

A photograph of a priest in purple vestments blessing a young girl in a church. The priest is on the left, smiling and holding up his right hand in a blessing gesture. The girl is on the right, wearing a red and white striped shirt, looking up at the priest. A woman is holding the girl. In the background, other people are visible in a church setting with brick walls and arches.

# THE Catholic Weekly

SUNDAY JUST GOT BETTER!

Media Kit

2021



# Media



Proudly displaying an array of mediums so you can access your Catholic news anytime. Giving you up-to-date news every day.

## THE Catholic Weekly

# The Catholic Weekly

*The Catholic Weekly* offers news of the Church at every level in print and on digital platforms including our website [www.catholicweekly.com.au](http://www.catholicweekly.com.au) and through social media forums such as Twitter, Facebook and Instagram.

*The Catholic Weekly Newspaper* offers the latest in local and world news. It is distributed to parishes, schools, universities, aged care facilities, hospitals, and other institutions across Australia and is also available to subscribers around the world.

There are over 20 supplements annually, including magazines and feature liftouts which are inserted into *The Catholic Weekly* throughout the year. These supplements are also uploaded onto *The Catholic Weekly* website.

*The Catholic Weekly* has a professional team of Award-winning Journalists and contributors presenting up-to-date stories daily on the important issues locally and from around the world.



A man with a beard and glasses is shown in profile, smiling as he reads a newspaper. He is wearing a dark jacket and a scarf. The background is a bright, out-of-focus outdoor setting with bokeh light effects.

**The Catholic  
Weekly audience**

**32,000**

print p/wk &

**50,000**

(Aus) online  
p/mnth

# Journalists

## Our Writers

*The Catholic Weekly's* has a professional team of Staff writers presenting up-to-date stories daily.



### **Marilyn Rodrigues**

Prize-winning journalist Marilyn Rodrigues has worked on *The Catholic Weekly* since 2002, delivering not only outstanding coverage of the Church at every level – especially in national affairs - but authoring hundreds of opinion columns well as publicise their achievements. We have various sizes on offer for each publication.



### **Peter Rosengren**

Peter Rosengren is a multi-award-winning editor and journalist who together with his colleagues has consistently produced the best Catholic newspapers, magazines and websites since the 1990s.



### **Debbie Cramsie**

Debbie Cramsie, a seasoned journalist who came to *The Catholic Weekly* from the secular arm of the industry, delivers outstanding stories about human life, the human heart and faith. She has won the admiration of numerous readers for her gritty, touching and evocative coverage of faith in the trajectory of life.

# Contributors

## News Opinion World

*The Catholic Weekly's* is committed to presenting independent and accurate opinions on different topics from leading intellectual writers.



**George Weigel**

George Weigel is a distinguished senior fellow of the Ethics and Public Policy Centre in Washington, DC.



**Simcha Fisher**

Simcha Fisher is the author of *The Sinner's Guide to Natural Family Planning* and blogs daily at [simchafisher.com](http://simchafisher.com)



**Dr Kevin Donnelly**

Dr Kevin Donnelly is a Senior Research Fellow at the Australian Catholic University and author of *The Culture of Freedom*.



**Anna Krohn**

Anna Krohn is an educator and educational writer who has worked for the John Paul II Institute for Marriage and Family and the Australian Catholic University in Melbourne.



**Monica Doumit**

Monica Doumit is the Director, Public Affairs and Engagement for the Archdiocese of Sydney and a columnist with *The Catholic Weekly*.



**James Parker**

James Parker lives in Western Australia and is a Catholic convert. As an abuse survivor and former gay rights activist, he is passionate about the godly restoration of men and women.



**Phillipa Martyr**

Dr Phillipa Martyr is a Perth-based historian, lecturer and researcher.



**Father Flader**

Fr Flader is an American-born priest who arrived in Australia in 1968. A former director of the Catholic Adult Education Centre in Sydney, he has written *Question Time* for *The Catholic Weekly* since 2005.



**Mark Shea**

Mark Shea is a convert and widely read-Catholic writer and author, most recently of *The Best Kept Secret: a primer on the Church's Social Teaching*.



**Anthony Cleary**

Anthony Cleary is the director of religious education and evangelisation for Sydney Catholic Schools.



# NEWS CATEGORIES

Get all the latest up-to-date  
catholic news in print

**Sundays  
just got  
better**

# News categories

## News

*The Catholic Weekly* offers news of the Church at every level – from the parish to the world. In print every week and on digital platforms including our website and through social media.



### Local & International

We are devoted to sharing our vision of the church through local and international stories.



### Opinion

Up-to-date news and analysis on the Plenary Council.



