

A photograph of a priest in purple vestments blessing a young girl in a church. The priest is on the left, smiling and making a blessing gesture with his right hand. The girl is on the right, wearing a purple shirt and looking up at the priest. A woman is holding the girl. The background shows a brick church interior with arches and a painting.

# THE Catholic Weekly

SUNDAY JUST GOT BETTER!

Media Kit

2022



# 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, reading a newspaper. He is wearing a dark jacket and a scarf. The background is a bright, out-of-focus outdoor setting, possibly a park or a public square, with sunlight filtering through the trees.

**The Catholic  
Weekly audience**

**24,000 approx**

frequency weekly (51 editions p/year)

**The Catholic  
Weekly online audience**

**50,000 approx**

Australia only online p/month

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

# 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.



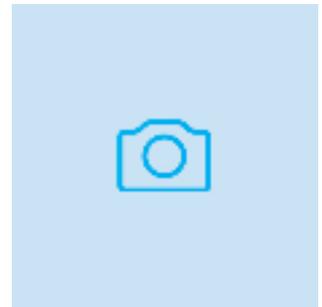
### **Peter Rosengren**

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.



### **Adam Wesselinoff**

Adam Wesselinoff is a postgraduate theology student and journalist for *The Catholic Weekly*. He is a former Opinion Editor at *The Guardian*.

# 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.



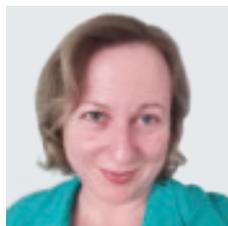
**Monica Doumit**

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.



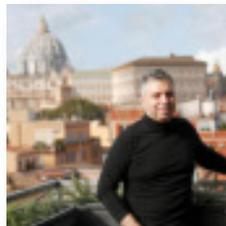
### Local & International

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 popular 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.



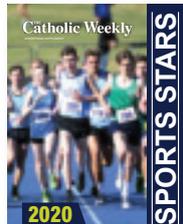
### School Leaders

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



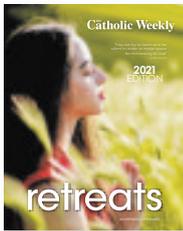
### HSC Results

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.



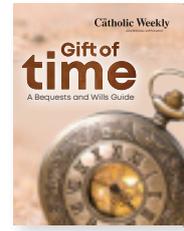
### Agencies Guide

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.



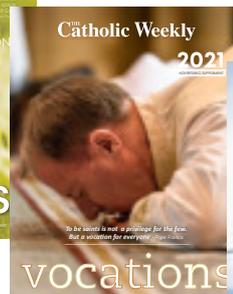
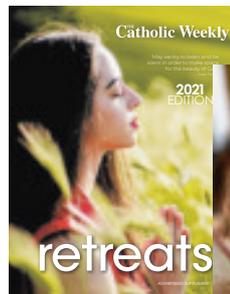
### Retirement Living

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
QUART PAGE:	150mmH x 126mmW

### School Leaders

MAGAZINE (Book 215mmH x 275mmW)

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

### Tabloid Education Features

(On page in *The Catholic Weekly*)

HSC Achievers	(QP & HP ONLY)
BOARDING SCHOOLS	(FULL PG ONLY)
OPEN DAYS	(QP & HP ONLY)
UNI OPEN DAYS	(2xFP & 1xFP)
SCHOLARSHIPS & BURSARIES	(FP, HP, QP)
TERTIARY GUIDE	(2xFP, 1xFP, HP, QP)
HSC RESULTS	(FP, HP, QP)

### 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  
QP - ADVERT ONLY - 152mmH x 120mmW

### Vocations

(Book 355mmH x 278mmW)

1 x FP - EDITORIAL + ADVERT  
Advert Size: 150mmH x 250mmW  
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)

2 x FP - EDITORIAL + IMAGES + FP ADVERT  
1 x FP - EDITORIAL + IMAGES + ADVERT  
FP 295mmH x 255mmW  
FP (Bleed) 325mmH x 280mmW

### Gift of Time

(Book 230mmH x 185mmW)

2 x FP - EDITORIAL + IMAGES + ADVERT  
Advert Size: 240mmH x 190mmW (BLEED)  
210mmH x 165mmW (NON BLEED)

