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# Sponsor Media Kit

2026

*The trusted directory of Catholic mobile apps –  
reaching devout practicing Catholics who download, pray, and pay.*

## OUR PROMISE

Reach a niche audience  
that actually  
downloads, subscribes,  
and pays.

— THE EDITORIAL TEAM

## WHO WE ARE

CatholicApps.com is the go-to resource for Catholics looking for trustworthy guidance on prayer, scripture, and devotional apps.

## WHAT WE PUBLISH

Independent, editorial reviews of every meaningful Catholic mobile app — Laudate, iBreviary, Divine Office, Magnificat, Hallow, Word on Fire, and dozens more.

## WHY THIS MATTERS

App stores hide niche faith apps. Our directory is how Catholics actually find them — search-driven, mobile-first, trusted.

## MEET THE READER

# Devout. Mobile-first. Ready to download.



## Practicing & Engaged

Daily prayer routine. Attends Mass weekly. Already using one or more devotional apps. Likely to pay for premium content.



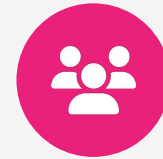
## Mobile-First

84% of sessions on mobile. Reads on the phone, downloads on the phone, recommends in family group chats and parish circles.



## Editorial-Trusting

Comes via Google search for app reviews and comparisons. Trusts an independent voice over App Store rankings or paid placements.



## Global Catholic Diaspora

Concentrated in US, UK, Canada, Australia, and English-language Catholic communities worldwide. High purchasing power for faith content.

BY THE NUMBERS

# What sponsorship buys you each month.

62K+

Google search  
impressions / month

*Catholics looking for apps.  
We're in front of them.*

2,200+

Monthly site  
sessions

*Real, qualified readers.  
Not bots, not scrolls.*

1.5%

Search CTR

*Above niche-directory  
benchmark of 1.2%.*

TOP 10

Google ranking  
on target queries

*/laudate/ and /faithful-  
catholic-apps/ both rank P1.*

WHERE THE READERS GO

## Concentrated authority on the pages that matter.

PAGE	TOPIC	VIEWS / 4 MO
<a href="#">/laudate/</a>	Flagship review of the most-downloaded Catholic prayer app	3,900
<a href="#">/faithful-catholic-apps-for-ipad-iphone/</a>	Master directory — the page Catholics share with each other	2,600
<a href="#">/</a>	Homepage — the hub of the site	1,455
<a href="#">/ibreviary/</a>	Review of the leading breviary app for Catholic clergy & laity	420
<a href="#">/divine-office-audio-prayer/</a>	Audio Liturgy of the Hours review	316



### WHY THIS MATTERS

These are decision pages — where Catholics compare apps and choose what to download.

*Sponsor a featured slot on these pages, and your app sits next to the content readers came to compare.*

## THE PITCH

## Three reasons sponsorship outperforms generic ad spend.

01



### Niche beats wide.

Programmatic ads waste 95% of impressions on the wrong audience. We're already in front of the Catholics who download apps — your message reaches them on the page they came for.

02



### Editorial trust travels.

Our readers come for a recommendation, not an interruption. An honest featured review carries more weight — and converts higher — than any banner.

03



### Evergreen, not interrupted.

A sponsored review keeps earning sponsors visibility for years. A banner ad disappears the day you stop paying. We sell discovery, not impressions.

## PACKAGES

Basic directory listings are FREE. Paid tiers start here.

### FEATURED LISTING

*Premium spot*

# \$29

*/ year*

- Logo + 150-word description, premium placement
- Direct download link, tracked
- "Featured Catholic App" badge
- Top of category, year-round

### FEATURED REVIEW

*Most popular*

# \$197

*one-time*

- 1,500-word custom editorial review of your app
- Permanent placement, evergreen SEO benefit
- Top 3 directory position for 90 days
- Newsletter mention + 30-day sidebar feature

### NEWSLETTER SPOTLIGHT

*Email reach*

# \$49

*per issue*

- Dedicated 100-word feature in the next newsletter
- Direct CTA link with tracked clicks
- Subject-line mention if first-time sponsor
- Monthly cadence

### SIDEBAR / HEADER

*Brand presence*

# \$79

*/ month*

- Sponsor banner across all review pages
- Choose sidebar (full-site) or header (review pages)
- Tracked clicks, monthly performance email
- One-month minimum

## DEEP DIVE – FEATURED REVIEW

# \$197 one-time. Working for you for years.

## WHAT YOU GET

- ✓ 1,500-word editorial review by our team, modeled on the format that's already pulled 3,900 readers for /laudate/.
- ✓ Premium placement at the top of the master directory for 90 days – the #1 destination Catholics share.
- ✓ Featured spot in the next newsletter, with direct download CTA.
- ✓ Sidebar feature on every review page for 30 days, tracked by clicks.
- ✓ Permanent URL with SEO benefit – keeps ranking and pulling installs long after the 90 days.
- ✓ Performance reports at 30, 60, and 90 days: pageviews and click-throughs from Google Analytics. Install attribution available where you provide tracking links.

