

# The Southern Cross

Part of your Catholic family since 1867

*Living Catholic*



**MEDIA KIT 2023**

[www.thesoutherncross.org.au](http://www.thesoutherncross.org.au)

Each issue contains stories and features about what's happening in the Catholic community in South Australia.

- » Local, national and international Church news
- » Social justice issues
- » Education news
- » Religious festivals and celebrations
- » Obituaries
- » Multicultural news
- » People
- » Mass times

## THE SOUTHERN CROSS

### Strategically communicating to Catholics in print and online.

*The Southern Cross*, the official monthly newspaper of the Catholic Archdiocese of Adelaide, features high quality photography, contemporary layout and a blend of news and features by experienced journalists. The content comprises people stories, coverage of events in parishes, migrant communities and Catholic schools as well as national and international Church issues.

The printed newspaper is distributed to parishes and schools, Catholic hospitals, clubs and agencies throughout the State and is available for \$2. It's mailed directly to subscribers at a cost of \$40 per year.

*The Southern Cross* is also included as an insert in *The Advertiser* each Christmas and Easter boosting its readership to more than 300,000 readers.

The digital version is a free online publication and features content from the printed newspaper, as well as additional news coverage

*The Southern Cross* is a considered avenue for strategically reaching Catholics across South Australia.

## USAGE

### PRINT

Print edition published monthly except January. Two newsprint special editions distributed in *The Advertiser* each year at Christmas (December) and Easter (March or April).

### WEBSITE

Content updated regularly and available 24/7 for free at [www.thesoutherncross.org.au](http://www.thesoutherncross.org.au)

### EDM

EDMs are sent to subscribers digitally, twice per month, directing readers to the website for more content.





## A NOTE FROM THE EDITOR

We are extremely proud of our award-winning publication which has been an important vehicle for communicating with the Catholic community in South Australia since the 1880s. Today's content reflects our Archdiocesan mantra of 'Living Catholic' which gives witness to the good works of ordinary Catholics and faith-inspired agencies.

We strive to provide our readers with a unique perspective on a wide range of religious, political, social justice, education, health and wellbeing issues.

In a bid to tell our stories and spread the 'good news' to the broader community, *The Southern Cross* is distributed twice a year – at Easter and Christmas – as an insert in the Saturday edition of the State's daily newspaper, *The Advertiser*.

In addition to our loyal Catholic readers, the publication's distribution to 102 Catholic schools comprising more than 50,000 students and 8,400 staff, provides a rare opportunity to reach this significant audience both online and in print.

We look forward to working together with you as we speak to the Catholics of South Australia.



**JENNY BRINKWORTH**  
EDITOR, THE SOUTHERN CROSS



# Catholics in South Australia

BY THE NUMBERS\*

## 18%

of the total population is Catholic

Almost one in five South Australians are Catholic.

## 73,394

Catholics are born overseas

There are large Italian, Filipino, Vietnamese, Indian and South American communities across South Australian parishes.

## 106,021

Families are Catholic

## 1 in 5

Catholics are school-aged children

## Almost 1 in 5

Catholics are aged 65+

## 18,908

Catholics need assistance with core activities

## 13.6%

of Catholics provide unpaid assistance to a person with a disability

\*Archdiocese of Adelaide [Diocesan Social Profile](#)

## REACH

*The Southern Cross* has a monthly print readership of more than 8,000, including more than 200 loyal mail subscribers.

### METROPOLITAN

It's available at around 50 locations across metropolitan Adelaide including Catholic parishes, Catholic residential care and Catholic community hubs plus distribution to Catholic schools.

### REGIONAL

It's available at 27 regional locations across South Australia covering both the Archdiocese of Adelaide and the Diocese of Port Pirie.



### SPECIAL PRINT EDITIONS

*The Southern Cross* is included as a newsprint special issue in *The Advertiser* each Christmas (December) and Easter (March or April). It reaches more than 300,000 readers on top of its dedicated monthly distribution to Catholic parishes.

### EDM

*The Southern Cross* EDMs go out on the first and third Monday of each month.

