

insights



MEDIA KIT 2024

One of Australia's
leading Christian
publications



Why *insights* reaches your market

Insights — the quarterly magazine of the Uniting Church's Synod of NSW and the ACT — tells the story of the Church to Uniting Church members.

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 commentary on 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 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.
- 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

Reach this target audience today!

Call (02) 8267 4300 or email insights@nswact.uca.org.au

Stand out from the crowd



Advertising Rates and Sizes

When people place advertisements with **Insights**, they will often choose based on affordability.

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.

- Ads can be in the following sizes: A4 Full page, half page, or quarter page.
- For tips on preparing your advertisement see the notes on next page.
- We offer a free design service for organisations who do not have access to a designer.

PRICING

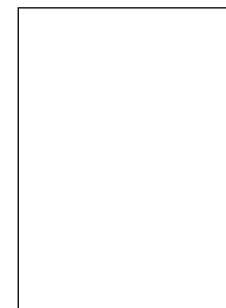
AD SIZE	COST
Full Page	\$1762
Half page	\$881
1/4 Page	\$416
Per Column (cm)	\$24.48

CONTRACT ADVERTISING DISCOUNTS

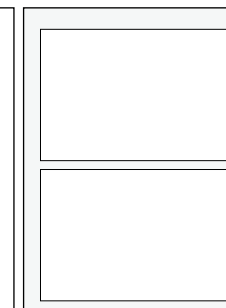
These prices are based on contracts of three, six and twelve months.

AD SIZE	3x	6x	12x
Full Page	\$1674	\$1585	\$1497
Half page	\$837	\$792	\$748
1/4 Page	\$396	\$374	\$354

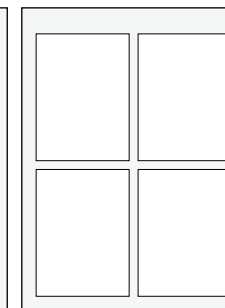
FULL PAGE
210mm x 297mm
(with 5mm bleed)



HALF PAGE
190mm x 140mm
(no bleed necessary)



QUARTER PAGE
95mm x 140mm
(no bleed necessary)



Questions?
Call (02) 8267 4300

Ad submission guidelines & deadlines



FILE FORMATS

Please note the following guidelines when preparing and sending your ad files:

- PDF is the preferred format. CMYK optimised for print, 300 DPI with fonts embedded (or converted to outlines).
- We 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 with crop marks. Half page and quarter page ads do not require bleed or crop marks.
- Send files at the dimensions at which they are to be reproduced (see previous pages for ad sizes).
- Please do not send files over 10mb. If you have to send large files, use an FTP service like YouSendIt.com or Wetransfer.com or contact us for alternate delivery of your artwork.

QUARTERLY DEADLINES 2024

Issue	Editorial	Ad Booking	Distribution
Autumn	2 Feb	9 Feb	1 Mar
Winter	3 May	10 May	3 Jun
Spring	2 Aug	9 Aug	2 Sep
Summer	1 Nov	8 Nov	2 Dec

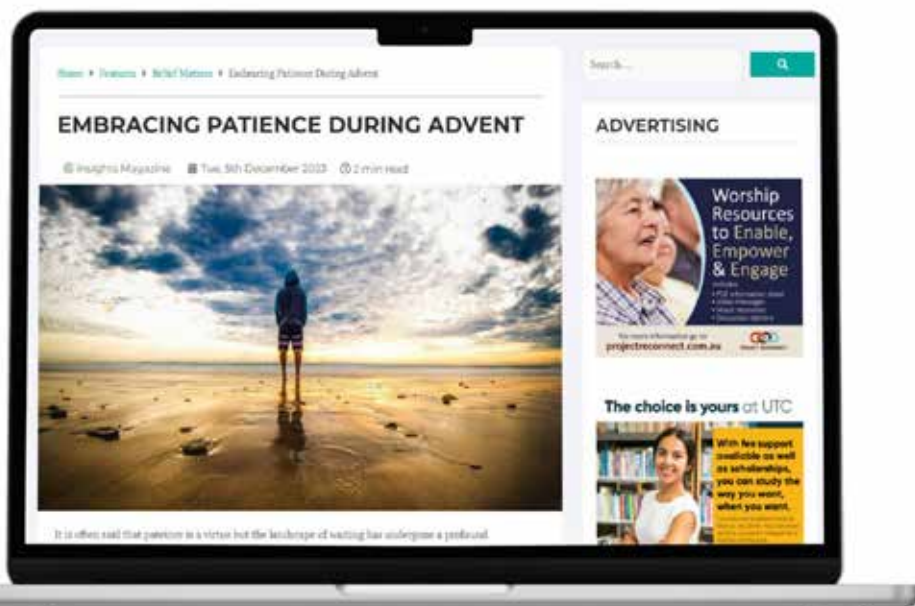
If you need help or clarification regarding artwork submission please email our Senior Graphic Designer: ranam@nswact.uca.org.au.

