



**Advertising rates 2018**





## Reach people who value substance and style

TMA is one of Australia's most respected Christian newspapers. It is read and enjoyed by Anglicans and other Christians in Victoria, interstate and overseas.

TMA features well-balanced stories of social, ethical and spiritual significance, and provides in-depth articles across a broad range of current and topical issues.

TMA, published monthly by the Anglican Diocese of Melbourne, has an audited circulation of 11,210. It is distributed to over 220 parishes, schools, colleges, welfare agencies and institutions.

TMA received the coveted Gutenberg Award for excellence from the Australasian Religious Press Association (ARPA) in 2015, having also received it in 2006, 1998 and 1994. Judges of the 2015 award described TMA as a "thoroughly professional production... with an excellent use of photos, especially on the front page, to complement the quite diverse range of content."

It was also named ARPA's 2017 Publication of the Year. The Award citation states that "TMA wins the award on the breadth and diversity of its content" ... "The film and book reviews give a perspective absent from the mainstream media reviews, and there is a professionalism in the writing..."

Advertisers – take advantage of our substance and style, which is strongly in touch with our readership, to give your ad impact and effectiveness.

## What our readers say:

*"Excellent presentation and interviews."*

*"I look forward to each issue and ALWAYS enjoy it – Thank you!"*

*"An enjoyable, informative, well presented newspaper."*

*"Reliable and well balanced. The best church monthly I know."*

Our Newspaper	
Frequency:	Monthly (except January)
Specifications:	24~32 page Newspaper
Circulation:	11,210 (CAB audit 2018)
Readership:	18,000 (reader survey)
Distribution:	Melbourne Metro 89% Country Victoria 9% Other 2%

Our Readers*	
<b>Gender</b>	
Male	38%
Female	62%
<b>Age</b>	
15 – 39	21%
40 – 59	28%
Over 60	51%
<b>Education</b>	
Secondary	39%
Diploma	24%
Degree	37%
<b>Occupation</b>	
Unemployed	3%
Employed	43%
Other	16%
Retired	38%

\* Source: NCLS 2006.



## Awarded for excellence

TMA received the coveted Gutenberg Award for excellence from ARPA (the Australasian Religious Press Association) in 2006, 1998, 1994 and 2015 (only one other publication has won the award more than once). The award is given to an individual or publication that has made an outstanding contribution to the religious press in Australia and New Zealand.

# Advertising Rates 2018

Effective January 2018 (subject to change without notice)

## Display advertising (all exclude GST)

Columns x cm	Size (mm) (width x height)	Mono (Black/White) Ad		Colour Ad	
		PDF artwork supplied *	Incl. design surcharge	PDF artwork supplied *	Incl. design surcharge
1 x 6	49 x 60	\$85.76	\$94.34	\$102.78	\$272.06
1 x 8	49 x 80	\$114.35	\$125.79	\$137.04	\$305.87
1 x 10	49 x 100	\$142.94	\$157.23	\$171.30	\$340.13
1 x 12	49 x 120	\$171.53	\$188.68	\$205.56	\$374.39
2 x 4	103 x 40	\$114.35	\$125.79	\$137.04	\$305.87
2 x 6	103 x 60	\$171.53	\$188.68	\$205.56	\$374.39
2 x 8	103 x 80	\$228.70	\$251.57	\$274.08	\$442.91
2 x 10	103 x 100	\$285.88	\$314.47	\$342.60	\$511.43
1/8 page – 2 x 12	103 x 120	\$343.06	\$377.36	\$411.13	\$579.95
2 x 14	103 x 140	\$400.23	\$440.25	\$479.65	\$648.47
2 x 16	103 x 160	\$457.41	\$503.15	\$548.17	\$716.99
3 x 3	157 x 30	\$128.65	\$141.51	\$154.17	\$323.00
3 x 6	157 x 60	\$257.29	\$283.02	\$308.34	\$477.17
3 x 10	157 x 100	\$428.82	\$471.70	\$513.91	\$682.73
3 x 12	157 x 120	\$514.58	\$566.04	\$616.69	\$785.52
3 x 14	157 x 140	\$600.35	\$660.38	\$719.47	\$888.30
3 x 16	157 x 160	\$686.11	\$754.72	\$822.25	\$991.08
3 x 18	157 x 180	\$771.87	\$849.06	\$925.03	\$1,093.86
5 x 8	265 x 80	\$571.76	\$628.93	\$685.21	\$854.04
1/4 page – 5 x 10	265 x 100	\$714.70	\$786.17	\$856.51	\$1,025.34
5 x 12	265 x 120	\$857.64	\$943.40	\$1,027.81	\$1,196.64
1/2 page – 5 x 19	265 x 190	\$1,357.93	\$1,493.72	\$1,627.37	\$1,796.20
Full page – 5 x 37.5	265 x 37.5	\$2,680.12	\$2,948.14	\$3,211.92	Negotiated

