

ISSUE DATES:

2025

Jan 17 & 31
Feb 14 & 28
Mar 14 & 28
Apr 11 & 25
May 9 & 23
Jun 6 & 20
Jul 4 & 18
Aug 1, 15, & 29
Sep 12 & 26
Oct 10 & 24
Nov 7 & 21
Dec 5 & 19

2026

Jan 2, 16, & 30
Feb 13 & 27
Mar 13 & 27
Apr 10 & 24
May 8 & 22
Jun 5 & 19
Jul 3, 17, & 31
Aug 14 & 28
Sep 11 & 25
Oct 9 & 23
Nov 6 & 20
Dec 4 & 18

When are reservations due? All reservations for the main section of any issue are due three weeks and three days prior to the issue date, at 10 am Central Time. Special section reservation dates, see below.

When is your ad due? Your ad file is due three weeks prior to the date of any given issue. In the case of a holiday, please send your ad one day earlier than the normal deadline.

January 17: Special Section: Lenten Guide

Reserve ad space by 12/18/24
Advertise your Lenten resources, gifts, retreats and more.

January 31: Special Section: Religious Life 1

Reserve ad space by 1/1/25
Inform potential candidates about vocation opportunities or promote retreats and services to religious communities. (2nd Religious Life section is Aug. 15.)

February 14: Special Section: Catholic Education

Reserve ad space by 1/15/25
Successes and trends in Catholic elementary schools, adult education and faith formation programs.

February 28: Special Section: Summer Listings 1

Reserve ad space by 1/29/25
Your guide to a summer of conferences, retreats and more! Boost exposure with a second ad in Summer Listings 2 (April 25).

March 14: Special Section: Colleges & Universities 1

Reserve ad space by 2/12/25
Explores Catholic higher education. Next colleges issue is Nov. 7.

March 28: Special Section: Summer Books

Reserve ad space by 2/26/25
Inform our book-loving audience about your new publications.

April 11: Special Section: EarthBeat

Reserve ad space by 3/12/25
Explore the relationship between faith and environment, which Pope Francis emphasized in his Laudato Si' encyclical.

April 25: Special Section: Summer Listings 2

Reserve ad space by 3/26/25
A second chance to get your event on summer schedules!

May 9: Special Section: Volunteers

Reserve ad space by 4/9/25
Connect with volunteers who give their time and energy to important organizations and causes.

May 23: Special Section: Ministry & Mission 1

Reserve ad space by 4/23/25
Showcase unique programs and resources. Get additional exposure by advertising in our 2nd ministry issue on Aug. 29.

June 6: No Special Section

Reserve ad space by 5/7/25
(No special section in this issue)

June 20: Special Section: Women Today

Reserve ad space by 5/21/25
Diverse experiences of women in the church and the world.

July 4: Special Section: Spirituality 1

Reserve ad space by 6/4/25
Showcase your spiritual programs and products in this popular special section. (2nd Spirituality section is Dec. 5.)

July 18: Special Section: Peace & Justice

Reserve ad space by 6/18/25
NCR readers are deeply involved in justice issues. Promote your organization or event with an ad here.

August 1: Special Section: Fall & Winter Listings

Reserve ad space by 7/2/25
Your event will get noticed in our annual guide of events.

August 15: Special Section: Religious Life 2

Reserve ad space by 7/16/25
Vocation opportunities, formation, retreats and more.

August 29: Special Section: Ministry & Mission 2

Reserve ad space by 7/30/25
Showcase your unique programs and resources.

September 12: Special Section: Theology

Reserve ad space by 8/13/25
Theological questions and debates attract an educated audience interested in books, study programs and resources.

September 26: Special Section: Fall Books

Reserve ad space by 8/27/25
Promote books, CDs, DVDs and other products in this issue — in time for the Christmas gift-buying season.

October 10: No Special Section

Reserve ad space by 9/9/25
(No special section in this issue)

October 24: Special Section: Travel

Reserve ad space by 9/23/25
Our readers are on the move and are looking for adventure! Advertise your pilgrimages, shrines, mission trips, cruises and more!

November 7: Special Section: Colleges & Universities 2

Reserve ad space by 10/7/25
Schools, courses of study and trends in Catholic higher education.

November 21: Special Section: Christmas Gift Guide

Reserve ad space by 10/21/25
Our readers look for unique gifts that support their values. Reserve an ad in this section to promote your food gifts, fair trade items, books and other gift ideas.

December 5: Special Section: Spirituality 2

Reserve ad space by 11/4/25
Showcase spiritual programs and products during Advent.

December 19: Special Section: Self-Enrichment

Reserve ad space by 11/18/25
Articles about improving mind, body and soul.

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