

Australian CATHOLICS

faith and life



Media Kit 2016



Editorial Profile

Australia's only national magazine written for Catholics of all ages, and from all walks of life.

- Published five times a year: Summer, Easter, Winter, Spring, and Christmas
- Circulating with the official approval of the Catholic Church, but is editorially independent.

The magazine seeks to deal with the broad spectrum of issues facing contemporary Catholics in a manner to which they can relate.

Film, music, social justice, interviews, opinion, reviews and a broad spirituality are all embraced in the Australian Catholics editorial mix.

Australian Catholics

- Engages readers from the first page, because its aim is to be entertaining, informative and relevant to all *Australian Catholics*.
- Clearly reflects the values and interests of its audience. It provides a great advertising opportunity because it delivers both reach and intimacy.
- Has won awards for its content and layout from both the Australasian Catholic Press Association and the Australasian Religious Press Association
- Has a CAB audited circulation of 149,474 (September 2014)

Reader Profile

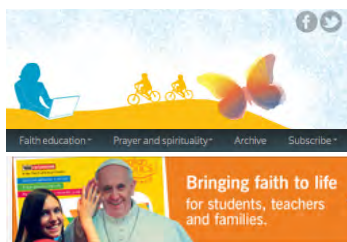
Australian Catholics is:

- Aimed at all members of the Catholic community.
- Read by both practicing and non-practicing Catholics.
- Written in order to appeal to all ages, with the family unit in focus.

The magazine also reaches school teachers and schools, with its weekly e-news *Faith and Life*, providing thoughts and ideas to be integrated into the classroom.

The *Australian Catholics* readership is a market that is interested in their families, and that spends money on education, improving home life, and the family environment.

- > 150,000 copies per edition
- > Church-going and non Church-going Catholics
- > All ages, but especially families
- > School teachers and students
- > Parishes



Profiles of special Australians

Australian Catholics features profiles of famous and also less well known Australians, as well as lively, challenging, inspiring and accessible articles on the people, events and issues that contribute to the life of Australia's contemporary Catholic community.

Australian Catholics has featured interviews with: Governor General Peter Cosgrove, Australian cricketer Justin Langer, Young Australian of the Year Koa Do, swimmer Emily Seeböhm, Beijing Olympian Ashleigh Brennan, The Chasers' Julian Morrow, Fr Bob McGuire, Nicole Kidman, comedian Damien Callinan, social justice advocates Donna Mulhearn, Mia Northrope, celebrity chef Julie Goodwin and actor Martin Sheen.

Australian Catholics Young Journalist Award

Australian Catholics, in partnership with Australian Catholic University and other sponsors, has offered the Young Journalist Award for over 17 years. It attracts annually over 300 young writers, who present an article of interest to themselves and their peers, by a June deadline. Winners and their schools receive trophies and cash prizes, and the winning articles are published in the Spring edition of the magazine.

School Open Days Guide

Each issue of *Australian Catholics* (except Christmas) includes a comprehensive nationwide listing of school open days. This offers a valuable resource for parents, providing dates and contact details. Parents can also access the open days at australiancatholics.com.au.



www.australiancatholics.com.au

An essential resource for faith formation, giving schools access to a wealth of feature articles, online articles, class activities, prayer and reflection resources – all related to the RE curriculum.

It also brings together relevant information and links from around the web.

Linked advertising space is available in various sizes and locations throughout the site, as monthly or CPM rates.



Going out weekly to 5,000+ Principals, RECs, teaching staff, and Catholic organisations, the e-news contains:

- Teachers notes and
- Resources such as *Prayer for the classroom*, reflection questions, activities and links related to the articles in the edition.

Advertising Units

| | DIMENSIONS (h/w) | RATE* |
|--------------------|------------------|----------|
| Double page spread | 235mm x 350mm | \$10,800 |
| Full page | 235mm x 177mm | \$6,200 |

Verical Units

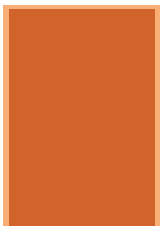
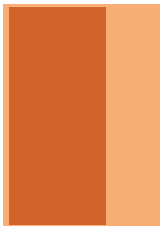
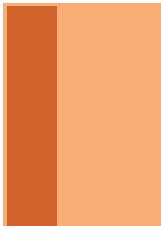

| | | |
|-----------------|--------------|---------|
| Two-third page | 35mm x 110mm | \$5,200 |
| One-third page | 235mm x 55mm | \$2,800 |
| One-six th page | 115mm x 55mm | \$1,500 |

Horizontal Units





| | | |
|----------------|---------------|---------|
| Half page | 115mm x 177mm | \$3,800 |
| One-third page | 75mm x 177mm | \$2,800 |
| Quar ter page | 55mm x 177mm | \$2,000 |
| Classifieds | 34mm x 55mm | \$250 |

All rates ex gst. LOADINGS: Right Hand Page +10%, Back/inside Covers +15%

Vertical Units

| Full Page | Two-Third Page | One-Third Page | One-Sixth Page |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |

Horizontal Units

| Half Page | One-Third Page | Quarter Page | Classified |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |

School Open Days Guide

A one line inclusion in the guide costs \$165. A discount rate applies to bookings for any 4 issues. The guide is also available online at no extra cost.

www.australiancatholics.com.au advertising

| | |
|---------------------------|-----------|
| Button (160 x 160 pixels) | \$500/mth |
| MRec (250 x 300 pixels) | \$650/mth |
| Tower (160 x 600 pixels) | \$800/mth |

Faith and Life e-news advertising

| | |
|---------------------------|------------|
| Button (160 x 160 pixels) | \$500/mth. |
| Tower (160 x 600 pixels) | \$800/mth |

Themes and deadlines

| | | Booking | Supply | Distribution |
|----------------|---------------------------------------------|---------|--------|--------------|
| Summer 2015_16 | Mercy in spirituality | 20 Nov | 27 Nov | early Feb |
| Easter 2016 | Mercy in relationships | 29 Jan | 5 Feb | mid Mar |
| Winter 2016 | Mercy and social justice | 22 Apr | 29 Apr | early June |
| Spring 2016 | Youth edition 'The power of love and mercy' | 1 Jul | 8 Jul | mid Aug |
| Xmas 2016 | Mercy and the Church | 16 Sep | 23 Sep | late Oct |

Mechanical Specifications

Adobe PDF (press ready) format (not be created from Microsoft Word).

Adobe software or preferred to create advertisements.

PDFs must be CMYK not RGB.

Please convert all type to outlines.

Please forward to margaret.power@jesuit.org.au by email (max 10MB) or dropbox.

Design service

A design and layout service is available at a charge of \$60 per hour.

Final copy requiring layout to be emailed as a Word.rtf document.

Authors changes to original text may be chargeable.

Advertisements not supplied to specification may incur a layout charge.

If linked images or logos are attached, please supply at 300dpi as PDF, InDesign, Illustrator or Photoshop files.

Advertising Policy: *Australian Catholics* will not accept any advertising that is misleading or discriminatory , or contrary to the values and beliefs of the Australian Jesuits or the Catholic Church.

DISCOUNTS ARE NEGOTIABLE ON MULTIPLE ADVERTISEMENTS

Contact details

For more information contact:

Michael McVeigh, Editor.

Jesuit Communications Australia

Ph: 03 9421 9666

Fax: 03 9421 9601

Email: editor@australiancatholics.com.au

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