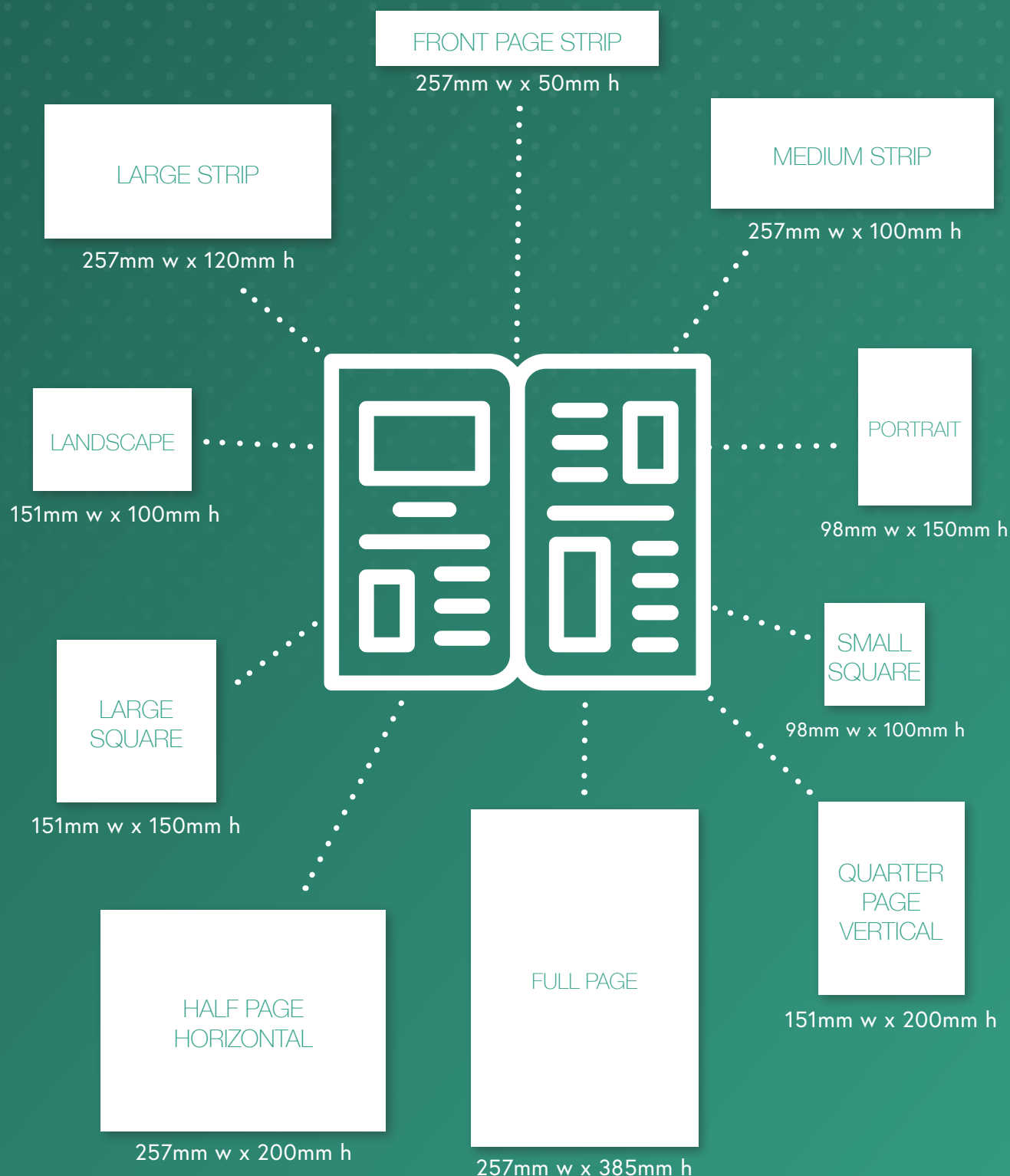
There are 1,300 active unique subscribers and the EDM is passed on to the parents and caregivers of more than 50,000 Catholic school students.