# Supplement pricing 2022

EDUCATION	PUBLISHED	2XFP	FP	HP	QP
School Open Days	Sun 20 Feb			\$1110	\$745
HSC Achievers	Sun 27 Feb			\$1110	\$745
Schools Week + Pathways	Sun 6 Mar		\$1595	\$1110	\$745
Preferred Suppliers	Sun 27 Mar	\$2325			
School Leaders	Sun 22 May	\$1290			
Charities Magazine	Sun 19 June	\$2395	\$1495		
Retreats	Sun 24 July		\$1795		
Vocations Magazine	Sun 7 August		\$1950	\$1270	
Uni Open Days	Sun 7 August	\$2395	\$1695		
Retirement Living	Sun 14 August		\$2195	\$1470	
Boarding Schools	Sun 28 August		\$1595		
Gift of Time	Sun 11 Sept	\$1895			
Agencies Guide	Sun 18 Sept		\$1350		
Tertiary Guide	Sun 9 Oct	\$2295	\$1695	\$1110	\$745
Spotlight on Arts & Music	Sun 30 Oct	\$1795	\$1190		
Sports Stars	Sun 20 Nov	\$2090	\$1595	\$1110	\$745
Scholarships & Bursaries	Sun 4 Dec		\$1595	\$1110	\$745
HSC Results	Sun 25 Dec		\$1595	\$1110	\$745

# 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

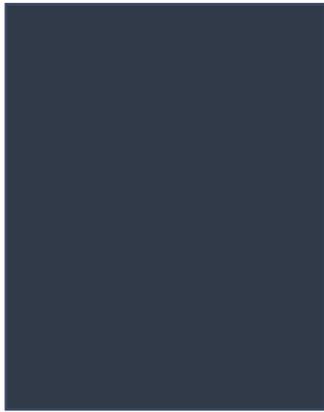
### EMPLOYMENT ADVERTS

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

# Advertising dimensions

*The Catholic Weekly*

## PRINT



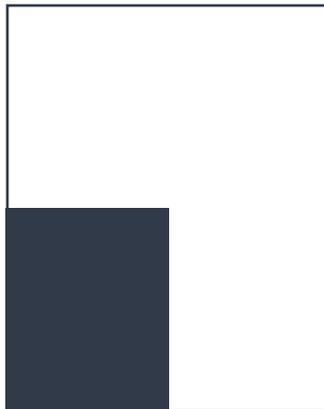
FP 370mmHx260mmW



HP 180mmHx260mmW



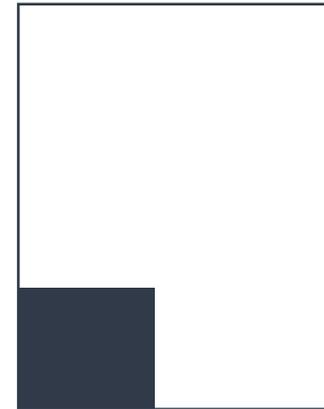
HP VERTICAL 370mmHx128mmW



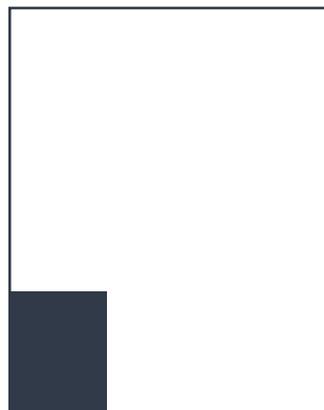
QP 180mmHx128mmW



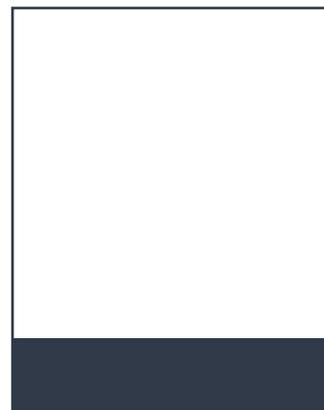
10x4col 100mmHx172mmW



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:** Advertising Sales (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	(180mmH x 128mmW)	\$975
Banner Strip	(50mmH x 260mmW)	\$515
XL Banner	(100mmH x 260mmW)	\$1033
Half Page		
- Horizontal or Vertical	(180Hmm 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 approx.** printed weekly (available at most parishes from Friday afternoon)