### World

Sharing local and international stories



### Movies & Books

Reviews on books and movies from a Catholic perspective



### Evangelisation

All the latest news and updates on the renewal mission plan for Sydney

# Supplements

## Education

The Catholic Weekly's special education publications are an opportunity for Catholic schools and institutions to showcase what's on offer as well as publicise their achievements. We have various sizes on offer for each publication.



### HSC Achievers

HSC Achievements aims to highlight the best students from our Catholic schools



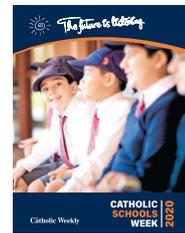
### Boarding Schools

An opportunity for institutions who have boarding and academic excellence on offer



### Open Days

Open days gives our schools the opportunity to highlight events for prospective students and parents



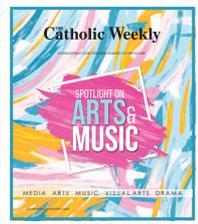
### Schools Week + Pathways

To coincide with Schools Week this publication highlights what Catholic Schools have on offer.



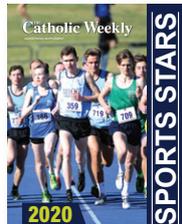
### School Leaders

Our Catholic School Leaders are given a forum highlighting opportunities given at their school.



### Spotlight on Arts & Music

An artistic publication showcasing the talents and achievements students and teachers have fulfilled.



### Sports Stars

Sports Stars highlights our talented sports champions, their achievements in school and across the broader sporting arena.



### Uni Open Days

All the information you need when it comes to choosing an institution for further study.



### Tertiary Guide

Your go to for all tertiary information



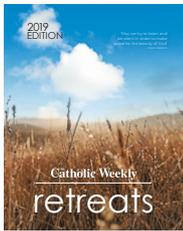
### HSC Results

A comprehensive analysis of all the latest HSC results

# Features

## Magazines

The Catholic Weekly's magazine supplements are an opportunity for our readers to engage with businesses and organisations who work as Catholic charities, formation institutions, services, Wills, vocations and retirement with integrity and Catholic values.



### Retreats

This guide is a source of trusted information about facilities, services and special features regarding your retreat.



### Charities

This magazine gives Catholic charities a superior vehicle designed to showcase their unique missions.



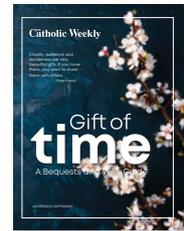
### Agencies Guide

This guide is used as a reference when people need convenient, information about Catholic agencies.



### Vocations

Provides individuals who are searching for in-depth information to identify an appropriate order and to help them act on their decision.



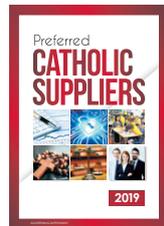
### Gift of time

This booklet is a guide informing our readership how to go about leaving a bequest in their Will to their charity of choice.



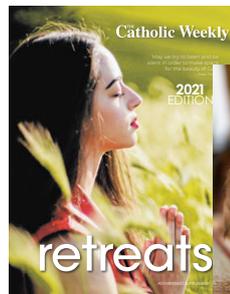
### Retirement Living

A comprehensive magazine about retirement life and future planning.



### Preferred Suppliers

A trusted resource for Catholic organisations families, parishes, hospitals and more.



# Supplement specifications

## EDUCATION

### Schools Week + Pathways & Sports Stars

MAGAZINE (Book 355mmH x 278mmW)

2 x FULL PAGES: (SPORTS STARS ONLY)  
 FULL PAGE: 314mmH x 258mmW  
 HALF PAGE: 150mmH x 258mmW

### School Leaders

MAGAZINE (Book 215mmH x 275mmW)

1 x FP EDITORIAL + 1 x FP ADVERT  
 Advert Size: 172mmH x 255mmW

### Tabloid Publications

(On page in *The Catholic Weekly*)

HSC Achievers (QP & HP ONLY)  
 BOARDING SCHOOLS (FULL PG ONLY)  
 OPEN DAYS (QP & HP ONLY)  
 UNI OPEN DAYS (2 X FULL PG)  
 SCHOLARSHIPS & BURSARIES (QP ONLY)  
 TERTIARY GUIDE (FP & HP ONLY)  
 HSC RESULTS (FP, HP, QP ONLY)

#### SIZES

FULL PAGE: 360mmH x 260mmW  
 HALF PAGE: 172mmH x 260mmW  
 QUARTER PAGE: 172mmH x 128mmW

### Spotlight on Arts & Music

(Music, Dance, Drama, Visual Arts, Media Arts)

MAGAZINE (Book 275mmH x 230mmW)

2 x FULL PAGE: Group + Individual (3)  
 1 X FULL PAGE: Group Only  
 1 X FULL PAGE: Individual (2)

## MAGAZINES

### Retirement Living

(Book 315mmH x 275mmW)

