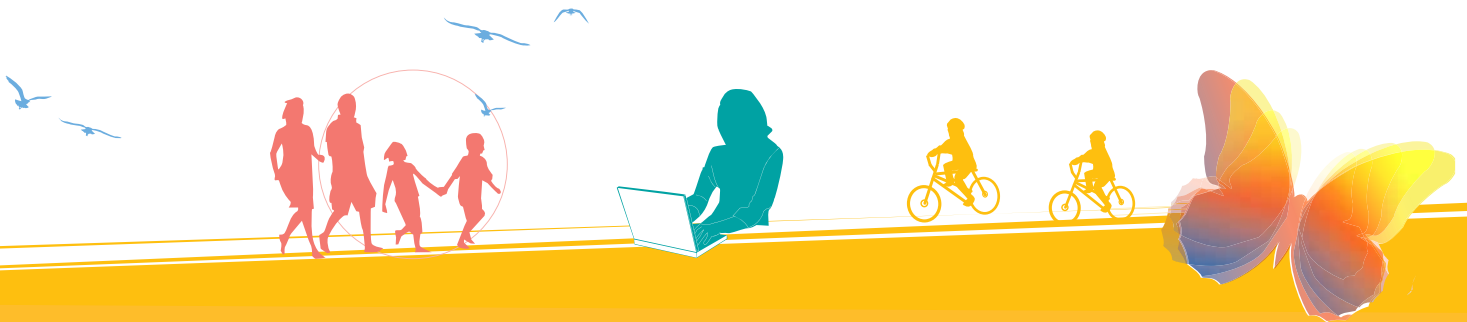
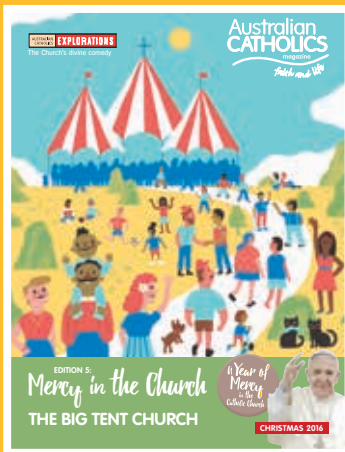
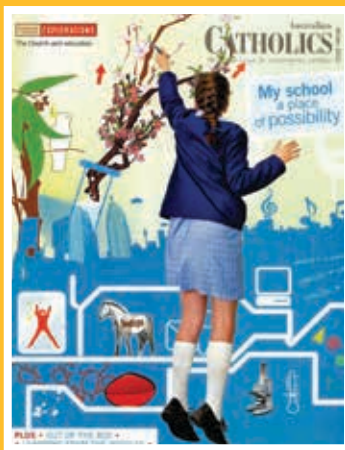


# Australian CATHOLICS

*faith and life*



Media Kit 2017



## Editorial profile

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

- Published four times a year: Autumn, Winter, Spring and Summer.
- 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 133,781 (October 2016)

## 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.

> 140,000 copies per issue (approx)

> Church-going and non Church-going Catholics

> All ages, but especially families

> School edition for teachers, students and parents

> Parish edition for general Catholic audiences

## 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 Seebohm, 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, and online.

## School Open Days Guide

Each issue of Australian Catholics 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](http://australiancatholics.com.au).

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.

## 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

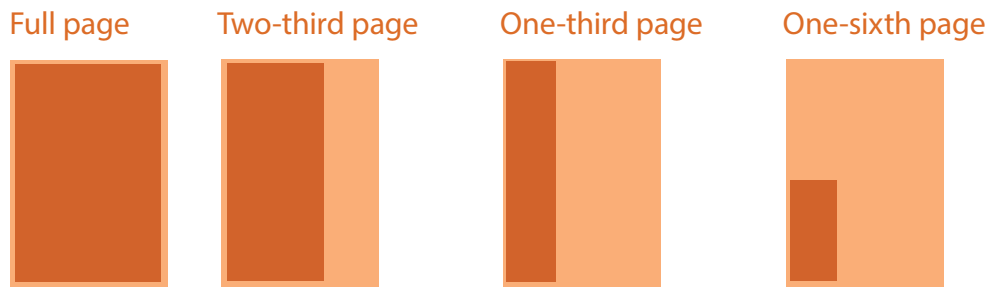


## Advertising units

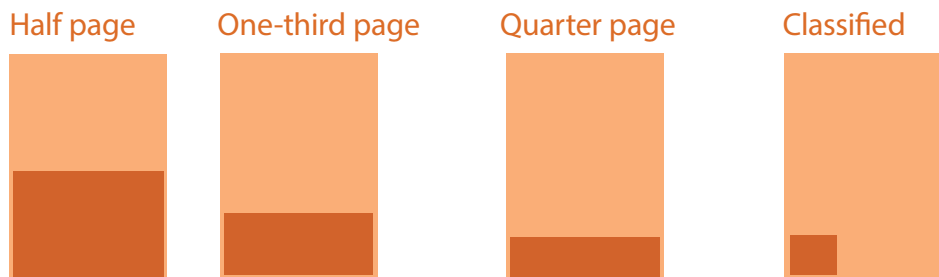
	DIMENSIONS (H/W)	RATE*
Double page spread	235mm x 350mm	\$12,500
Full page	235mm x 177mm	\$7,500
<b>Vertical Units</b>		
Two-third page	235mm x 110mm	\$6,000
One-third page	235mm x 55mm	\$3,500
One-sixth page	115mm x 55mm	\$1,850
<b>Horizontal Units</b>		
Half page	115mm x 177mm	\$4,500
One-third page	75mm x 177mm	\$3,500
Quarter page	57mm x 177mm	\$2,500
Classifieds	34mm x 55mm	\$500

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

### Vertical units



### Horizontal units



### Mechanical 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.

Please forward to [margaret.power@jesuit.org.au](mailto:margaret.power@jesuit.org.au) by email (max 20MB) or dropbox.

## Themes and deadlines

		Booking	Supply	Distribution
Autumn 2017	Music and Faith	12 Dec	19 Dec	mid Feb
Winter 2017	Mary and motherhood	22 Mar	28 Mar	end of May
Spring 2017	Social Justice	21 June	28 June	end of Aug
Summer 2018	TBC	13 Sept	20 Sept	end of Oct

## Online advertising

The website at [www.australiancatholics.com.au](http://www.australiancatholics.com.au) 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 (160 x 160 pixels) \$500/mth

Appears on the homepage (to the right)

MRec (250 x 300 pixels) \$650/mth

Appears mid article. Max 5 ads on rotation

Banner (560 x 100 pixels) \$800/mth

Appears across the bottom of every page of the site

AC publishes two weekly e-newsletters or electronic direct mails (EDM)



**Catholic Teacher** is distributed weekly to 5,000+ Principals, RECs, teaching staff, and Catholic organisations, the eNews contains: Teachers Notes and Resources such as Prayer for the classroom, reflection questions, activities and links related to the articles in the edition.

Button (160 x 160 pixels) \$400/mth

Banner (560 x 100 pixels) \$600/mth



**Parish Life** is free to every Catholic parish across the country, Parish Life puts parish news and information, faith-building resources and features such as daily Mass readings, confession and prayer time reminders in the palm of parishioners hands

Button (160 x 160 pixels) \$300/mth

Banner (560 x 100 pixels) \$500/mth

# Australian CATHOLICS

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## Contact details

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