**Other sizes are available: the base rate is (mono) \$13.88 or (colour) \$16.63 per single column centimetre.**

### Discounts and surcharges (display ads only)

Repeat ad discount (conditions apply):	10%	(please call for contract discounts)
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**Supplements: price on application – contact advertising sales on (03) 9653 4269 .**

### Inserts

Base price: \$164.78 per thousand. Per issue (11,000): \$1812.58.

There are a maximum of three inserts per issue. Exclusive arrangements are available – call (03) 9653 4269.

**Classifieds: \$1.80 per word (minimum charge \$100.00)**

# Website advertising

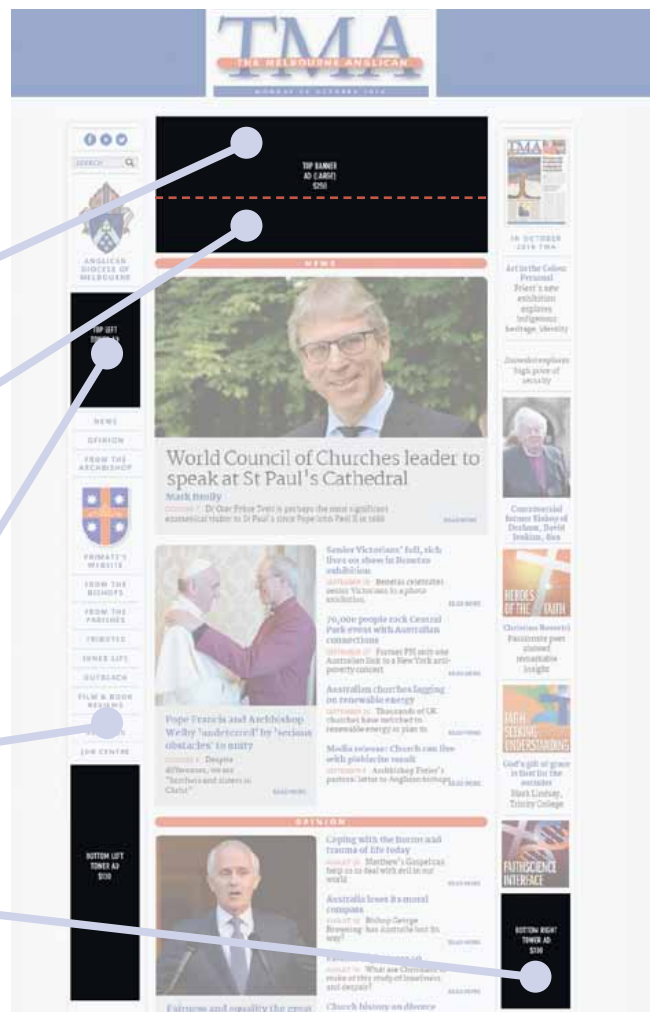
www.tma.melbourneanglican.org.au

## Advertise on TMA online

TMA online, launched in October 2015, features highlights from *TMA*, as well as the latest news, fresh opinion pieces, stories from parishes, tributes to clergy, and film, television and book reviews. To find out more about advertising options, phone (03) 9653 4269 or email ads@melbourneanglican.org.au.

Ad type:	<b>Top banner (large)</b>
Price/week:	\$285 per week
Details:	640 x 260 pixels
Ad type:	<b>Top banner (small)</b>
Price/week:	\$235 per week
Details:	640 x 150 pixels
Ad type:	<b>Tower ad – top left</b>
Price/week:	\$180 per week
Details:	130 x 220 pixels
Ad type:	<b>Tower ad – bottom left</b>
Price/week:	\$155 per week
Details:	130 x 440 pixels
Ad type:	<b>Tower ad – bottom right</b>
Price/week:	\$105 per week
Details:	130 x 220 pixels

All prices exclude GST.