1 x FP ADVERT + 1 x FP Bonus editorial  
 Advert size: 295mmH x 255mmW  
 1 x HP ADVERT + 1 x HP Bonus editorial  
 Advert size: 120mmH x 255mmW

### Preferred Suppliers

(Book 240mmH x 170mmW)

1 x FP EDITORIAL + 1 x FP ADVERT  
 Advert Size: 208mmH x 150mmW

### Retreats

(Book 350mmH x 275mmW)

1 x FP ADVERT  
 Advert Size: 310mmH x 245mmW  
 1 x FP - EDITORIAL + IMAGES + ADVERT  
 Advert Size: 153mmH x 245mmW  
 HP - EDITORIAL + IMAGES + ADVERT  
 Advert Size: 152mmH x 120mmW

### Vocations

(Book 355mmH x 278mmW)

1 x FP - EDITORIAL + ADVERT  
 Advert Size: 150mmH x 248mmW  
 HP - EDITORIAL + IMAGES + ADVERT  
 Advert Size: 150mmH x 114mmW

### Agencies

(Book 270mmH x 195mmW)

1 x FP - EDITORIAL + ADVERT  
 Advert Size: 115mmH x 175mmW

### Charities

(Book 315mmH x 275mmW)

1 x FP - EDITORIAL + IMAGES + ADVERT  
 Advert Size: 255mmH x 225mmW

### Gift of Time

(Book 230mmH x 185mmW)

2 x FP - EDITORIAL + IMAGES + ADVERT  
 Advert Size: 240mmH x 190mmW (BLEED)  
 197mmH x 165mmW (NON BLEED)

# Supplement pricing 2021-22

EDUCATION	PUBLISHED	2XFP	FP	HP	QP
Tertiary Guide	Sun 24 OCT 2021		\$1395	\$990	
Gift of Time	Sun 31 OCT 2021	\$1495			
Spotlight on Arts & Music	Sun 14 NOV 2021	\$1395	\$990		
Sports Stars	Sun 21 NOV 2021	\$1790	\$1395	\$990	
Scholarships & Bursaries	Sun 5 DEC 2021				\$675
Retirement Living	Sun 5 DEC 2021		\$1995	\$1350	
HSC Results	Sun TBC		\$1395	\$990	
Preferred Suppliers	Sun 6 FEB 2022	\$1925			
HSC Achievers	Sun 20 FEB 2022			\$990	\$675
Boarding Schools	Sun TBC		\$1395		
School Open Days	Sun 13 FEB 2022			\$990	\$675
Schools Week	Sun 27 FEB 2022		\$1395	\$990	\$675
Pathways	Sun 27 FEB 2022		\$1395	\$990	\$675
School Leaders	Sun 3 APRIL 2022	\$1195			
Retreats	Sun 24 APRIL 2022		\$1995	\$1350	\$825
Agencies Guide	Sun 29 MAY 2022		\$1150		
Charities Guide	Sun 19 JUNE 2022	\$1995	\$1295		
Vocations	Sun 31 JULY 2022		\$1025		
Uni Open Days	Sun 14 AUG 2022		\$1990		
Retirement Living	Sun 21 AUG 2022		\$1995	\$1350	

# Marketplace

## Employment & Classifieds

The Catholic Weekly's Marketplace presents an opportunity for trades, businesses and employers looking to advertise their business to prospective clients.



### EMPLOYMENT



#### Employment

Our Employment page is an opportunity for employers to advertise positions vacant, targeting prospective employees. We have various sizes available. Speak to our advertising/marketing people for more information.

### CLASSIFIEDS



#### Classifieds

Classifieds connects our audience with specialised services including trade, businesses and events. Speak to our advertising/marketing people for more information.

### CLASSIFIEDS SPECIFICATIONS

#### Classified notices

Minimum cost \$20

#### Boxed advert

From \$35+GST

40mmH x 85mmW - \$35

50mmH x 85mmW - \$45

60mmH x 85mmW - \$55

(Larger sizes available)

#### Classified ad material deadline

3pm Thursday

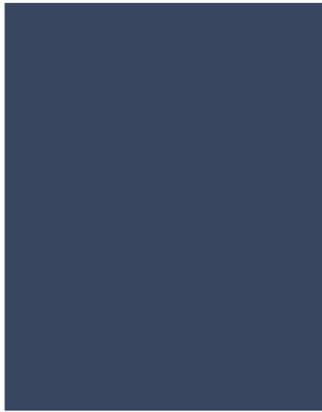
### EMPLOYMENT ADVERTS

Please email Katie for a quote at: [advertise@catholicweekly.com.au](mailto:advertise@catholicweekly.com.au)

