

Continuing a strong tradition of over 100 years...

As the leading national magazine of spirituality and prayer, *Madonna*, a magazine with more than 100 years of continuous publication, is now published four times a year, with a circulation of 4,000 copies per issue and a readership of more than 12,000.

In a popular, accessible way, *Madonna* offers readers a means of linking faith and life, providing them 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 readership is drawn primarily from long-time subscribers, but continually builds a new readership from among parish workers, religious education coordinators, teachers, schools, catechists and others interested in exploring their faith.

Distribution is primarily by subscription, at a price of \$39 per year.

Key facts about Madonna readership

- Predominantly 50+ years of age
- 60% are retired
- Over 50% have grandchildren
- Extremely loyal to the magazine with an average subscription of 10+yrs
- Use the magazine for prayer on a daily basis
- · Highly responsive to promotions run by the magazine
- Produce effective outcomes for advertisers
- Over a third of readers keep the magazine for 3–6 months
- 50% share Madonna with others after they have finished with it

Advertising Policy:

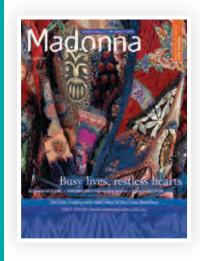
Madonna will not accept any advertising that is misleading or discriminatory, or contrary to the values and beliefs of the Australian Jesuits or the Catholic Church.



Advertising Rates *all rates are GST exclusive effective until 31/12/2016

Print magazine

SIZE	DIMENSIONS (H/W)	RATE
Full page	226 x 177	\$1,050
1/2 Page	104 x 177	\$600
1/3rd Page	69 x 177	\$450
1/4 Page	52 x 177	\$350
1/3 page (vert)	226 x 71	\$600
Small ad	104 x 71	\$300
Full Page (back cover)	226 x 177	\$2,000
Full Page (inside cover)	226 x 177	\$1,350
1/2 Page (inside cover)	104 x 177	\$750
madonnamagazine.com.au		
Button ad	(160x160pixels)	\$150/mth



Button ad

Madonna App

Now available via the App Store or Google Play, the Madonna App is free to download, but only subscribers can view the issues.

Useful for readers who are mobile, it can be of particular benefit to those visiting the elderly or sick, those running communion services, or travelling.

Advertisements link to a URL as specified. Further options of additional links or embedded content can be discussed.

Advertisement supply specifications

- · Adobe PDF (press ready) format. CMYK colour.
- Adobe software preferred to create PDF files. Please don't use Microsoft Word.

By email (max 10MB) or Dropbox. (An alteration fee of \$60 per hour may be chargeable for additional work).

Advertisement design service

We offer a new or amended advertisement design service at \$60 per hour. For this service, please supply:

- Images/logo files and the message needed. Please supply as 300dpi Adobe Illustrator or Photoshop .jpeg, .jpg, .tif, .eps or .ai files. File size over 500KB.
- A Microsoft Word text file of the copy required.

For more information please contact:

Michael McVeigh, Senior Editor.

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

Mr S Antonelli *Madonna* subscriber