The EDM has a 42% average open rate – well above the industry standard of 24%.

### WEBSITE

*The Southern Cross* website averages 14,000 views per month.

# PRINT ADVERTISING OPPORTUNITIES



## IMAGE SUPPLY

All imagery & logos must be supplied in high resolution jpg, tif, eps. If specific colour is required for advert being built, please supply CMYK breakdown.  
5mm bleed on all sides.  
No spot colours.

## FINAL ARTWORK

Supplied in hi-res PDF with all fonts embedded/outline CMYK Process only. No spot colours. Black type must be 100% black, not made up of CMYK.

## DELIVERY METHOD

Email press ready PDF to [advertising@solsticemedia.com.au](mailto:advertising@solsticemedia.com.au)

# PRINT ADVERTISING RATES

## ADVERTISING RATES\*

### Casual Rates

Front page strip	257mm w x 50mm h	\$1,100
Full page	257mm w x 385mm h	\$1,700
Half page horizontal	257mm w x 200mm h	\$1,000
Large strip	257mm w x 120mm h	\$790
Quarter page vertical	151mm w x 200mm h	\$750
Medium strip	257mm w x 100mm h	\$700
Large square	151mm w x 150mm h	\$650
Portrait	98mm w x 150mm h	\$580
Landscape	151mm w x 100mm h	\$450
Small square	98mm w x 100mm h	\$360

### INSERTS

Approx. 4,000 copies \$1,500

### POSITIONAL LOADING

Back page 50%

Page 3 to 7 30%

Guaranteed right hand page outside EGN 15%

### Special Edition Rates – Easter & Christmas

Front page strip	257mm w x 50mm h	\$3,270
Full page	257mm w x 385mm h	\$3,400
Half page horizontal	257mm w x 200mm h	\$2,000
Large strip	257mm w x 120mm h	\$1,580
Quarter page vertical	151mm w x 200mm h	\$1,500
Medium strip	257mm w x 100mm h	\$1,400
Large square	151mm w x 150mm h	\$1,300
Portrait	98mm w x 150mm h	\$1,015
Landscape	151mm w x 100mm h	\$788
Small square	98mm w x 100mm h	\$630

\*Rates exclude GST



# WEBSITE ADVERTISING OPPORTUNITIES

## MASTHEAD BILLBOARD

### The Southern Cross

Part of your Catholic family since 1967

Get The Southern Cross in your inbox.

Read the latest edition.

News Opinions People Schools Events Catholicism Videos

All Categories

#### Today's News

Monday, November 14

**NEWS**

#### New Nuncio visits SA

Witnessing the "big sky country" of the Mid North, learning about the early Polish Catholic settlement in the Clare Valley and celebrating the feast of St. Ignace were among the highlights of the Apostolic Nuncio's first visit to South Australia.

*Jenny Brinkworth Thursday, November 10*

**LOCAL**

#### Blackwood beauty inspires parish

Surrounded by beautiful gumtrees, with native animals and birds on its doorstep, Blackwood parish had no hesitation in deciding to register as a Catholic Earthcare Parish.

*Lindy McIlwaine Sunday, November 10*

**INTERNATIONAL**

#### Confronting visit to refugee camps

Distributing a simple meal of pasta, fish and rice to more than 300 homeless people in one sitting was just one of the moving experiences of a trip to the Philippines for Noel Miltout, a Knight and member of the national executive of the Sovereign Military Order of Malta in Australia.

*Thursday, November 10*

**NEWS**

#### Alarming increase in women without a home

A major new report by progressive think tank, Per Capita, has found that the number of homeless women over 25 is expected to double in less than a decade.

*Jenny Brinkworth Thursday, November 10*

**NEWS**

#### Forum highlights barriers to rehabilitation

Lack of education programs in the prison system and discrimination in employment and housing post-release were some of the problems highlighted by an one-nighter during a panel discussion hosted by Winnes SA.

