MEDIA KIT

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For 127 years The Catholic News has without pause, delivered best-in-class reporting and community coverage to a dedicated and engaged audience across generations. We were first to pivot to mobile locally with the advent of digital media and have continued to evolve and connect readers via print, mobile, digital and social platforms — providing advertisers with access to a core audience of conscientious and intelligent citizens.
RATES

Per column centimeter ........$15.00

Spot colour (additional) ........$600.00

Full colour (additional) ........$1500.00

Emerging Ads, Special Placements - Inside Front, Inside Back, Center Spread etc (additional 15% surcharge).

Front & Backpage Strips 3cm x 7col & 5cm x 7 col (additional 20% surcharge).

Front page 6cm x 1 col, 5 cm x 1 col, 4cm x 1 col (additional 20% surcharge)

Classified & Thanks (per word) ...........$3.00

Inserts - Fliers/Booklets (starting at $3.00 per, 1000)

**VAT to be added to all prices

PRINT

OTHER INFORMATION

Tabloid Size: 33 cm x 7 columns

Column width: 3.5 cm

Circulation: Approx. 15,000-16,000

Readership: Approx. 34,000 according to market survey

Printed weekly on Wednesday/Thursday except in the event of a public holiday

Deadline for booking Ads - Monday before the weekend at noon except in the event of a public holiday, the deadline goes to the last available working day.

Artwork must be at our office by Tuesday morning.

Agency Commission of 15% on advertising rate only (Colour Net). Advertising Packages are available.

Contact: 623-6093/7620 or email: advertising.camsel@catholicttt.org
**RATES**

**Digital**

**Digital display only ads =**
Flat rate $800 per ad/month.

**Bundles - Print + Digital (Introductory Offer)**

**Tier 1**
Special Print Rate + additional $600.00  
= 1 homepage display ad per month

**Tier 2**
Special Print +$1200.00 = 1 display ad  
and 1 sponsored article per month

**Tier 3**
Special Print +$1800.00 = 1 display ad  
and 2 sponsored articles per month

**VAT to be added to all prices**

**Display Ad Specs**
- Placements and sizes:
  - Homepage Banner: 600 x 200 px
  - Sidebar on Subpages: 300 x 300 or 300 x 600 px

**Our website audience:**
- 5000 Monthly Active Users

**About Sponsored Content**

To coincide with the launch of a new Lifestyle section — we plan to invite our advertisers to sponsor content which connects with and provides value for our core audience across topics and themes in alignment with your brand objectives. Content will be distributed across our print and digital and social platforms with a cumulative reach approximately 50,000 people.

This approach is story driven and transforms your AD into engaging and interesting content for the audience, giving you more exposure and a higher probability of connecting with your customers.

**Research shows that sponsored content — a form of content marketing, receives three times more leads than paid search advertising, is more memorable, and builds trust and credibility faster than traditional advertising.**