

WANT TO **REACH** **450,000**** READERS IN AUSTRALIAN FAMILIES?

We can give you a hand

Great value advertising in one of Australia's most widely distributed* magazines. (*CAB circulation 149,474 five times a year.)



**copies read by an average of 3 families



Reader profile

CAB audited circulation of 149,474 (2015)

Unique distribution through schools and parishes across Australia, and the only publication to target and connect with this group.

704,000 school students making up 20% of national figure*

85,000 employed by Catholic school system*

709,000 people attend Mass every week**

Articles appeal to all ages, with the family unit in focus.

Copies are sent home with students for their families to read.

Other copies are used by teachers as a classroom resource. Engaging articles bring contemporary issues to life for students.

Readership market is interested in families and spends money on;

- > Education, books and supplies
- > holiday and travel
- > health
- > entertainment
- > improving home life and the family environment.

> If it appeals to families, it appeals to our readers.

70% of Australian Catholics readers would be more likely to follow up on an organisation if it advertised in the magazine. Survey 2007

*National Catholic Education Commission

** Australian Catholic Bishops Commission



Australian
CATHOLICS
faith and life



> active
Website,
Facebook and
Twitter pages

Editorial profile

An Australia-wide magazine written for families from all walks of life, published since 1992.

Published five times a year – Summer, Easter, Winter, Spring, and Christmas.

Editorially independent of the Catholic Church, the magazine's editorial mix includes film, music, social justice, interviews, opinion, reviews and a broad spirituality, engaging readers from the very first page, with the aim to be entertaining, informative and relevant to all Australian Catholics.

Australian Catholics clearly reflects the values and interests of its audience; it provides a great advertising opportunity because it delivers both reach and intimacy.

The magazine is about sharing positive and inspiring stories of Australians who are making a difference. Recent profiles include prominent Australians such as;

- > actor Martin Sheen
- > comedians Damien Callinan and George McEncroe
- > cricketer Justin Langer
- > social justice advocates Donna Mulhearn, Brigid Arthur
- > film director and refugee Khoa Do
- > Olympic gymnast Ashleigh Brennan
- > our Saint Mary MacKillop
- > solo adventurer Jessica Watson
- > celebrity chef Julie Goodwin.

The Catholic Church is trusted and respected in the areas of education, healthcare and social services. *Australian Catholics* magazine is closely associated with these good works, and advertisers in turn gain trust and respect from our readers.

Recognised as a leader in its field, *Australian Catholics* regularly wins awards for its content and layout from both the Australian Catholic Press Association and the Australian Religious Press Association.



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Advertising units

Double page	235mm x 350mm	\$10,800
Full page	235mm x 177mm	\$6,200

Vertical units

Two-third page	35mm x 110mm	\$5,200
One-third page	235mm x 55mm	\$2,800
One-sixth page	15mm x 55mm	\$1,500

Horizontal units

Half page	115mm x 177mm	\$3,800
One-third page	75mm x 177mm	\$2,800
Quarter page	55mm x 177mm	\$2,000
Classified	34mm x 55mm	\$250

All rates ex GST and effective until 30 June 2014.

Page trim: 260mm x 205mm.

Loading: Right page +10% Back/inside covers +15%.

**To receive the latest issue and discuss
how we can help you, contact:**

Michael McVeigh
Senior Editor
Jesuit Communications Australia
T 61+3 9421 9666
F 61+3 9421 9600
Toll free 1300 728 846
E michael.mcveigh@jesuit.org.au



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