## Subscriptions

There are approximately 1,200+ weekly subscribers

## Inserts (Flyers, Brochures)

**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

**Instructions:** Bundles must be clearly marked with publication name and date.

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 2022

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

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

Material Deadline
  Publication Date
  Printing Date

# Distribution & Circulation

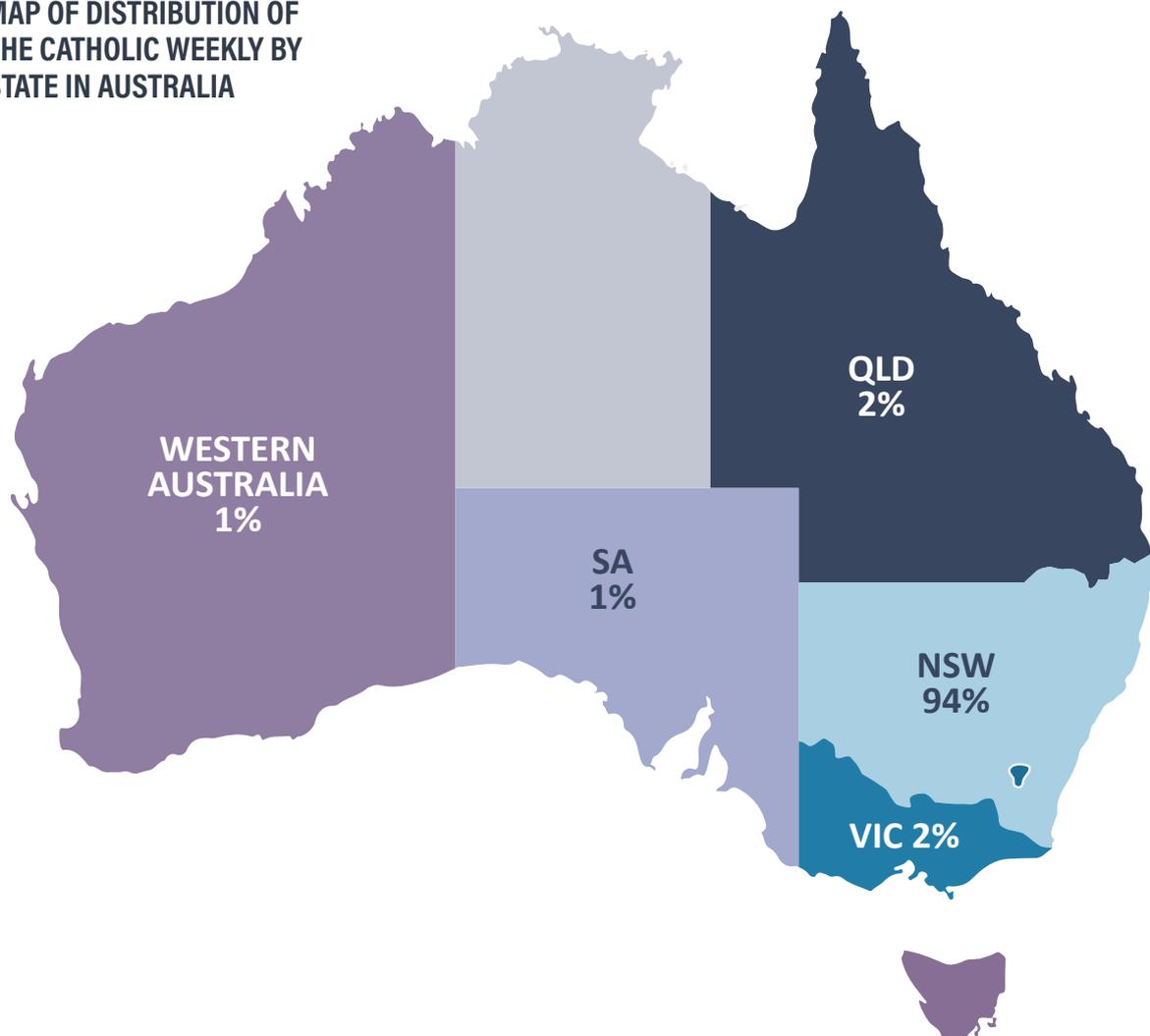
*The Catholic Weekly* is usually printed on a Tuesday for distribution Wednesday - Friday.

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**





**DIGITAL**  
The Catholic Weekly  
Online

# 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



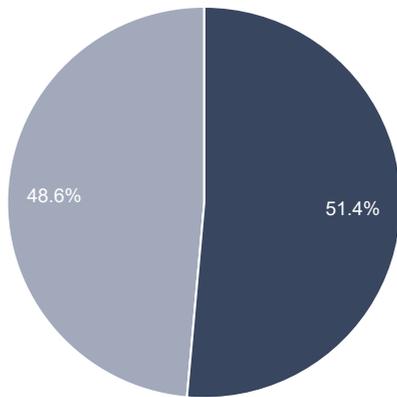
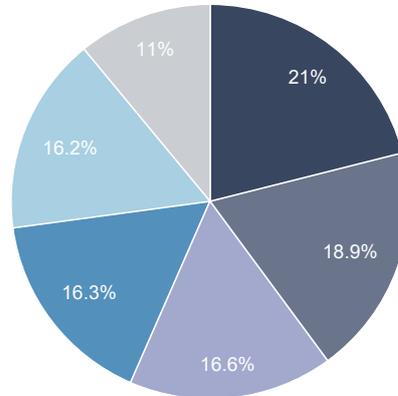
### Supplements

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

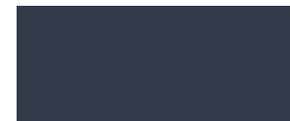


Medium Rectangle  
250pxHx300pxW



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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Media Kit

2022