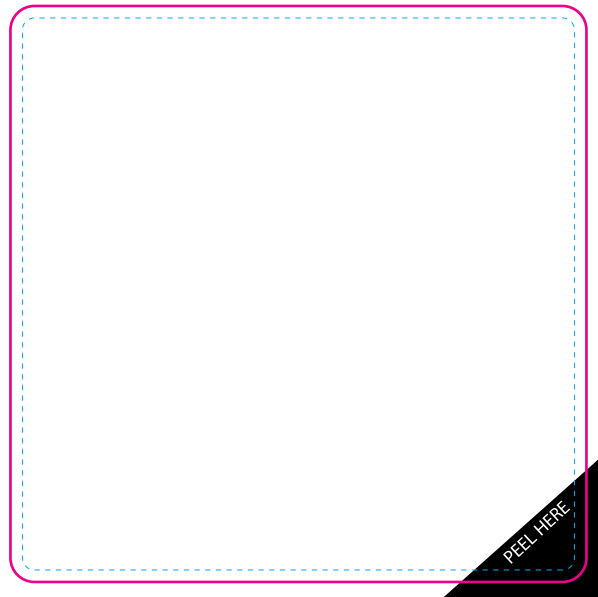




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Measurements: 3" x 3"

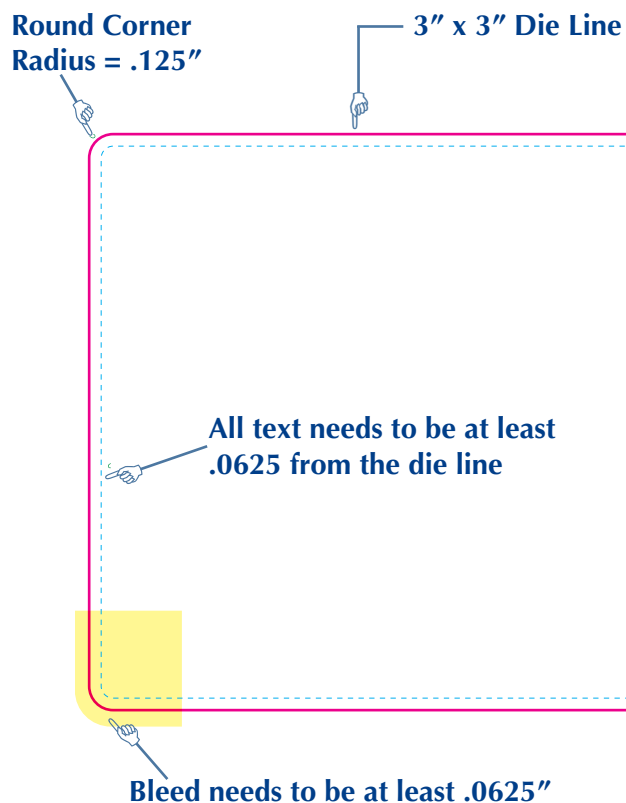
Deadline: One week before deadline

Cost: \$1,600 per run
or \$2,500 for insert combination

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 than 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.