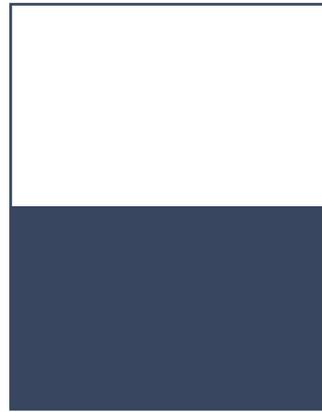
# Advertising dimensions

*The Catholic Weekly*

## PRINT



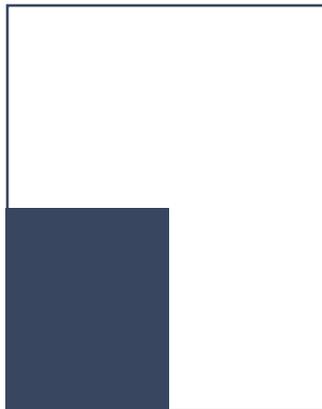
FP 370mmHx260mmW



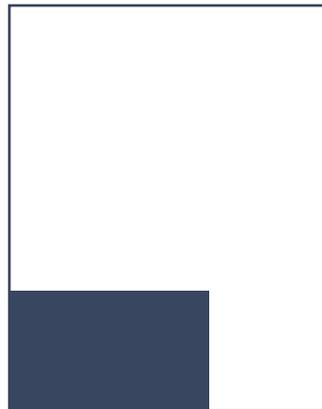
HP 190mmHx260mmW



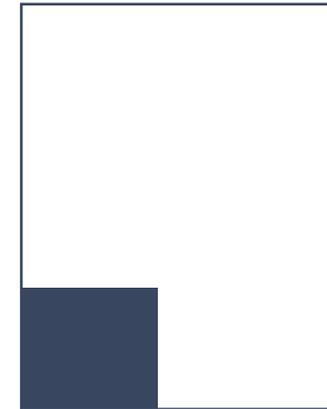
HP VERTICAL 370mmHx128mmW



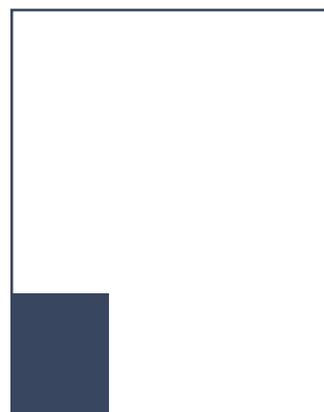
QP 190mmHx128mmW



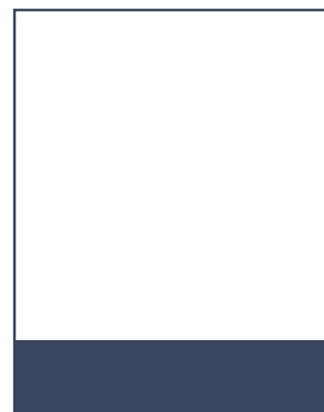
10x4col 100mmHx172mmW



10x3col 100mmHx128mmW



10x2col 100mmHx84mmW



BANNER 50mmHx260mmW

Contact our advertising and marketing representatives for further details

# Advertising rates newsprint

## Contacts

**Steve Richards:** Advertising & Marketing Manager (02) 9390 5404

**Katie Clarke:** Sales & Customer Service (02) 9390 5402

**PLEASE NOTE:** Advertising agencies ADD 10% to rates shown.

## Display Ads - Newsprint (All rates quoted are exclusive of GST)

Casual*		\$17.22 per column centimetre
10x2col	(100mmH x 84mmW)	\$345
10x3col	(100mmH x 128mmW)	\$515
10x4col	(100mmH x 172mmW)	\$691
Quarter Page	(190mmH x 128mmW)	\$975
Banner Strip	(50mmH x 260mmW)	\$515
XL Banner	(100mmH x 260mmW)	\$1033
Half Page		
- Horizontal or Vertical	(190Hmm x 260Wmm)	\$1840
Full Page	(370Hmm x 260Wmm)	\$3395

\*Frequency discounts available on discussion

## Premium Positions

FRONT PAGE BANNER	(50mmH x 260mmW)	\$985
BACK PAGE	(370mmH x 260mmW)	\$3995
Pages 2,3, 5 & 7	Add 25%	

## Special Print

COVER WRAP (Specs available on request)	\$12,000 (4 x pages)
INSERTS	\$2,400

## Ad Production

Display advertisers - are requested to provide complete material.

Classified advertisers - are requested to provide a word doc via email

# Advertising information

## Readership

**24,000 approx.** (*The Catholic Weekly* is not subject to any readership audit)

The bulk of *The Catholic Weekly* is distributed across NSW including greater Sydney and international

\* Special editions (eg: Easter and Christmas) can often double the regular distribution quantity.

