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CATHOLIC ARCHDIOCESE
OF MELBOURNE



**MELBOURNE
CATHOLIC**

**Advertising Pack
2017**

Melbourne Catholic is the monthly magazine of the Archdiocese of Melbourne. It contains in-depth, feature-length stories relating to the Catholic faith. Its role is to inform, inspire, uplift and encourage.

During the first year of publication, *Melbourne Catholic* increased its readership number from 20,000 to 30,000 with a print run of 6500. The magazine is circulated to schools and universities, aged-care facilities, hospitals and parishes across the Archdiocese.

Melbourne Catholic is also available as an online flip book at melbourncatholic.org.au.

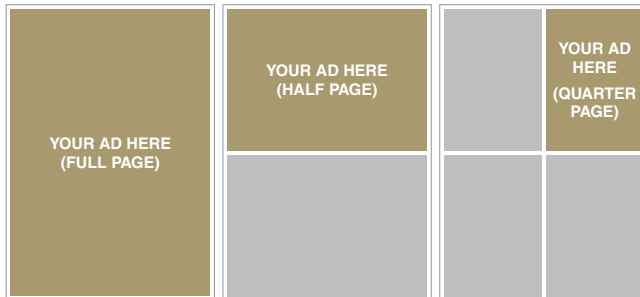
Some of the popular features previously published by the Archdiocese have been continued in the new magazine, including a regular column from Archbishop Denis Hart.

Advertising deadlines

Issue	Date of publication	Booking deadline	Artwork deadline
1	5 February	Thu 5 January	Tue 10 January
2	5 March	Thu 2 February	Tue 7 February
3	2 April	Thu 2 March	Tue 7 March
4	7 May	Thu 30 March	Tue 4 April
5	4 June	Thu 4 May	Tue 9 May
6	2 July	Thu 1 June	Tue 6 June
7	6 August	Thu 6 July	Tue 11 July
8	3 September	Thu 3 August	Tue 8 August
9	1 October	Thu 31 August	Tue 5 September
10	5 November	Thu 5 October	Tue 10 October
11	3 December	Thu 2 November	Tue 7 November

The magazine has the strong support of the Archbishop, who has requested all priests to actively promote it within the parishes.

The views expressed in *Melbourne Catholic* are not necessarily those of the publisher or editor. The editor may refuse to accept copy or other material, including advertisements, for publication. Inclusion of an advertisement in *Melbourne Catholic* does not reflect endorsement from the publisher or editor. No responsibility will be taken by *Melbourne Catholic* as to the accuracy or otherwise of representations, statements or information contained in advertisements. *Melbourne Catholic* reserves the right to alter, change or omit any advertisement and, while every care is exercised, it is not responsible for errors or non-insertion. No allowances will be made for errors in repeated advertisements unless attention is drawn to them before the copy deadline.



Advertising sizes and prices per edition

Size of advertisement	Prices per edition*			
	casual	3 editions	6 editions	11 editions
Full page 310mm (h) x 215mm (w)	\$1,200	\$1,000	\$900	\$800
Half page 152.5mm (h) x 215mm (w)	\$800	\$750	\$700	\$600
Quarter page 152.5mm (h) x 105mm (w)	\$650	\$600	\$550	\$500
Inserts (supplied by client)	\$990			
Classifieds (text only)	\$30			

*Prices do not include GST