insights Online

Responsive and Ready

Insights' website is optimised to deliver news, views and daily updated information directly to your smartphone or tablet, making advertising online an attractive option to market products and services to people wherever they are.

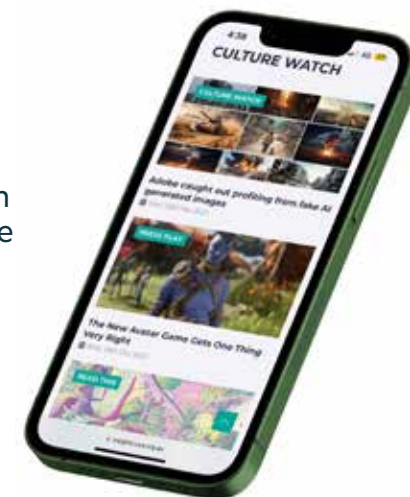
Talk to us about free online advertising when you book a print advert.



WEBSITE ADVERTISING

The **Insights** website has industry standard banner advertising that will maximise your reach and sell your products and services to our 120,000 + 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

Email: insights@nswact.uca.org.au

Ad Size

Cost per week

300 x 250 Pixels (Premium Placement)	\$450
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Cost

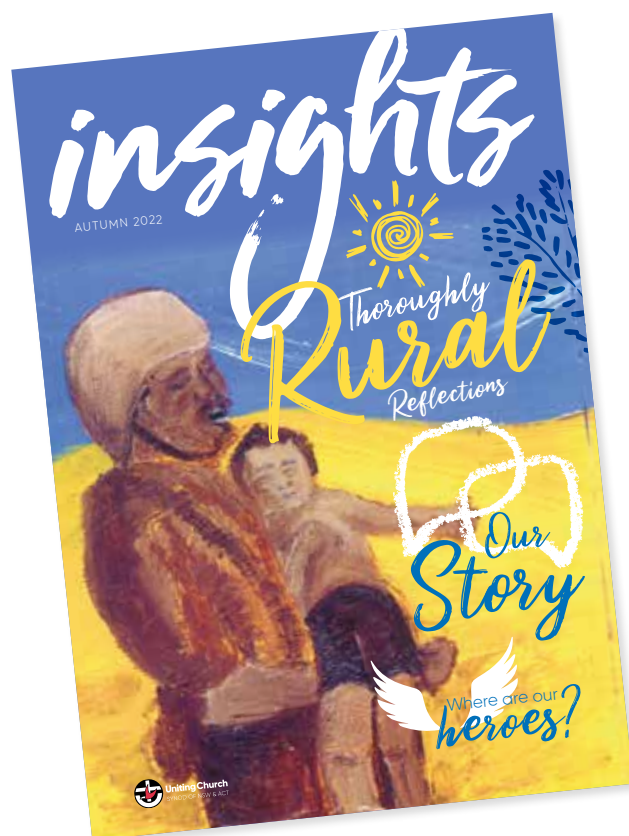
Monthly

Half Yearly

Yearly

300 x 250 Pixels	\$1,710	\$9,720	\$19,890
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Questions?
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Magazine profile and other information

FREQUENCY

Insights is published 4 times a year in March, June, September and December. Requests for advertising should be sent to: PO Box A2178, Sydney South NSW 1235 (02 8267 4300) or insights@nswact.uca.org.au

CIRCULATION

10,000 copies

READERSHIP

34,500 (publishers estimate)

DISTRIBUTION

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

STOCK

80GSM Matt (full colour)

INSERTS

From \$75 per thousand (depending on weight). For more details call (02) 8267 4300.

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

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TERMS AND 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. 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.