

Australian CATHOLICS



MEDIA KIT



About Australian Catholics



First created in 1993 as a way to bring inspiring and informative stories about Catholic life into the homes of people in school and parish communities, *Australian Catholics* quickly became the largest circulated Catholic publication

in the southern hemisphere and remains so more than 25 years later. It is also the only national Catholic print publication in Australia.

Reaching communities both in print and online, *Australian Catholics* remains one of the few Catholic publications that speaks to people of all backgrounds and ages.

We connect with communities through the two versions of our print magazine – a schools edition and a parish edition – along with two e-newsletters that seek to support those doing formation on the ground – *Catholic Teacher* and *Parish Life*.

Who do we reach?



More than one in three Australian Catholic schools has a subscription to *Australian Catholics*.



PARENTS AND FAMILIES

Reaching more than 115,000 families across Australia.

Sent home via schools.

Distributed through parishes, giving people something to take home and read.



115,000
families



SCHOOL STUDENTS

Our 600+ subscribed schools educate around 120,000 students where it is used as a resource in the classroom.

Captures the imagination of students by sharing inspiring stories and drawing links between what Jesus speaks about in the Gospels and what we read, watch and listen to in the media today.

Engages students with the Young Writers Community, Media Internship and the annual Young Journalist Award.



TEACHERS

We reach over 8,000 staff in our 600+ subscribed schools

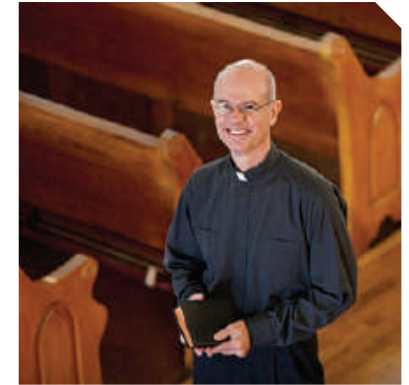
Used by schools for staff formation.

Articles in print and online help Catholic school staff.

Online resources and weekly Catholic Teacher e-newsletter (reaching 4,500 subscribers).



600+
subscribed schools



PARISH PRIESTS AND ASSISTANTS

Along with reaching around 35,000 families in parishes through our print magazine, our weekly online resources are used by around 2,500 priests and parish assistants across the country.



270
parishes



CAB audited
circulation
102,140
(September 2019)

How do we reach them?

1 Australian Catholics magazine

Published four times a year:

Autumn, Winter, Spring and Summer.

The most widely-circulated Catholic publication in Australia.

Officially approved for distribution in Catholic schools, while editorially independent.

Separate editions for school and parish subscribers, with unique sections for each audience.

Seeks to build a bridge between faith and contemporary culture, engaging with topics in a way that makes them relevant to people's daily lives.

Provides advertisers with a broad reach and an intimate connection to readers.

Has won awards from its content and layout from the Australasian Catholic Press Association and the Australasian Religious Press Association.

Advertising rates and specifications

	Size (W x H)	Rate*
Double page spread	350mm x 235mm	\$12,500
Vertical Units		
Full page	177mm x 235mm	\$7,500
Two-third page	110mm x 235mm	\$6,000
One-third page	55mm x 235mm	\$3,500
One-sixth page	55mm x 115mm	\$1,850
Horizontal Units		
Half page	177mm x 115mm	\$4,500
One-third page	177mm x 75mm	\$3,500
Quarter page	177mm x 57mm	\$2,500

LOADINGS: Inside Covers +10%, Back Cover +15%

DISCOUNTS ARE NEGOTIABLE ON MULTIPLE ADVERTISEMENTS

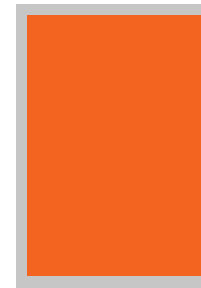
*All rates are GST exclusive. Effective from 01/01/2023

Advertising specifications

- Adobe PDF (press ready) format (not created from Microsoft Word). Adobe software preferred to create advertisements.
- PDFs must be CMYK not RGB, please convert all type to outlines.
- An alteration fee of \$70 per hour may be charged for amendments.
- Advertisements not supplied to specification may incur a layout charge.
- A design and layout service is available at a charge of \$70 per hour.
- Final copy requiring layout to be emailed as a Word document.
- Authors changes to original text may be chargeable.
- 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.

Vertical units



Full page



Two-third page

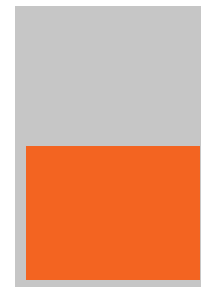


One-third page

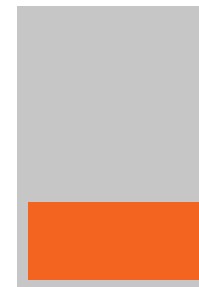


One-sixth page

Horizontal units



Half page



One-third page



Quarter page

Themes and deadlines

		BOOKING	SUPPLY	DISTRIBUTION
Autumn	Life	Early Dec	Mid Dec	Early Feb
Winter	Justice	mid Apr	Late Apr	Early May
Spring	Youth	mid Jul	Late JUL	Early Aug
Summer	Spirituality	mid Sep	Late Sep	Early Nov



MREC

300W x 250H

BUTTON

160W x 160H

BANNER

560W x 100H

How do we reach them?

2 Online advertising

www.australiancatholics.com.au

The website is 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.

BUTTON (160px W x 160px H)
\$500/mth.

Appears on the homepage (to the right)

MREC (300px W x 250px H)
\$650/mth.

Appears mid article. Max 5 ads on rotation

BANNER (560px W x 100px H)
\$800/mth.

Appears across the bottom of every page of the site



BUTTON

160W x 160H

BANNER

560W x 100H

How do we reach them?

3 Weekly e-newsletters

Electronic direct mail (EDM)

CATHOLIC TEACHER

Catholic Teacher is distributed weekly to 5,000+ Principals, RECs, teaching staff, and Catholic organisations

BUTTON (160px W x 160px H)
\$500/mth.

BANNER (560px W x 100px H)
\$800/mth.

PARISH LIFE

Parish Life is distributed weekly to every Catholic parish across the country

BUTTON (160px W x 160px H)
\$300/mth.

BANNER (560px W x 100px H)
\$500/mth.



Get in contact

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