

Madonna

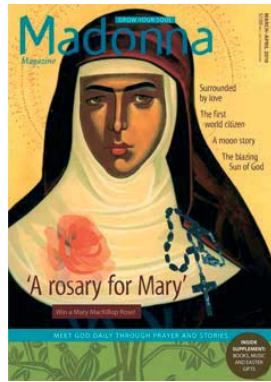
www.madonnamagazine.com.au



2012 Media Kit



Continuing a strong tradition of over 100 years...



As the leading national magazine of spirituality and prayer, Madonna, a magazine with over 100 years of continuous publication, is published 6 times a year, with a circulation of over 6,500 copies per issue and a readership of over 18,000.

In a popular and accessible way, Madonna offers readers a means of linking faith and providing its readers with a way of life, 'thinking and praying'.

At the core of the magazine are daily prayer reflections on the liturgical readings which means it is in the reader's hands every day.

Madonna magazine holds a loyal group of long time subscribers, but continually builds a new readership from among parish workers, teachers, catechists and other lay people interested in exploring their faith. The magazine is distributed to its readers primarily by subscription, at a price of \$7.00 per copy.



Key Facts:

The age of Madonna readers is predominantly 50+ years of age

60% of readers are retired

Over 50% have grandchildren

Madonna readers are extremely loyal to the magazine

Madonna readers use the magazine for prayer on a daily basis

Madonna readers are extremely responsive to activities and promotions run by the magazine

Advertisements in Madonna are well-received by readers

Readers enjoy travel and retreats

Over 1/3 of readers keep the magazine for 2-6 months and nearly 50% pass it on



'Madonna

is an extremely rich and uplifting magazine. It helps me focus on the spiritual aspects of living.

Mr S Antonelli, Subscriber

Madonna

www.madonnamagazine.com.au



Maximise Your Exposure

with other Jescom publications

Advertisers with Australian Catholics also have the opportunity to reach a broader demographic with specially created 'packages'.

Australian Catholics www.australiancatholics.com.au

Australian Catholics has a circulation of 176,000+ (500,000+ readers)



Australian Catholics is Australia's largest & only national magazine written for Catholics of all ages and from all walks of life and is published five times a year: Summer, Easter, Winter, Spring and Christmas. It is distributed through the Catholic parish and school system Australia-wide, teaching Catholic families across the nation.

Australian Catholics is a great advertising opportunity because it delivers both intimacy and reach.

The online version of Australian Catholics allows readers to access a percentage of the articles and features from printed editions in both current and archival formats. The site also includes an interactive **'Meeting Place'**, **'Teachers Notes'** and **'Parish Notes'** as valuable resources

www.eurekastreet.com.au



Now a complete online magazine, with a larger audience of 35,000+ per month. E-newsletter has a circulation of 7,500+ per week

Eureka Street is established as an authority on current affairs over the past 15 years, particularly in social justice issues.

Readers enjoy balanced analysis of local and international politics, and current affairs. Aged predominantly between 25 and 49 years of age.

Eureka Street readers are politically aware, computer literate and well-educated. These readers are regular consumers of products and services related to arts, entertainment and literature.

Eureka Street offers advertisers and ideal means to reach a market segment with spending power and open to the online marketplace.

Madonna

www.madonnamagazine.com.au

Maximise Your Exposure with other Jescom publications

Advertisers with *Australian Catholics* also have the opportunity to reach a broader demographic with specially created 'packages'.

This includes advertising with : www.australiancatholics.com.au

The online version of *Australian Catholics* allows readers to access a percentage of the articles and features from printed editions in both current and archival formats.

The site also offers a **Meeting Place**, designed specifically for like minded people to interact and contact each other 24 hours a day.

Two main features of the site include:

1. **Teachers Notes**, produced for teachers looking to explore topics in religion and contemporary society with their students.
2. **Parish Notes**, a resource for parishes looking to explore issues of faith more deeply.

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

Australian Catholics also sponsors Daily Prayer in The Classroom, a resource for teachers in Catholic schools, both Primary and Secondary. See <http://www.pray.com.au>

Madonna

Readership of *Madonna* is 18,000+

A bi-monthly magazine of prayer and spirituality, with a strong tradition of over 100 years of continuous publication.

In a popular and accessible way, it offers readers a means of linking faith and life and deepening their prayer and provides its readers with a means of 'thinking and praying'.

