

# NATIONAL CATHOLIC REPORTER

## ISSUE DATES

2010  
 January 8  
 January 22  
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## SPECIAL ISSUES 2010

Updated February 2010

### NEW Pro-Life

January 8 (Space reservation deadline 12/11/09)  
 Whatever stage of life your organization or product serves, you will reach more readers in this new special that focuses on a wide range of pro-life issues.

### Travel

January 22 (Space reservation deadline 12/23/09)  
 Advertise your tours, vacation packages, cruises, pilgrimages and more to an audience that travels.

### Winter Books

February 5 (Space reservation deadline 01/08/10)  
 More than half of our readers purchase 10 or more books, CDs, or DVDs annually and/or are members of book clubs. Combine with a Web ad on the NCRonline.org Book Club for a frequency discount.

### Religious Life 1

February 19 (Space reservation deadline 01/22/10)  
 Advertise vocation opportunities and experiences to potential candidates AND retreats, educational programs or services to members of religious communities. Don't miss Religious Life 2 in September!

### Colleges and Universities 1

March 5 (Space reservation deadline 01/29/10)  
 Promote your institutions of higher education in this issue seen by college-bound students and high school counselors nationwide. Colleges and Universities 2 is November 12—place your ad in both issues!

### Summer Listings 1

March 19 (Space reservation deadline 02/19/10)  
 Hundreds of advertisers announce their conferences, retreats, sabbaticals, educational opportunities and more in this popular annual issue. Follow up with Summer Listings 2 (May 14) or Fall & Winter Listings (August 20).

### Catholic Education

April 2 (Space reservation deadline 03/05/10)  
 Reach students interested in college or university programs and parents deciding on Catholic schools for their children. Find buyers for your Catholic education resources.

### Ecology

April 16 (Space reservation deadline 03/19/10)  
 NCR readers recycle, use earth-friendly products and support environmental organizations. Advertise in this special issue to reach your target audience.

### Summer Books

April 30 (Space reservation deadline 04/01/10)  
 Advertise your best sellers in this annual summer feast of titles. Don't miss the opportunity to combine with a Web ad on the NCRonline.org Book Club!

### Summer Listings 2

May 14 (Space reservation deadline 04/16/10)  
 Get your current program information to potential participants in this follow up to Summer Listings 1.

### Spirituality 1

May 28 (Space reservation deadline 04/30/10)  
 Let advertising in this special section grow the number of participants in your spirituality programs and increase purchases of your spirituality products.

### Ministries 1

June 11 (Space reservation deadline 05/14/10)  
 Showcase your unique ministerial program or resource to an audience highly involved in a great variety of ministries. Reserve space in Ministries 2 (September 3) now!

### East and West

June 25 (Space reservation deadline 05/27/10)  
 Advertise your Eastern or Western spirituality programs and products in this special section and see results.

### NEW Women

July 9 (Space reservation deadline 06/11/10)  
 Target women engaged with today's issues in this special section that responds to NCR readers who rate the role of women in the church and the world as a very important topic.

### NEW Worship and Liturgy

July 23 (Space reservation deadline 06/25/10)  
 Whether you're advertising liturgy resources, worship aids or educational programs, this special section will increase your liturgical advertising potential.

### Peace and Justice

August 6 (Space reservation deadline 07/09/10)  
 Issues of peace and justice are important concerns for NCR readers. Promote your peace and justice resources: educational materials, programs, and causes.

### Fall and Winter Listings

August 20 (Space reservation deadline 07/23/10)  
 Advertise your upcoming retreats, conventions, conferences, educational opportunities and more. Get your programs on calendars now.

### Ministries 2

September 3 (Space reservation deadline 08/06/10)  
 A second opportunity to showcase your unique ministerial program or resource to an audience highly involved in a great variety of ministries.

### Religious Life 2

September 17 (Space reservation deadline 08/20/10)  
 Advertise vocation opportunities and experiences to potential candidates AND retreats, educational programs or services to members of religious communities.

### Fall Books

October 1 (Space reservation deadline 09/02/10)  
 Entice our readers with your books, CDs, DVDs, audio/video products—just in time for holiday gift ideas. Increase your sales by combining a print ad with a Web ad at the NCRonline.org Book Club.

