

# INSIGHTS

MEDIA  
KIT20  
11-12

One of Australia's  
leading Christian  
publications

## Why **INSIGHTS** reaches your market



Reach this target audience today!  
Contact Adrian Drayton on  
(02) 8267 4304

INSIGHTS — the monthly magazine of the Uniting Church's Synod of New South Wales and the ACT and flagship publication of Uniting Creative — tells the story of the church to 21,000 Uniting Church families.

Sharing people's stories, encouraging people in their mission, articulating faith and discipleship and commenting on cultural issues, INSIGHTS also provides a forum for people to express and exchange their opinions.

It provides regular information on the life and witness of the church and religious and cultural issues in society.

INSIGHTS keeps people informed.

It gets people talking.

It builds community.

# INSIGHTS

## FOR OUR READERS INSIGHTS PROVIDES

- > News and articles to help churches engage with the communities and culture around them.
- > Thoughtful and theological analysis of mainstream issues, news and entertainment.
- > Articles about ministry and contemporary witness.
- > Lifestyle features and reviews relevant to everyday Christian living.
- > Access to ARPA\* award-winning journalism and design.

## FOR OUR ADVERTISERS INSIGHTS PROVIDES

- > Full colour for high impact.
- > Specialised themed features for advertisers to make contact with target audiences.
- > A pass on rate which ensures maximum exposure.
- > Generous discounts for contract and cross-platform advertising, ensuring high exposure at competitive rates.
- > The broadest possible reach across urban, rural and regional areas throughout NSW and the ACT.

\* Australasian Religious Press Association

## Advertising Rates and Sizes

# INSIGHTS

**If you are going to advertise, make it work for you**

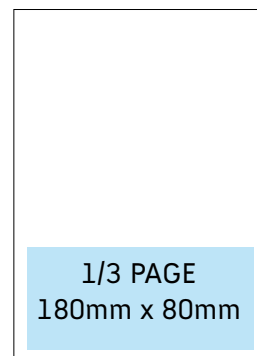
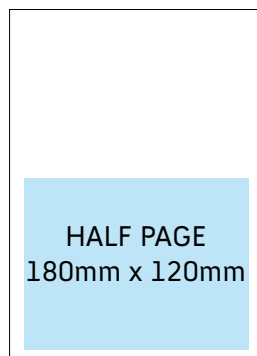
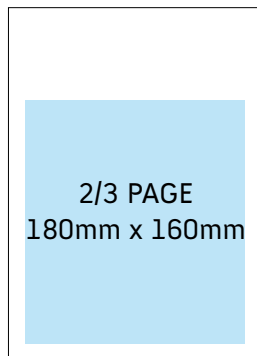
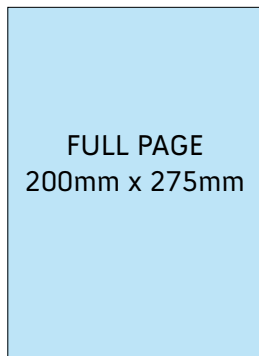
When people place advertisements with INSIGHTS, they will often choose based on price.

Be assured, our prices are kept as affordable as possible for advertisers. Generous premium discounts are in place for advertisers who choose to take contracts with us.

If, however, your budget only extends to a one-off or casual booking, choose a generous size so your advertisement will stand out in the crowd.

Choose sizes based on the panels below. For tips on preparing your advertisement see the notes in this kit. For organisations who do not have access to design services, we provide this to you free of charge.

AD SIZE	COST		
FULL PAGE	\$1762		
2/3 PAGE	\$1175		
HALF PAGE	\$881		
1/3 PAGE	\$587		
PER COLUMN cm	\$24.48		
AD SIZE*	3x	6x	12x
FULL PAGE	\$1674	\$1585	\$1497
2/3 PAGE	\$1116	\$1057	\$998
HALF PAGE	\$837	\$792	\$748
1/3 PAGE	\$557	\$528	\$498



For discount mono (B&W) advertising see next page.

\* These prices are based on contracts of three, six and twelve months.

## Discounted mono advertising

### Standard sizes developed specifically for your needs

If your budget won't stretch to full colour advertising or larger sizes, the sizes on this page should suit. These advertisements are available as mono (B&W) placements only and as such are discounted.

Designed for impact on a budget, they are especially suitable for recruitment advertising.

On this page you will also find a handy word limit guide for each size.

Your advertisement will be more effective if you avoid overcrowding the space with too many words, so use the word limits as a guide when deciding on the appropriate size.

#### WORD GUIDE FOR AD SIZES ON THIS PAGE

- > 1 column x 50mm: 40 words maximum
- > 2 column x 50mm: 80 words maximum
- > 1 column x 80mm: 80 words maximum
- > 2 column x 80mm: 120 words maximum
- > 1 column x 100mm: 100 words maximum
- > 2 column x 100mm: 150 words maximum

\* 1 column = 56mm  
2 columns = 118.3mm  
3 columns = 180mm

<p>1 col.* x 50mm 56mm x 50mm <b>\$105</b></p>	<p>2 col. x 50mm 118mm x 50mm <b>\$213</b></p>
<p>1 col. x 80mm 56mm x 80mm <b>\$174</b></p>	<p>2 col. x 80mm 118mm x 80mm <b>\$372</b></p>
<p>1 col. x 100mm 56mm x 100mm <b>\$213</b></p>	<p>2 col. x 100mm 118mm x 100mm <b>\$416</b></p>

## Submission guidelines and deadlines

Questions?  
Call Adrian Drayton on  
(02) 8267 4304



### FILE FORMATS

Please note the following guidelines when preparing and sending your ad files. If you need help or clarification please email [adriand@nsw.uca.org.au](mailto:adriand@nsw.uca.org.au).