## Circulation

**8,000** printed weekly (available at most parishes from Friday afternoon)

## Subscriptions

There are approximately 1,200+ weekly subscribers

## Inserts

**Quantity:** 8,000 (based on average weekly run)

**Casual Rate:** \$180+GST per thousand

**Deadline:** Delivered to **our printer** by noon 13 days prior to Sunday publication

**Specifications:** Minimum and maximum acceptable sizes, weights, packaging etc provided on application

**Availabilities:** We limit the number of inserts per edition

For details call Steve Richards **(02) 9390 5404**

## Material Format

High resolution PDF, High resolution JPEG 300dpi.

## Production Costs

Advertisers are advised to provide complete material to correct specifications. We are able to provide advertising design for the preparation of artwork at \$50 per hour. One proof is given for minor changes. Subsequent changes of complicated, time consuming jobs may be charged. Please ask for details.

## Advertising deadlines (See page 18)

**Insert delivery to our printer:** Tuesday prior to the week of publication

**Display ad material:** By 4pm Thursday prior to the week of publication

# The Catholic Weekly Publication Dates 2021

PUBLICATION DATE	PRINT DATE	MATERIAL DEADLINE
Sun 3 Jan	(No edition)	(No edition)
Sun 10 Jan	Tues 5 Jan	Mon 21 Dec
Sun 17 Jan	Tues 12 Jan	Mon 4 Jan
Sun 24 Jan	Tues 19 Jan	Thur 14 Jan
Sun 31 Jan	Tues 26 Jan	Thur 21 Jan
Sun 7 Feb	Tues 2 Feb	Thur 28 Jan
Sun 14 Feb	Tues 9 Feb	Thur 4 Feb
Sun 21 Feb	Tues 16 Feb	Thur 11 Feb
Sun 28 Feb	Tues 23 Feb	Thur 18 Feb
Sun 7 Mar	Tues 2 Mar	Thur 25 Feb
Sun 14 Mar	Tues 9 Mar	Thur 4 Mar
Sun 21 Mar	Tues 16 Mar	Thur 11 Mar
Sun 28 Mar	Tues 23 Mar	Thur 18 Mar
Sun 4 April (Easter edition)	Tues 30 Mar	Thur 25 Mar
Sun 11 April	Tues 6 April	Wed 31 Mar
Sun 18 April	Tues 13 April	Thur 8 April
Sun 25 April	Tues 20 April	Thur 15 April
Sun 2 May	Tues 27 April	Thur 22 April
Sun 9 May	Tues 4 May	Thur 29 April
Sun 16 May	Tues 11 May	Thur 6 May
Sun 23 May	Tues 28 May	Thur 13 May
Sun 30 May	Tues 25 May	Thur 20 May
Sun 6 June	Tues 1 June	Thur 27 May
Sun 13 June	Tues 8 June	Thur 3 June
Sun 20 June	Tues 15 June	Thur 10 June
Sun 27 June	Tues 22 June	Thur 17 June

PUBLICATION DATE	PRINT DATE	MATERIAL DEADLINE
Sun 4 July	Tues 29 June	Thur 24 June
Sun 11 July	Tues 6 July	Thur 1 July
Sun 18 July	Tues 13 July	Thur 8 July
Sun 25 July	Tues 20 July	Thur 15 July
Sun 1 Aug	Tues 27 July	Thur 22 July
Sun 8 Aug	Tues 3 Aug	Thur 29 July
Sun 15 Aug	Tues 10 Aug	Thur 5 Aug
Sun 22 Aug	Tues 17 Aug	Thur 12 Aug
Sun 29 Aug	Tues 24 Aug	Thur 19 Aug
Sun 5 Sept	Tues 31 Aug	Thur 26 Aug
Sun 12 Sept	Tues 7 Sept	Thur 2 Sept
Sun 19 Sept	Tues 14 Sept	Thur 9 Sept
Sun 26 Sept	Tues 21 Sept	Thur 16 Sept
Sun 3 Oct	Tues 28 Sept	Thur 23 Sept
Sun 10 Oct	Tues 5 Oct	Thur 30 Sept
Sun 17 Oct	Tues 12 Oct	Thur 7 Oct
Sun 24 Oct	Tues 19 Oct	Thur 14 Oct
Sun 31 Oct	Tues 26 Oct	Thur 21 Oct
Sun 7 Nov	Tues 2 Nov	Thur 28 Oct
Sun 14 Nov	Tues 9 Nov	Thur 4 Nov
Sun 21 Nov	Tues 16 Nov	Thur 11 Nov
Sun 28 Nov	Tues 23 Nov	Thur 18 Nov
Sun 5 Dec	Tues 30 Nov	Thur 25 Nov
Sun 12 Dec	Tues 7 Dec	Thurs 2 Dec
Sun 19 Dec	Tues 14 Dec	Wed 8 Dec
Sun 26 Dec (Christmas edition)	Mon 20 Dec	Tues 14 Dec