### NEW Health and Well Being

October 15 (Space reservation deadline 09/17/10)  
 Advertise healthy and holistic life products and services to an audience attuned to health and wellness: 75% of NCR readers take vitamins, read food labels and exercise regularly.

### Spirituality 2

October 29 (Space reservation deadline 10/01/10)  
 Let advertising in this special section grow the number of participants in your spirituality programs and increase purchases of your spirituality products.

### Colleges and Universities 2

November 12 (Space reservation deadline 10/15/10)  
 Promote your institutions of higher education in this issue seen by college-bound students and high school counselors nationwide.

### Family Life

November 26 (Space reservation deadline 10/29/10)  
 Whatever aspect of family life your program, service or product serves, NCR readers are your target audience.

### NEW At the Table

December 10 (Space reservation deadline 11/12/10)  
 Food, beverage and related products will find their niche in this new section that focuses on food and drink, its production, consumption and role in celebration and community.

### NEW Theology

December 24 (Space reservation deadline 11/24/10)  
 Articles on theological trends and debates in the U.S. and around the world attract an audience interested in your books, study programs and educational resources.

**For more information contact the advertising department:  
 Toll-free: 1-800-444-8910, ext. 2218, 2214 or 2238. Ask about print and Web ad packages!  
 Fax: (816) 968-2268 • E-mail: [advertising@NCRonline.org](mailto:advertising@NCRonline.org)**

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## SPECIAL ISSUES 2011

Updated February 2010

### NEW Pro-Life

January 7 (Space reservation deadline 12/10/10)  
Whatever stage of life your organization or product serves, you will reach more readers in this new special that focuses on a wide range of pro-life issues.

### NEW Being Single

January 21 (Space reservation deadline 12/22/10)  
Targeted focus on this underacknowledged demographic active in parish life and ministry gives you an opportunity to reach Catholic singles with your services and products.

### NEW Deacons

February 4 (Space reservation deadline 01/07/11)  
Reach readers with a strong focus on ministry as we write about deacons, their ministry, their place in clerical structure, their formation and the role of their wives.

### Religious Life 1

February 18 (Space reservation deadline 01/21/11)  
Advertise vocation opportunities and experiences to potential candidates AND retreats, educational programs or services to members of religious communities. Don't miss Religious Life 2!

### NEW Gay Catholics

March 4 (Space reservation deadline 02/04/11)  
Let advertising in this special section bring attention to your programs and products as we highlight the challenges and gifts of being gay and Catholic.

### Summer Listings 1

March 18 (Space reservation deadline 02/18/11)  
Hundreds of advertisers announce their conferences, retreats, sabbaticals, educational opportunities and more in this popular annual issue. Follow up with Summer Listings 2 (May 13) or Fall & Winter Listings (August 19).

### Colleges and Universities 1

April 1 (Space reservation deadline 03/04/11)  
Promote your institutions of higher education in this issue seen by college-bound students and high school counselors nationwide. Colleges and Universities 2 is November 11 — place your ad in both issues!

### Ecology

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NCR readers recycle, use earth-friendly products and support environmental organizations. Advertise in this special issue to reach your target audience.

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April 29 (Space reservation deadline 04/01/11)  
Advertise your best sellers in this annual summer feast of titles. Don't miss the opportunity to combine with a Web ad on the NCRonline.org Book Club!

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May 13 (Space reservation deadline 04/15/11)  
Get your current program information to potential participants in this follow up to Summer Listings 1.

### Catholic Education

May 27 (Space reservation deadline 04/29/11)  
Reach students interested in college or university programs and parents deciding on Catholic schools for their children. Find buyers for your Catholic education resources.

### East and West

June 10 (Space reservation deadline 05/13/11)  
Advertise your Eastern or Western spirituality programs and products in this special section and see results.

### Ministries

June 24 (Space reservation deadline 05/26/11)  
Showcase your unique ministerial program or resource to an audience highly involved in a great variety of ministries.

### Women

July 8 (Space reservation deadline 06/10/11)  
Target women engaged with today's issues in this special section that responds to NCR readers who rate the role of women in the church and the world as a very important topic.

### Spirituality 1

July 22 (Space reservation deadline 06/24/11)  
Let advertising in this special section grow the number of participants in your spirituality programs and increase purchases of your spirituality products.

### Peace and Justice

August 5 (Space reservation deadline 07/08/11)  
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