- > PDF is the preferred format. CMYK optimised for print, 300 DPI with fonts embedded (or converted to outlines).
- > We will also accept high resolution image files in TIF, EPS and flattened PSD formats.
- > Please make sure all full page ads have at least 5mm bleed.
- > Send files at the dimensions at which they are to be reproduced (see previous pages for ad sizes).
- > Please do not send files over 8MB. If you have to send large files, use an FTP service (like YouSendIt.com) or contact us for alternate delivery of your artwork.

# INSIGHTS

### DEADLINES 2012

ISSUE	BOOKING	MATERIAL	DIST.
FEB	JAN 20	JAN 27	FEB 12
MAR	FEB 17	FEB 24	MAR 11
APR	MAR 17	MAR 26	APR 8
MAY	APR 20	APR 30	MAY 13
JUN	MAY 18	MAY 28	JUN 10
JUL	JUN 15	JUN 25	JUL 8
AUG	JUL 20	JUL 26	AUG 12
SEP	AUG 17	AUG 27	SEP 9
OCT	SEP 21	SEP 28	OCT 14
NOV	OCT 19	OCT 26	NOV 11
DEC	NOV 16	NOV 23	DEC 9

## Magazine profile and other information

# INSIGHTS

### PUBLISHED

INSIGHTS is published 11 times a year (February - December) by Uniting Creative, PO Box A2178, Sydney South NSW 1235 (02 8267 4307).

### CIRCULATION

21,000 copies

### READERSHIP

46,000 (pass on rate 2.3)

### DISTRIBUTION

By Australia Post to Uniting Church organisations and congregations throughout NSW and the ACT and nationally by subscription.

### STOCK

Body: 55GSM Printrite (full colour)  
Cover: 120GSM Gloss art (full colour)

### INSERTS

- > From \$100 per thousand (depending on weight).
- > Inserts are to be delivered directly to our printer and made attention to: Sue Hand, Rural Press Printing, Bells Line Of Road, North Richmond NSW 2754.
- > Please mark boxes with the issue of INSIGHTS they are to be included in.

### CLASSIFIEDS

\$1 per word, maximum 10 lines.

### GST & AGENCY COMMISSION

GST is not included in the pricing in this kit, agency commission will also have to be added where applicable. Uniting Church congregations and organisations who advertise in INSIGHTS are GST exempt.

### CONTACT

Advertising Officer: Adrian Drayton

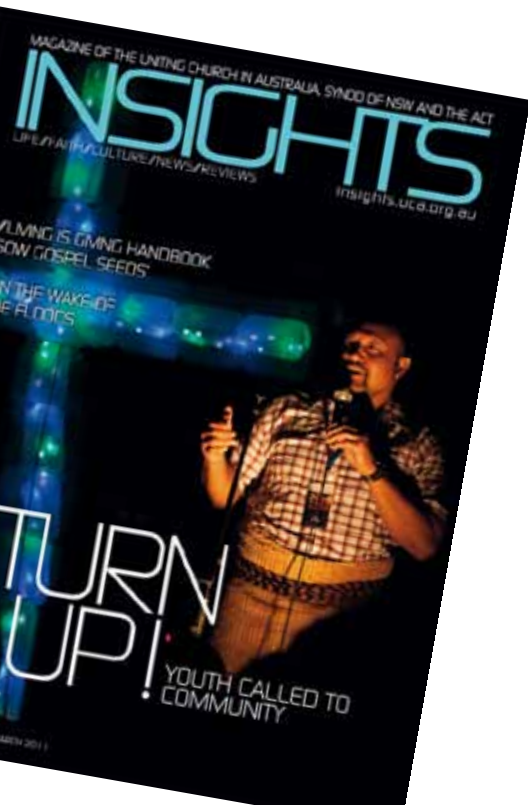
Phone (02) 8267 4304

Fax: (02) 9267 4716

Email [adriand@nsw.uca.org.au](mailto:adriand@nsw.uca.org.au)

### TERMS & CONDITIONS

INSIGHTS is committed to the National Privacy Principles as contained in the Commonwealth Privacy Act. INSIGHTS' Privacy Policy can be found at [www.unitingcreative.com.au](http://www.unitingcreative.com.au). To gain access to the information INSIGHTS holds about you, please contact INSIGHTS Privacy Officer at PO Box A2178, Sydney South NSW 1235. All advertising must comply with the Trade Practices Act and must not be misleading, false or deceptive. No responsibility is accepted by the publisher, proprietor or editor for the accuracy of any information contained in any advertisement appearing in INSIGHTS. The publisher, proprietor and editor will not be liable for any damage or loss caused by late publication, error or failure of an advertisement to appear.



## INSIGHTS on the web

# INSIGHTS



### WEBSITE ADVERTISING

The INSIGHTS website has industry standard banner advertising that will maximise your reach and sell your products and services to our 23,000 + visitors every month. For Google Analytics statistics and more information about how you can maximise your advertising on the INSIGHTS website call (02) 8267 4304.

### CONTACT

Advertising Officer: Adrian Drayton  
 Phone (02) 8267 4304  
 Fax: (02) 9267 4716  
 Email [adriand@nsw.uca.org.au](mailto:adriand@nsw.uca.org.au)

AD SIZE in PIXELS		COST P/W		
468 X 60				\$150
728 X 90				\$250
300 X 250				\$450
INDEX SKIN				\$500
AD SIZE	Monthly	Half Yearly	Yearly	
468 X 60	\$570	\$3,240	\$6,630	
728 X 90	\$950	\$5,400	\$11,050	
300 X 250	\$1,710	\$9,720	\$19,890	
INDEX SKIN	\$1,900	\$10,800	\$22,100	