Publication Date
  Printing Date
  Material Deadline

# Distribution & Circulation

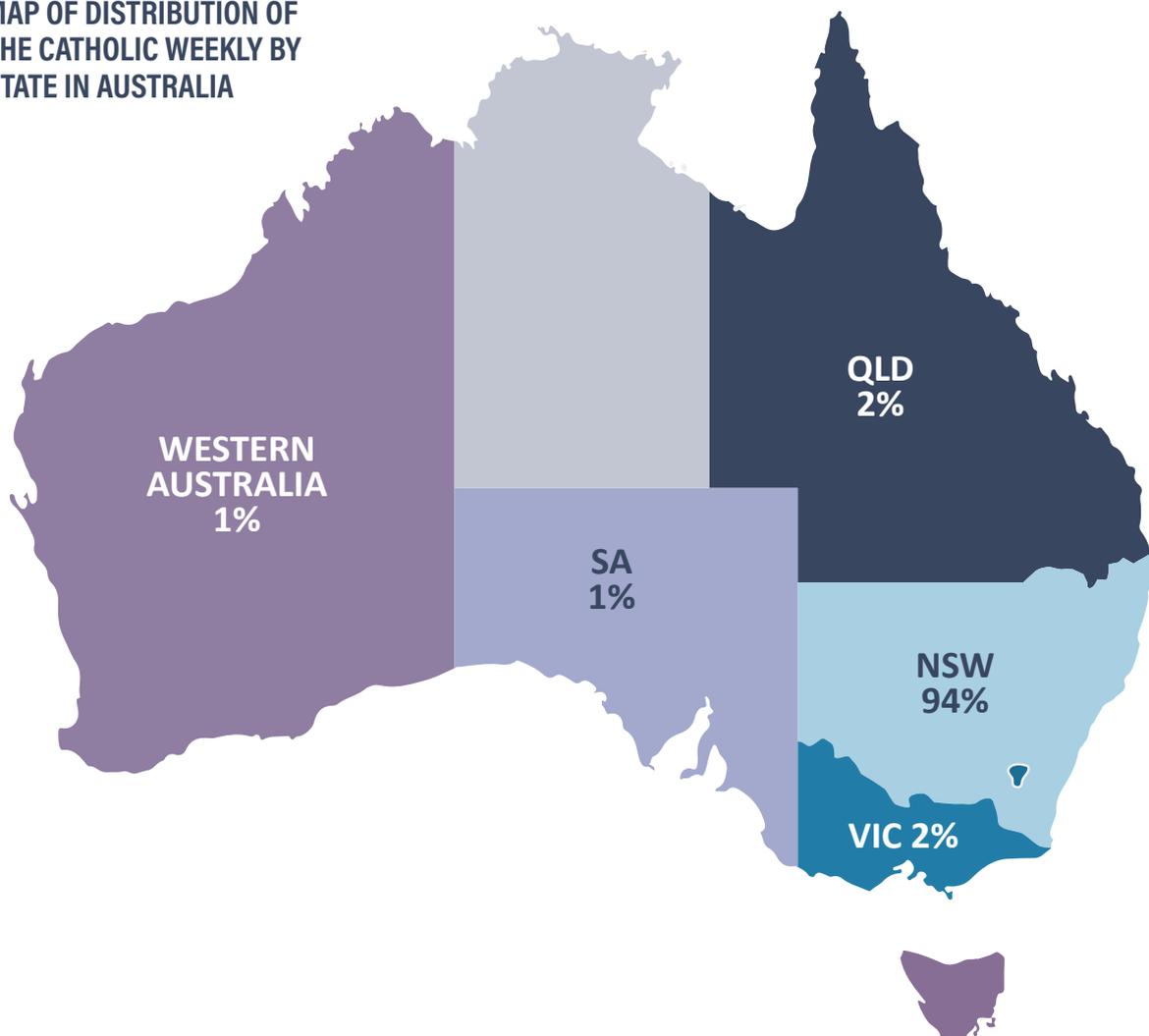
*The Catholic Weekly* is usually printed on a Tuesday for distribution Wednesday - Friday.

Distribution channels are through Parishes, Catholic organisations, Schools, Retirement villages, hospitals, Aged Care facilities and Tertiary institutions.

*The Catholic Weekly* is circulated nationwide. Deliveries outside of NSW are sent by Express Post.

*The Catholic Weekly* has a cover price of \$2 per copy.

MAP OF DISTRIBUTION OF  
THE CATHOLIC WEEKLY BY  
STATE IN AUSTRALIA





**BISHOP'S RESCUE MISSION**  
P12

**WITCH HUNT FOR A CARDINAL**  
P19

# THE Catholic Weekly

21, June, 2020

\$2

**Faith's no mere hobby for Kristin**

■ Marilyn Rodrigues

**KRISTIN BARECH** of Killybeggs is passionate. Sydney has been making headlines for her Facebook friends in the wake of a recent Catholicism by CS Lewis. Progress in May 2019, the Catholic Church's stance on same-sex marriage and the role of the laity in the Church's mission were the focus of her column. The Sydney Catholic community is a vibrant and growing one.