*Jenny Brinkworth Thursday, November 10*

**NEWS**

#### High praise for Kensington café

A café inspired by a couple's devotion to St. Mary of the Cross MacKillop has overcome the challenges of opening at the start of the COVID crisis and taken out a major prize at the recent SA Restaurant and Catering Awards for Excellence.

*Jenny Brinkworth Wednesday, November 10*

**NEWS**

#### Assembly commits to local mission

Participants of the Adelaide Diocesan Assembly held at Nazareth Catholic Community last month have pledged to take practical steps to fulfil the mission of the local Church.

*Jenny Brinkworth Thursday, November 10*

Advertisement

## MEDIUM RECTANGLE

Latest Issue

The Southern Cross

## LEADERBOARD

### The Southern Cross

Get The Southern Cross delivered straight to your inbox twice per month.

Your email address

SUBSCRIBE

PEOPLE

#### When the little things matter

It has been claimed that developing dementia is the biggest fear for Australians aged over 55 and statistics show it is the second leading cause of death in the country, which is why nurse Lisa Fourie is so committed to making a difference to the lives of patients and their families.

*Lindy McIlwaine Wednesday, November 10*

Lisa Fourie at the "You stop" in Calvary Adelaide's Mire Ward

PEOPLE

#### Clocking up combined century of priesthood

Fr Tony Denney and Fr Michael Brennan were ordained at a time of great excitement and hope for the Catholic Church as the reforms of Vatican II were being implemented around the world. Fifty years later, they reflected on their experience of priesthood with JENNY BRINKWORTH.

*Jenny Brinkworth Thursday, November 10*

SCHOOLS

#### Cardijn group on Outback immersion

A group of students and staff from Cardijn College recently had a unique experience immersing themselves in a remote South Australian community with a focus on the Outback and local Indigenous peoples.

*Tuesday, November 10*

Advertisement

## MEDIUM RECTANGLE

## HALFPAGE

# EDM ADVERTISING OPPORTUNITIES

## The Southern Cross

Part of your Catholic family since 1967

### TOP BANNER

NEWS

#### Faith leaders call for bold climate action

South Australian First Nation and faith leaders have signed an open letter calling on Prime Minister Anthony Albanese to take swift and decisive action to combat climate change.

[READ MORE](#)

EVENTS

#### Expo marks 80 years of meeting the need

Past and present staff, alumni and community leaders came together to celebrate Centenary Catholic Family Service's 80th anniversary last week.

[READ MORE](#)

INTERNATIONAL

#### Plenary Council on Rome agenda

The Fifth Plenary Council of Australia and the global Synod on Synodality were key discussion points for Australian Catholic Bishops Conference president Archbishop Timothy Carmichael OGB and Pope Francis when they met recently.

[READ MORE](#)

Advertisement

## MEDIUM RECTANGLE

SCHOOLS

#### Double challenge reaps rewards

Thomas More College welcomed a secondary challenge to link to the Premier's Reading Challenge in 2022, with the intention of encouraging more students from Years 7 - 12 to become involved with the library program.

[READ MORE](#)

NATIONAL NEWS

#### Essendon stance 'outrageous': Comensoli

Melbourne Archbishop Peter A Comensoli has warned that "if the Essendon situation is a litmus test of the value and place of people of faith in Victorian society, then we are in big trouble".

[READ MORE](#)

PEOPLE

#### Ready to make his mark

Serving on committees that help govern the Archbishop's operations is one way Brighton parishioner Mark Booth is "giving back" to the local Church.

[READ MORE](#)

OPINION

#### Glimpses of hope in the secular age

In the British book currently drama after Life reporter Tony Johnson, played by Ricky Gervais, struggles with grief and depression after his wife and daughter, Lisa, dies from cancer.

[READ MORE](#)

### BOTTOM BANNER

Follow The Southern Cross

You are viewing this email as a user and a subscriber to The Southern Cross. The email was sent to [email address] on [date]. If you are not a subscriber, please click here to unsubscribe. If you are a subscriber, please click here to manage your preferences. If you are not a subscriber, please click here to subscribe. If you are a subscriber, please click here to manage your preferences.

