

ISSUE DATES:

2026

Jan 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

2027

Jan 15 & 29
Feb 12 & 26
Mar 12 & 26
Apr 9 & 23
May 7 & 21
Jun 4 & 18
Jul 2, 16, & 30
Aug 13 & 27
Sep 10 & 24
Oct 8 & 22
Nov 5 & 19
Dec 3 & 17

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 16: Special Section: Lenten Guide

Reserve ad space by 12/16/25
Advertise your Lenten resources, gifts, retreats and more.

January 30: Special Section: Religious Life 1

Reserve ad space by 12/30/25
Inform potential candidates about vocation opportunities or promote retreats and services to religious communities. (2nd Religious Life section is Aug. 14.)

February 13: Special Section: Catholic Education

Reserve ad space by 1/13/26
Successes and trends in Catholic elementary schools, adult education and faith formation programs.

February 27: Special Section: Summer Listings 1

Reserve ad space by 1/27/26
Your guide to a summer of conferences, retreats and more! Boost exposure with a second ad in Summer Listings 2 (April 24).

March 13: Special Section: Colleges & Universities 1

Reserve ad space by 2/10/26
Explores Catholic higher education. Next colleges issue is Nov. 6.

March 27: Special Section: Summer Books

Reserve ad space by 2/24/26
Inform our book-loving audience about your new publications.

April 10: Special Section: EarthBeat

Reserve ad space by 3/10/26
Explore the relationship between faith and environment, which Pope Francis emphasized in his Laudato Si' encyclical.

April 24: Special Section: Summer Listings 2

Reserve ad space by 3/24/26
A second chance to get your event on summer schedules!

May 8: Special Section: Volunteers

Reserve ad space by 4/7/26
Connect with volunteers who give their time and energy to important organizations and causes.

May 22: Special Section: Ministry & Mission 1

Reserve ad space by 4/21/26
Showcase unique programs and resources. Get additional exposure by advertising in our 2nd ministry issue on Aug. 28.

June 5: No Special Section

Reserve ad space by 5/5/26
(No special section in this issue)

June 19: Special Section: Women Today

Reserve ad space by 5/19/26
Diverse experiences of women in the church and the world.

July 3: Special Section: Spirituality 1

Reserve ad space by 6/2/26
Showcase your spiritual programs and products in this popular special section. (2nd Spirituality section is Dec. 4)

July 17: Special Section: Peace & Justice

Reserve ad space by 6/16/26
NCR readers are deeply involved in justice issues. Promote your organization or event with an ad here.

July 31: Special Section: Fall & Winter Listings

Reserve ad space by 6/30/26
Your event will get noticed in our annual guide of events.

August 14: Special Section: Religious Life 2

Reserve ad space by 7/14/26
Vocation opportunities, formation, retreats and more.

August 28: Special Section: Ministry & Mission 2

Reserve ad space by 7/28/26
Showcase your unique programs and resources.

September 11: Special Section: Theology

Reserve ad space by 8/11/26
Theological questions and debates attract an educated audience interested in books, study programs and resources.

September 25: Special Section: Fall Books

Reserve ad space by 8/25/26
Promote books, CDs, DVDs and other products in this issue — in time for the Christmas gift-buying season.

October 9: No Special Section

Reserve ad space by 9/8/26
(No special section in this issue)

October 23: Special Section: Travel

Reserve ad space by 9/22/26
Our readers are on the move and are looking for adventure! Advertise your pilgrimages, shrines, mission trips, cruises and more!

November 6: Special Section: Colleges & Universities 2

Reserve ad space by 10/6/26
Schools, courses of study and trends in Catholic higher education.

November 20: Special Section: Christmas Gift Guide

Reserve ad space by 10/20/26
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 4: Special Section: Spirituality 2

Reserve ad space by 11/3/26
Showcase spiritual programs and products during Advent.

December 18: Special Section: Self-Enrichment

Reserve ad space by 11/17/26
Articles about improving mind, body and soul.

Kim Rea

Advertising Director
816-968-2216
krea@ncronline.org

National Catholic Reporter
115 E Armour Blvd
Kansas City, MO 64111