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New Catholic magazine to reach 125,000 homes

After more than 100 years, archdiocese ceases publication of The Catholic Northwest Progress, replaces it with online news site

(SEATTLE) Beginning with its inaugural September 2013 edition, NORTHWEST CATHOLIC, a full-color bilingual magazine, will be mailed free of charge to all registered Catholic households in the Archdiocese of Seattle. The magazine is the centerpiece of a new archdiocesan communications initiative approved earlier this year by Archbishop J. Peter Sartain.

NORTHWEST CATHOLIC will publish 10 times a year in English and Spanish, and archdiocesan news coverage will shift to a new website, NWCatholic.org, capable of delivering news as it happens.

“The kind of magazine we will publish will seek to creatively teach the faith in ways that grab our attention,” said Archbishop Sartain, “with historical background, practical applications, the lives of the saints and other inspiring Catholic figures.

“Evangelization is an invitation to delve more deeply into the faith, and the magazine will seek to be that kind of invitation,” he said. “It will joyfully proclaim Christ, the Catholic Church and all we stand for.”

Mailed to every Catholic household in western Washington, the publication will be among the largest paid circulation magazines in western Washington. Digital versions also are available online at NWCatholic.org and by downloading the NORTHWEST CATHOLIC App for tablets.

The Catholic Northwest Progress reached its high point for circulation in 1975 with more than 35,000 subscriptions. The final edition of The Progress, however, was sent to just more than 7,000 households. It was supported by paid subscriptions and advertising.

Northwest Catholic will be mailed at no charge to all Catholic households registered with a parish in the Archdiocese of Seattle, approximately 125,000 homes. It will be supported by paid advertising and the Annual Catholic Appeal, the archdiocese’s annual donation drive.

The Archdiocese of Seattle includes all of western Washington, from the Cascade Mountains to the Pacific Ocean and from the Oregon border in the south to the Canadian border in the north.

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