



uniting  
church

in Australia,  
Synod of NSW & ACT

# insights



## MEDIA KIT 2018

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## One of Australia's leading Christian publications

Why *insights* reaches your market



Reach this target audience today!  
Call (02) 8267 4300 or email  
[insights@nswact.uca.org.au](mailto:insights@nswact.uca.org.au)

*INSIGHTS* — the quarterly magazine of the Uniting Church's Synod of New South Wales and the ACT — 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.

### 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

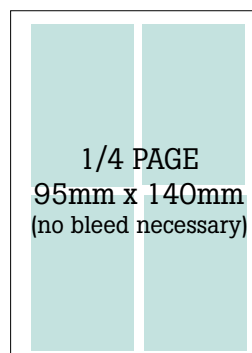
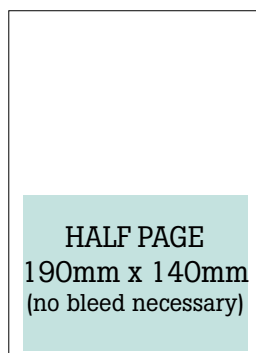
*If you are going to advertise, make it work for you*

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
HALF PAGE	\$881
1/4 PAGE	\$416
PER COLUMN cm	\$24.48

### CONTRACT ADVERTISING DISCOUNTS

AD SIZE*	3x	6x	12x
FULL PAGE	\$1674	\$1585	\$1497
HALF PAGE	\$837	\$792	\$748
1/4 PAGE	\$396	\$374	\$354

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

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## Submission guidelines & deadlines

Questions?  
call 02 8267 4300



### 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).

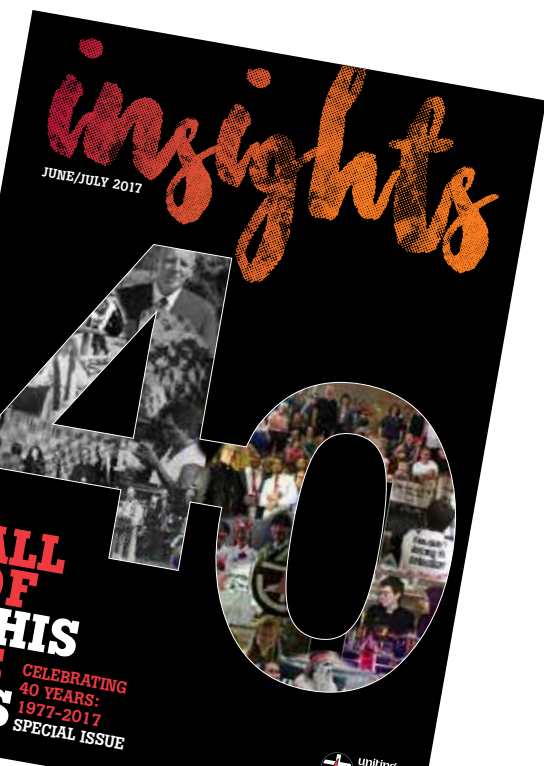
- > PDF is the preferred format. CMYK optimised for print, 300 DPI with fonts embedded (or converted to outlines).
- > We will also accept high resolution image files in TIF, EPS and flattened PSD formats.
- > Please make sure all full page ads have at least 5mm bleed.
- > Send files at the dimensions 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 Drop Box) or contact us for alternate delivery of your artwork.

### QUARTERLY DEADLINES 2018

ISSUE	EDITORIAL	AD BOOKING	DIST.
AUTUMN	JAN 5	JAN 8	FEB 1
WINTER	MAY 4	MAY 7	MAY 29
SPRING	AUG 3	AUG 6	AUG 29
SUMMER	NOV 2	NOV 5	NOV 28



## Magazine profile and other information



### PUBLISHED

INSIGHTS is published 4 times a year. Requests for advertising should be sent to: PO Box A2178, Sydney South NSW 1235 (02 8267 4300) or [insights@nswact.uca.org.au](mailto:insights@nswact.uca.org.au)

### CIRCULATION

15,000 copies

### READERSHIP

34,500 (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: 52GSM Electra Star (full colour)

### INSERTS

From \$100 per thousand (depending on weight). For more details call (02) 8267 4304.

### 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

Phone (02) 8267 4304

Fax: (02) 9261 4359

Email [insights@nswact.uca.org.au](mailto:insights@nswact.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.nswact.uca.org.au](http://www.nswact.uca.org.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

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### 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 4300.

### CONTACT

Phone (02) 8267 4300

Fax: (02) 9261 4359

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AD SIZE (Pixels)	COST P/W
300 X 250 (PREMIUM PLACEMENT)	\$450

COST	Monthly	Half Yearly	Yearly
300 X 250	\$1,710	\$9,720	\$19,890