What is NORTHWEST CATHOLIC magazine?
You may never have heard of NORTHWEST CATHOLIC, because it is a publication distributed only within the Catholic community. Over 125,000 copies are mailed ten times a year to registered parishioners in the Archdiocese of Seattle. The purpose of the magazine is to help them deepen and more fully understand their faith. It is not used for proselytizing.

Why do Catholics read NORTHWEST CATHOLIC?
NORTHWEST CATHOLIC is a top-quality publication. Our archbishop and two auxiliary bishops each write a column for every edition. Since its inception in 2013, NORTHWEST CATHOLIC has received 60 awards from the Catholic Press Association. Among their more than 200 member publications in the United States and Canada, our assistant editor, Kevin Birnbaum, was named 2017 Writer of the Year.

Q: Does NORTHWEST CATHOLIC get read?
NORTHWEST CATHOLIC is welcomed into to Catholics’ homes and kept. In a readership survey, over 80% of our readers told us they read every or almost every issue. And more than 80% keep the magazine for more than a week. Your message to our audience will be read and remembered.

WHERE IS NORTHWEST CATHOLIC DISTRIBUTED?
NORTHWEST CATHOLIC goes to Catholic homes throughout Western Washington, from Blaine to Vancouver and west of the Cascades to the Pacific Ocean. It is sent via the U.S. Postal Service, with address corrections requested so that our mailing list is kept current.

Keri Hake, Ad Sales Manager, 206-382-2075, advertising@seattlearch.org, www.NWCatholic.org
Ron Anderson, Advertising Representative, 206-382-7313, advertisingnwc@seattlearch.org, www.NWCatholic.org

Data Sources: NWC readership study by Circulation Verification Council, February 2015
Circulation Verification Council Audit Report, September 30, 2015
Religious values play a role in decisions made by our Catholic readers. Their comfort level in dealing with someone who understands and shares their values can give you a big advantage in winning their business. You can speak to them in ways only possible in a Catholic publication to motivate our readers to act on your message.

**Why does NORTHWEST CATHOLIC work well for advertisers?**

NORTHWEST CATHOLIC readers trust our content because it has passed the scrutiny of our Archbishop. The uplifting, instructive and motivating stories are consistent in each issue. As an advertiser, this gives you a good sense of the environment for your message and implied credibility from your participation in the magazine.