## THE MATH

### Expected reach over 24 months:

Page views over 2 years	~4,800
Newsletter recipients (1 issue)	~1,500
Sidebar impressions (30 days)	~28,000
<b>Total qualified impressions</b>	<b>~34,000+</b>

*Effective cost: under 1¢ per qualified Catholic impression.*

No programmatic ad network can match that for this audience.

THE TOP TIER

# Annual Strategic Partner

**\$797 / year**

*Limited to four partners at any time.*

● **Featured Review**

One full \$197 featured review of your app at signup.

● **Quarterly Spotlights**

A dedicated newsletter or homepage spotlight every quarter (4 per year).

● **Sidebar Presence**

Always-on sidebar logo + link across the entire site for the year.

● **Featured Listing**

Premium directory placement, top of category for 12 months.

● **Editorial Access**

First-look at upcoming review topics and editorial calendar.

● **Co-Marketing**

Shareable badge, joint social posts, optional video review.

● **Performance Reports**

Quarterly briefing with metrics + recommended next moves.

● **Exclusivity Option**

Category exclusivity available for an additional fee.

## WHEN TO BUY

# Liturgical year — the seasons that move installs.

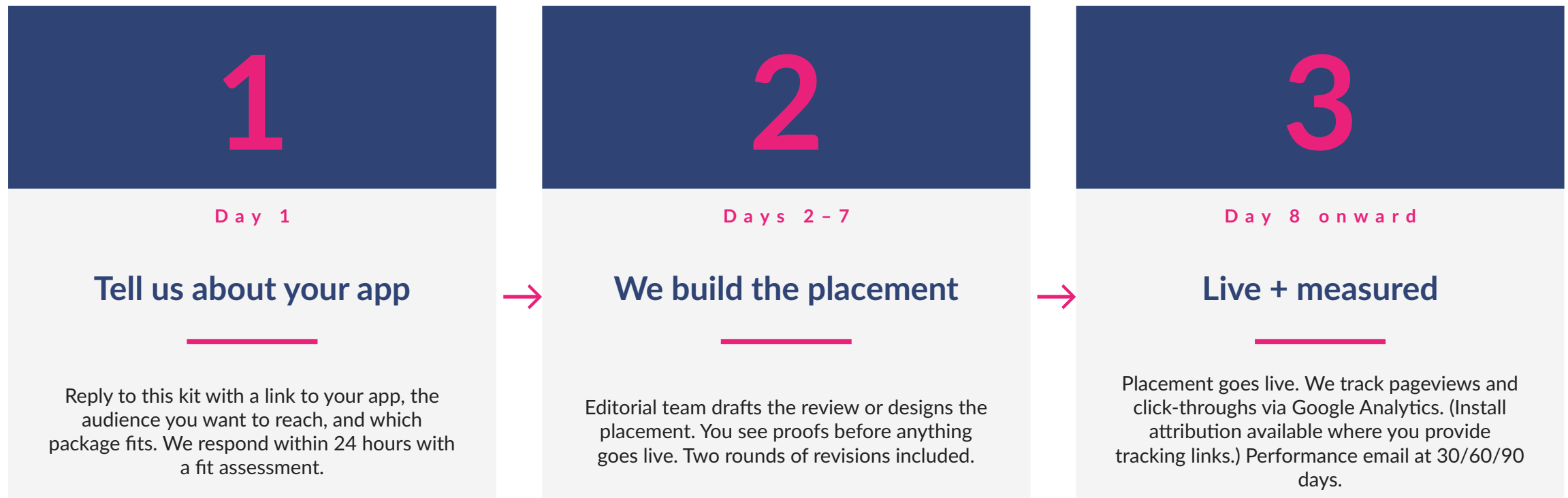
<b>ADVENT</b> <i>Late Nov → Christmas Eve</i>	<b>+45%</b>	<b>BEST FOR</b> Daily devotional, scripture, family prayer apps
<b>CHRISTMASTIDE</b> <i>Dec 25 → Jan 5</i>	<b>+30%</b>	<b>BEST FOR</b> Gift-giving apps, prayer journals, music/audio Bible
<b>LENT</b> <i>Ash Weds → Easter Vigil</i>	<b>+60%</b>	<b>BEST FOR</b> Confession, Stations, fasting trackers, daily reading apps
<b>EASTERTIDE</b> <i>Easter Sun → Pentecost</i>	<b>+25%</b>	<b>BEST FOR</b> Liturgy of the Hours, Mass companion, family-prayer apps
<b>ORDINARY TIME</b> <i>Year-round, June–November</i>	<b>Baseline</b>	<b>BEST FOR</b> Discovery posts, comparison reviews, evergreen content

Newsletter spotlight slots fill fastest 4–6 weeks ahead of season. Book early.

## HOW IT WORKS

# Three steps from inquiry to live.

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RE A D Y ?

Let's put your app in front of  
the Catholics who actually download.

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