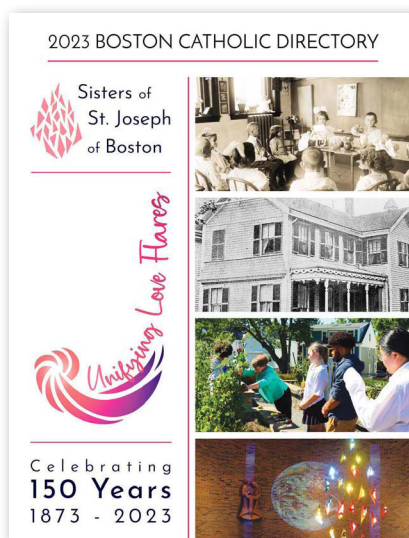
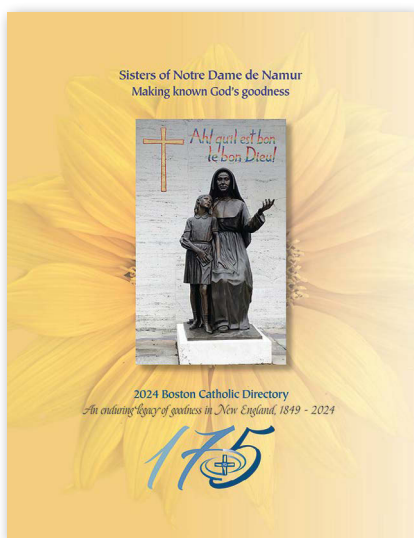
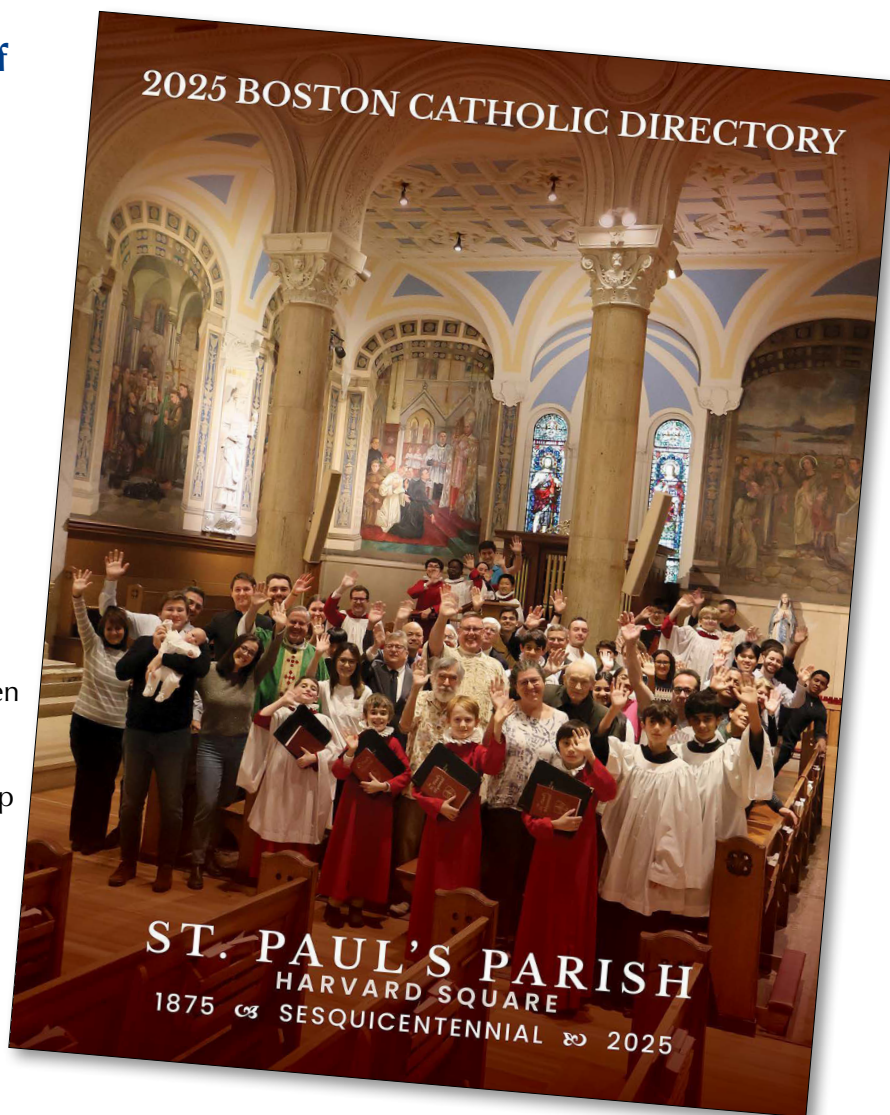
At least a **.0625"** bleed will be needed for graphics with bleed. All text needs to be at least a **.0625"** from the die line due to press tolerances.



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- Published annually in June
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The Pilot Media Group

66 Brooks Drive
Braintree, MA 02184

Website: www.TheBostonPilot.com

Newspaper of the Roman Catholic Archdiocese of Boston

Annual subscription rate: **\$49**

Member of the Catholic News Service, Vatican Information Service,
Catholic Press Association, and the International Catholic Union of the Press.

Tabloid format 5 columns, full page image area 9 7/8 x 13 1/2"

Terms

Accounts billed monthly, due in full by the end of the following month. Credit card and debit cards are accepted by calling 617.779.3789. Recognized advertising agencies are eligible for a 15% discount. Advertisers and its agency are jointly responsible for payment of all ads priced.

Display advertising

E-mail inquiries to: advertising@pilotcatholicnews.com.

Free graphic design and typesetting services available.

Adobe Acrobat 4 (PDF-1.3) format preferred. All fonts and graphics must be properly embedded, and all color settings must be **CMYK**. Photo resolutions must be **300 dpi** or greater.

All advertisements and editorial content are subject to editor's approval. The editor reserves the right to reject, omit, or edit any editorial or advertising copy submitted for publication.

No liquor, political advertising or reading notices accepted.
Minimum depth one inch.

Claims for error

Any advertising, the sense and value of which is materially affected by error will be published without charge upon notice in writing within 14 days of publication. Slight errors in advertisements will not be considered in request for free publication.



The Pilot Media Group