At the core of the magazine are daily prayer reflections on the liturgical readings – which means it is in the reader's hands every day.

Madonna holds a loyal group of long-term subscribers and continually builds a new readership from among parish workers, teachers, catechists, and other lay people interested in exploring their faith.

Eureka Street

Eureka Street website welcomes 35,000+ unique visitors per month.

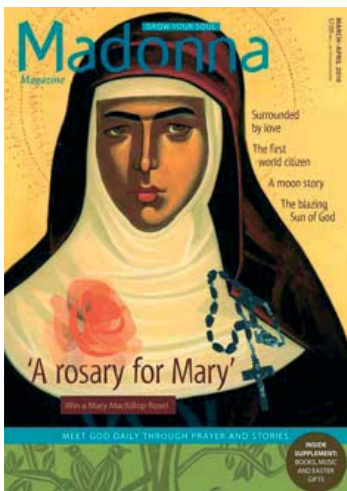
In May 2006, Eureka Street re-launched as an online publication, and continues to focus on public affairs, the arts and theology.

Circulating now to an even larger audience and as such fulfils its goal to reach beyond a Catholic world view into the public life of Australia and the world at large.

Eureka Street offers a unique forum in which to advertise. Be associated with a magazine recognised for high standards of writing, ideas and argument.

Align your brand with a progressive magazine that is culturally aware with broad appeal.

Expose your business to a group of people interested in issues of importance to Australia, Australians and an international readership.





Advertising Rates

* All rates are GST exclusive

Advertising Rates EFFECTIVE UNTIL 30/12/2012

FULL COLOUR

SIZE	DIMENSIONS (H/W)(mm)	RATE	INC IN HOUSE DESIGN
Full Page	222 x 154	\$700	\$750
Half Page	101 x 154	\$400	\$450
One Third Page	67 x 154	\$300	\$350
Quarter Page	51 x 154	\$250	\$300
Half Page (Vert)	222 x 77	\$400	\$450
Full Page (Back Cover)	224 x 154	\$1500	\$1700
Full Page (Inside Cover)	222 x 154	\$1000	\$1200
Half Page (Inside Cover)	110 x 154	\$550	\$700

THE PULL OUT SUPPLEMENT - BLACK & WHITE ONLY

Quarter Page	51 x 154	\$300	\$350
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Larger exposure is negotiable.

Jan/Feb 12: 2011 Calendar

Mar/Apr 12: Healthy Living and Financial Planning

May/Jun 12: Travel, Pilgrimages and Retreats

Jul/Aug 12: Retirement Homes & Aged Care

Sep/Oct 12: Funerals, Wills and Bequests

Nov/Dec 12: Learning For Life

INSERTS:

Loose inserts only \$220/thousand copies, depending on weight. Max 3 per issue.

ADVERTISING ON www.madonnamagazine.com.au

Button ad (160 x 160 pixels) \$100/month

DISCOUNTS:

2 Bookings 5%

3-4 Bookings 7.5%

5-6 Bookings 12.5%

LOADING:

Right Hand Side +10%

Spot Colour + 20%

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DEADLINES FOR BOOKING: 1st of the month 2 months before publication
DEADLINES FOR MATERIAL: 10th of the month 2 months before publication (or next working day)

Advertising Policy:

Madonna 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.

Advertising Specifications

Advertising packages combining both web and print promotions through Jescom's key masthead magazines are available, see details next page. Please enquire.

We can design your advertisement for you. If you would like to use our in-house design service (see appropriate rates), please send us text and a rough layout of how you would like the advertisement to look.

Supply specifications:

Adobe PDF (press ready) format. By email (max 10MB) or on CD. Mail or fax a laser proof hard copy of the advertisement.

Press ready:

Must be CMYK not RGB. Convert all type to outlines. PDFs must not be created in Microsoft Word.

Adobe software or QuarkXpress can be used to create the Press ready PDF files.

In-house layout:

Layout charge is \$60 per hour. (Chargeable if ads are not supplied to specification). Authors changes to original text is chargeable. Final copy requiring layout to be emailed as a Word 98 document.

If linked images or logos are attached, they must be 300dpi. They can be QXP 3.3, InDesign 2.2, Illustrator 10 or Photoshop 6 tif, eps or bmp files saved in mac format.

For more information contact:

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