

The Arlington Catholic Herald

Twenty-one counties. Sixty-eight parishes. One faith.

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2015 Media Kit



Who we reach:

Counties in Northern Virginia	21
Catholics in Diocese	454,000+
Elementary Schools	39
High Schools	5

Adults Reached	161,000+
Median Family Income	\$124,831*
Average Home Value	\$500,010**

Subscribers reading	
4 out of 4 issues	62%
Subscribers reading	
at least 3 out of 4 issues	74%
Own Home	82%
Married	77%
College degree or higher	84%
2 or more people/household	86%

Sources:
Catholic Diocese of Arlington Diocesan Directory, 2014
* U.S. Census Bureau, 2012
** Fairfax County Department of Neighborhood and Community Services, 2013

Our Mission:

To support the church's mission to evangelize by providing news from a Catholic perspective. We inform, inspire and connect Catholics by sharing the faith story of the Arlington Diocese.

Our Recognition:

Number of Catholic Press Association awards won over the past 4 years:

2014 — 18	2012 — 18
2013 — 13	2011 — 14



Our Reach:

Circulation: 70,000+
Largest paid non-daily in the Virginia Press Association.
Serving all of Northern Virginia's **21 counties and 68 parishes.**