Read online | Manage your subscription | Unsubscribe | Privacy

# WEBSITE AND EDM ADVERTISING SPECIFICATIONS AND RATES

Minimum digital spend of \$250 + GST paid upfront.

## WEBSITE ADVERTISING SPECIFICATIONS

Ad type	Desktop	Mobile	DPI
Masthead Billboard	970 x 250px	320 x 50px	72
Leaderboard	728 x 90px	320 x 50px	72
Medium Rectangle	300 x 250px	–	72
Half Page	300 x 600px	–	72

## WEBSITE ADVERTISING RATES Per month

Ad type	Home Page & News
Masthead Billboard	\$175
Leaderboard	\$100
Medium Rectangle	\$125
Half Page	\$150

Advertisements go live 2am on the 1st of the month until 2am on the first day of the next calendar month.

## EDM

### Distributed twice per month

Ad type	Per edition	Dimensions (px)	DPI
Top + Bottom Banner	\$300	728 x 90	72
Medium Rectangle	\$250	300 x 250	72

Production cost of \$200 + GST applies to ads built by Solstice Media. Prices are exclusive of GST.



# SPECIFICATIONS



## DIGITAL ACCEPTED FORMATS

- PNG, GIF, JPG, HTML/HTML5, Third Party Vendor Tag
- RGB format
- Embedded video must be set to autoplay/mute
- No Flash
- Maximum file size 150KB



## EDM ACCEPTED FORMATS

- Static PNG or JPG only
- Tracking URLs accepted
- No dynamic javascript
- Maximum file size 80KB

# RICH MEDIA SPECIFICATIONS

## FLASH CLICKTAG\* ADVERTISEMENTS



### WEBSITE

- Click through links must open in a new tab or window
- Supply a backup .gif with all flash ads
- Supply on site click tags in one .txt file



### EDM

- 728 x 90 static image (JPG or GIF) to be supplied with associated click tag for the date/s the campaign is booked to run on the EDM
- Flash will not be accepted for EDM advertising - we can only serve image files
- Supply EDM specific click tags in separate .txt files

## HTML5 ADVERTISEMENTS



### WEBSITE

- All HTML5 assets to be hosted externally
- Supply creative in individual ZIP files per creative size
- Recommended length is 15-30 seconds or less.
- Click through link must be properly implemented in the code, for example:

```
getURL(clickTag,"_blank")
on (press) {
  getURL(clickTag,"_blank") }
```



### EDM

- Flash will not be accepted for EDM advertising - only image files can be served.

# DEADLINES

Website advertisements go live on the 1st of the month.

No January issue. Dates below are only a guide and may be subject to change.

## 2023 BOOKING SCHEDULE

Month	Booking deadline	Artwork deadline	Distribution date	EDM dates
February				
	16/01/23	23/01/23	05/02/23	Feb 6, Feb 20
March				
	13/02/23	20/02/23	05/03/23	March 6, March 20
April (Advertiser Edition)				
	14/03/23	20/03/23	02/04/23	April 3, April 17
May				
	17/04/23	24/04/23	07/05/23	May 8, May 22
June				
	15/05/23	22/05/23	04/06/23	June 5, June 19
July				
	12/06/23	19/06/23	02/07/23	July 3, July 17
August				
	10/07/23	17/07/23	30/07/23	July 31, August 14
September				
	14/08/23	21/08/23	03/09/23	Sept 4, Sept 18
October				
	11/09/23	18/09/23	01/10/23	Oct 3, Oct 16
November				
	16/10/23	23/10/23	05/11/23	Nov 6, Nov 20
December (Advertiser Edition)				
	27/11/23	04/12/23	16/12/23	Dec 18

## 2024 BOOKING SCHEDULE

February			
	15/01/24	22/01/24	04/02/24
March			
	12/02/24	19/02/24	03/03/24
April (Advertiser Edition)			
	04/03/24	11/03/24	24/03/24

# The Southern Cross

Part of your Catholic family since 1867

*Living Catholic*

Contact us to discuss your advertising  
and editorial needs today.

## ADVERTISING

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