

Madonna

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MEDIA KIT



Continuing a strong tradition of more than 100 years...



As the leading national magazine of spirituality and prayer, *Madonna*, a magazine with more than 100 years of continuous publication, is published four times a year, with a circulation of 4000 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 \$45 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 RATES*

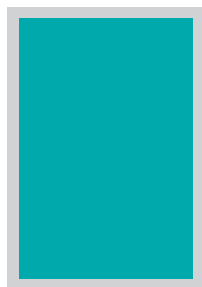
PRINT MAGAZINE	DIMENSIONS (W/H)	RATE
Vertical units		
Full Page	180 x 230	\$1,050
1/3 Page vertical	57 x 230	\$600
1/4 Page vertical	88 x 105	\$350
Horizontal units		
1/2 Page	180 x 105	\$600
1/3 Page horizontal	180 x 70	\$450
1/4 Page horizontal	180 x 55	\$350
Preferred position		
Full Page (back cover)	180 x 230	\$2,000
Full Page (inside cover)	180 x 230	\$1,350
1/2 Page (inside cover)	180 x 105	\$750

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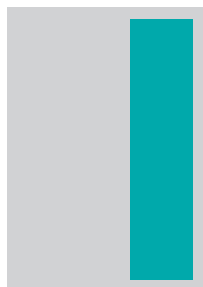
Button ad	(160x160pixels)	\$150/mth
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*All rates are GST exclusive. Effective from 01/01/2020

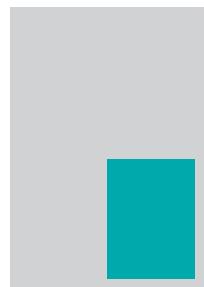
Vertical units



Full page

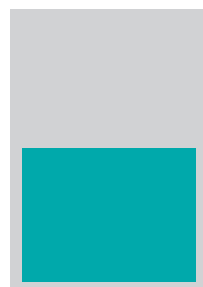


1/3 page



1/4 page

Horizontal units



1/2 page



1/3 page



1/4 page

ADVERTISEMENT SUPPLY SPECIFICATIONS

PDF files must be prepared to match the following specifications:

- All PDF files must be supplied as high resolution CMYK print ready files at 300DPI. Select the Adobe PDF or Distiller preset: PDF/X-1a:2001 when creating high resolution PDFs.
- All fonts must be embedded or outlined.
- No spot colours permitted.
- All embedded images must be 300DPI CMYK/greyscale files.
- Submit via email (max 10MB) or wetransfer.com.au.
- An alteration fee of \$70 per hour may be charged for amendments.
- Contact us for deadlines (approx. 2 months before distribution).

ADVERTISEMENT DESIGN SERVICE

We offer an advertisement design service at \$70 per hour.

For this service, please supply:

- Copy supplied as a Microsoft Word text file.
- Images must be 300DPI CMYK/greyscale files. File size over 500KB.
- Logos should be supplied as Adobe Illustrator EPS/AI files or 300DPI Photoshop TIFF/JPG files.

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.

Madonna

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For more information please contact:

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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