**DIGITAL**  
The Catholic Weekly  
Online

**Doctors and**

■ Marilyn Rodrigues

**PATIENTS AND** medical professionals are using social media to connect with each other. Dr. John Mitchell, a paediatrician and a paediatrician, has highlighted an alternative model of care by using social media to connect with patients and their families. The Sydney Catholic community is a vibrant and growing one.

**Clare Community**

**AUDIO VISION LIGHTING**

- Sound Reinforcement
- A, System PA & Incentive Systems
- Paging & Call-back PA Systems
- Audio Visual Systems
- Hearing Aid Loop Systems

- Data Projections, Video Walls, LED/CLI/Molored or Touch Screens
- Digital Signage Systems
- Digital Signage/Information Displays
- Automated Camera Systems

- Microphones for All Applications
- Diets & Vacuum Systems
- Upgrade & Modification of Existing Systems
- Interiors & Exterior Architectural Lighting

See our information at [www.clarecommunity.com.au](http://www.clarecommunity.com.au)

T: 02 9600 0000  
F: 02 9600 0000  
E: sales@clarecommunity.com.au

# Online categories

## Online

*The Catholic Weekly* offers news of the Church at every level including a website and social platforms.



[www.catholicweekly.com.au](http://www.catholicweekly.com.au)



### Local & International

We are devoted to sharing our vision of the church through local and international stories.



### Opinion

Local and international contributors sharing their views on world issues.



### Features

Bringing you local feature stories from our award-winning journalists



### Faith

Everyday stories of faith from all walks of life



### Parenting

Tips, ideas and stories to help your family



### Multimedia

*This Catholic Life* podcast talks to guest speakers discussing interesting topics on life



### Plenary

Up-to-date information on the Plenary councils movement



### Subscribe

Subscribe online to receive *The Catholic Weekly* print edition delivered to your home.



### Advertising

An array of advertising tiles including leaderboard, MREC and verticals for client promotion



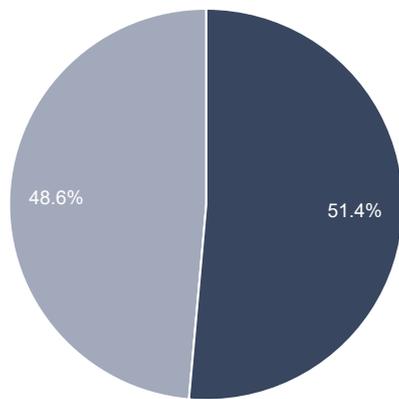
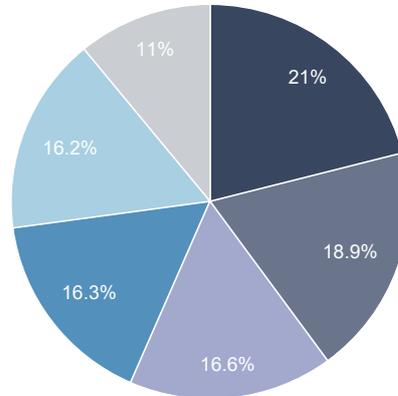
### Supplements

Magazines and supplements *The Catholic Weekly* produce annually

# Digital Audience

## AGE GROUP

1.	25-34
2.	35-44
3.	55-64
4.	45-54
5.	65+
6.	18-24



## GENDER

- female
- male

## USERS (1 JULY - 31 AUG 2021) - AUSTRALIAN CITIES AVERAGE

1.	Sydney	28,735
2.	Melbourne	6,234
3.	Brisbane	2,902

## USERS (1 JULY - 31 AUGUST 2021) - AUSTRALIAN STATES

1.	New South Wales	58,976	67.65%
2.	Victoria	12,692	14.56%
3.	Queensland	6,874	7.88%
4.	Western Australia	3,852	4.42%
5.	South Australia	2,536	2.91%
6.	Australian Capital Territory	1,605	1.84%
7.	Tasmania	512	0.59%
8.	Northern Territory	101	0.12%

# Digital rates

## THE CATHOLIC WEEKLY WEBSITE

[www.catholicweekly.com.au](http://www.catholicweekly.com.au)

(All rates quoted are exclusive of GST)

(please check restrictions and availability for each website with sales staff prior booking).

