

NATIONAL CATHOLIC REPORTER

THE INDEPENDENT NEWS SOURCE

NCRonline.org in 2019:



12.7 MILLION

WEBSITE SESSIONS

10.7 million in 2018

6.6 MILLION

WEBSITE USERS

5.4 million in 2018

Readers live in **237** countries and territories around the world!

Reader Engagement:

More than **68,200** readers receive NCR emails: daily news, columns spiritual articles, reflection on the upcoming Sunday readings and several other topics.

In March 2018, NCR launched an online membership program, NCR Forward. Members receive special emails with behind-the-scenes insights and “heads up” news. There are **3,500** NCR Forward members from 31 countries around the world.

More than **22,800** receive our biweekly NCR newspaper. More than 35% of our subscribers have been with NCR five years or more.



282,000 Facebook fans
Facebook.com/NCRonline



46,100 Twitter followers
@NCRonline



4,700 Instagram followers
@NCRonline



POWERHOUSE UNFLINCHING · BRAVE

“The *National Catholic Reporter* is a global powerhouse...”

– *TIME*

“A Kansas City-based newspaper known for unflinching coverage of the Catholic church scandal...”

– Associated Press

“a brave little newspaper...”

– *The New York Times*

“the country’s go-to source for all things Catholic...”

– *The Washington Post*

2019 AWARDS

Named **Best National Newspaper** by the Catholic Press Association

Additional First Place awards from Catholic Press Association:

- Best in-depth news/special reporting
- Best news writing on a national or international event
- Best investigative news writing

FROM OUR READERS

“I greatly appreciate NCR’s courageous and honest reporting which is so needed in our church and society today.”

– Sr. Audrey Doetzel

“This is a challenging, exciting time and NCR’s mission is more essential than ever.”

– John Bennett

MISSION:

NCR connects Catholics to church, faith and the common good with independent news, analysis and spiritual reflection.

NCR INITIATIVES:



EarthBeat is an initiative created in response to what Pope Francis has called the “climate emergency.” EarthBeat reports on the works of individuals, parishes, dioceses and other organizations, with an aim to educate and galvanize audiences to action in their homes and communities.

EarthBeat launched on October 30, 2019, and by the conclusion of 2019, just two months later:

195,000 users were reading EarthBeat articles
11,200 were receiving EarthBeat Weekly emails



Global Sisters Report is a source of news and information about Catholic sisters and the critical issues facing the people they serve. GSR’s launch in 2014 was made possible by a \$2.4 million grant (renewed in 2016 and 2019) from the Conrad Hilton Foundation. These grants, as well as other donations, have grown GSR.

Since 2014:

2.3 million website visitors
65,000 average monthly website readers

NCRonline.org/EarthBeat



GlobalSistersReport.org



56 YEARS OF JOURNALISM EXCELLENCE:

Since its beginning in 1964, readers have looked to NCR as a **credible independent voice in Catholic journalism**. NCR is accountable to an accomplished lay board of directors rather than a bishop or head of a religious order. Initially, NCR’s print audience was mostly national. With the advent of the internet, NCR has developed a global audience, with **readers in virtually every country on the planet**.

Because of its independent status, NCR goes where other Catholic news sources cannot. In its early days, NCR reported on

the reforms of the Second Vatican Council, including the secret findings and the dissenting opinions of Pope John XXIII’s/Pope Paul VI’s commission on birth control. We were the first, and for many years the only, publication to report the clergy sex abuse crisis and episcopal cover-up. We were the first Catholic publication to report extensively on the environment.

Throughout its history, NCR has been a **voice for the marginalized**, including women, LGBTQ communities, refugees and immigrants.