### ONLINE ADVERT SIZES

<b>Outside Skin</b> (Template provided)	\$4000/4xweeks (28 days) <b>or</b> \$1333 (7days)	(solas)
<b>Top Leaderboard</b> (90pxH x 728pxW)	\$2,500/4xweeks (28 days) <b>or</b> \$833 (7days)	(shared with up to max. 6 advertisers)
<b>News Leaderboard</b> (90pxH x 728pxW)	\$2000/4xweeks (28 days) <b>or</b> \$666 (7days)	(shared with up to max. 6 advertisers)
<b>Top &amp; Lower Medium Rectangle</b> (250pxH x 300pxW)	\$2000/4xweeks (28 days) <b>or</b> \$666 (7days)	(shared with up to max. 6 advertisers)
<b>Half Page</b> (600pxH x 300pxW)	\$1300/4xweeks (28 days) <b>or</b> \$400 (7days)	(shared with up to max. 6 advertisers)
<b>Lower Medium Rectangle</b> (250pxH x 300pxW)	\$750/4xweeks (28 days) <b>or</b> \$250 (7days)	(solas)
<b>Lower Leaderboard</b> (90pxH x 728pxW)	\$500/4xweeks (28 days) <b>or</b> \$166 (7days)	(shared with up to max. 6 advertisers)

**Max file size: 1MB**

**File formats: JPG, PNG, GIF**

*The Catholic Weekly traffic numbers vary, please ask your sales representative for the latest statistics*

## CATHOLIC EDUCATION EDM - Connect Newsletter

- Reaches over 90,000 recipients
- \$3000 per fortnightly send

Contact Steve Richards **(02) 9390 5404** for more information

**Advert** (255pxH x 680pxW) \$3000 p/fortnight

### ONLINE ADVERT SIZES



Leaderboard 90pxHx728pxW

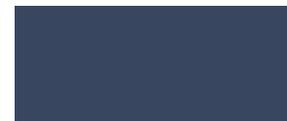


Medium Rectangle  
250pxHx300pxW



Half page  
600pxHx300pxW

### EDM CONNECT NEWSLETTER



EDM CONNECT  
255pxHx680pxW

# Advertising Terms and conditions

1. The advertiser must take full responsibility in relation to copyright of the said advertisement. This includes all graphic and reading matter.
  2. The advertiser must ensure that the advertisement complies with all aspects of trade practices law and therefore insures all responsibilities should be taken on these terms. Therefore the responsibility is on the person, company, or agent submitting the advertisement for publication.
  3. The advertisers and their agents must accept full responsibilities for proceedings brought against the publication arising out of the publication of the advertisement. The provision of any material automatically constitutes acceptance of this clause.
  4. The booked space shall only be used for the advertisement of the business to which the booking is made.
  5. Design/layout/alterations to advertisements carried out by the staff of the publisher shall incur a fee of 10% of the total cost of the advertisement (based upon the total cost of the first publication of the advertisement after the design/layout/alterations are made).
  6. The Catholic Press Newspaper Company P/L (the publisher) reserves the right to increase rates for advertisements with a minimum of one month notice. Contracted rates are valid for the life of the contract. New rates will be re-negotiated from then on.
  7. The publisher reserves the right to decline advertisements for publication considered to be inappropriate in relation to the foundations of the publication and the Catholic Archdiocese of Sydney. The final decision on all advertising material remains at the discretion of the Editor.
  8. The publisher will use every care to ensure the correct insertion and layout of an advertisement, however cannot guarantee insertion on any specific date or position within its publications. Accidental errors in relation to the advertisement do not invalidate the order.
  9. If agreed minimum usage is not met, applicable surcharges will apply. The surcharge will consist of the difference in rates of the contracted rate and the correct rate for the new level of space purchased over the life of the contract. For contracted rates only.
  10. Page loadings will only apply when specific pages are requested by the advertiser or their agent. Specification of page numbers should be embodied within the purchase order. Guarantees cannot be made that specific positioning of the advertisement can be met within any specific issue. Positioning ultimately remains at the discretion of the editor.
  11. Copy for booked advertisements must be submitted at the offices of the publisher by noon of the Friday, nine days before publication date unless alternative arrangements have been made. Copy arrangements must be made prior to this in relation to the form in which it will be presented. If the copy deadline is not met, the publisher reserves the right to charge full rate for the advertisements, or alternatively place the previous advertisement published within the publication at the quoted rate.
  12. Credit shall only be given to those advertisers whom the publisher considers appropriate. All accounts must be finalised within 30 days of the date of the invoice. First time advertisers will not be given credit unless considered necessary by the publisher.
  13. The publisher reserves the right to destroy advertising material kept for a period of 3 months from the last date of publication of the advertisement, unless the publisher is advised and agreement otherwise is set in place.
  14. Advertisers and their agencies are advised to be knowledgeable in all aspects of the law surrounding advertising and the trade practices act. Heavy penalties apply to organisations found to breach these laws and guidelines. The responsibilities in relation to compliance with these regulations rest in whole upon the advertiser and their agent.
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**CATHOLIC  
EDUCATION**

Media Kit

2021