## Terms and conditions – TMA and online advertising

**Publication:** All advertisements are published in *TMA* or on our website at the editor's sole discretion.

**Liability:** The publisher, proprietor and editor will not be liable for any loss caused by late publication, error or failure of an advertisement to appear.

**Position:** The positioning of the advertisement within *TMA* is entirely at the discretion of the publisher, unless a preferred placement fee has been paid.

**Legal requirements:** Ads must comply with all relevant statutory rights and requirements, and must not be misleading, false or deceptive.

**Communication:** Telephone instructions are accepted but the publisher is not liable for error or misunderstanding if instructions are not confirmed in writing prior to publication deadline.

**Errors:** No responsibility is accepted for accuracy of details appearing in ads where these details have been supplied by the advertiser.

**Invoicing:** Invoices will be sent out following publication; prompt remittance is expected.

**Copyright:** It is the advertiser's responsibility to ensure that the ad does not breach copyright laws. Advertisers are advised that the inclusion in advertisements of material (photographs, artist's illustrations and text) previously published online or in a newspaper, magazine, periodical or similar publication is strictly prohibited without the written consent of the owner of the copyright, and is the responsibility of the advertiser.

**Indemnity:** Advertising agencies and advertisers accept full responsibility for the contents of all advertisements and agree to indemnify the publishers against any claim or proceeding arising out of the publication of the advertisements. Provision of the material or copy for publication constitutes acceptance by advertiser and advertising agent of this condition.

telephone (03) 9653 4269

ads@melbourneanglican.org.au

# Publication Dates and Deadlines

## 2018 Deadlines

- **Advertising Bookings** for the following issue close at **5pm on Tuesday**. Bookings received after this date may be accepted at our discretion, and may incur additional costs.
  - **Advertising Material** for the following issue must be received by **2pm on Thursday**.
  - **Publication Date** is Sunday (when most readers collect their copy of *TMA* from their church).
- Easter**  
  **Melbourne Synod/Ministry Conference**  
  **Production Week**  
  **Public Holiday**

## January

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## February

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

## March

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## April

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## May

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## June

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## July

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## August

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## September

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## October

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## November

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## December

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# TMA – Technical Specifications

TMA is printed in full colour on 60gsm Norstar stock.

## Material Requirements – PDF Artwork

Please email artwork to [ads@melbourneanglican.org.au](mailto:ads@melbourneanglican.org.au)

Please ensure PDF artwork complies with the PDF/X-1a:2001 standard with no spot colours. (This ISO standard enforces the embedding of all fonts and graphics.)

Time spent modifying PDF to conform to the PDF/X-1a:2001 standard may incur the “design surcharge” price. If we are not able to amend the PDF conform to this standard, we can redesign it at the “design surcharge” rate.

Please note that most PDFs produced by Microsoft software (e.g. Word, Publisher) do not conform to the PDF/X-1a:2001 standard, and we will typically redesign such ads and charge the “design surcharge” price.

### TMA column widths:

1 column = 49mm	2 columns = 103mm	3 columns = 157mm
4 columns = 211mm	5 columns = 265mm	

### General guidelines for creating artwork:

1. Before you start creating your ad, set your page/artwork size to the exact size that the ad will be (for example 103mm wide x 120mm high).
2. Ensure any photos and graphics are at least 200dpi.
3. If you are creating a Mono (black/white) ad, please make sure that all artwork is defined as a percentage of black ink, rather than a mixture of colours (even though this may look black on screen).
4. If you are creating a colour ad, small type (less than 14 point) will print more sharply if it is defined as 100% of black ink, rather than a mixture of colours (even though this may look black on screen).
5. To ensure readability we recommend any type be at least 8 point – preferably 9 point or greater.
6. Reversed or outlined type should be at least 12 point (14 point if it is reversed out of a colour).
7. We do accept a wide variety of formats for artwork, but we reserve the right to charge the “design surcharge” price for anything apart from PDF/X-1a:2001. Formats accepted include: EPS (Encapsulated PostScript), TIFF, JPEG, Adobe Photoshop (preferably save as Photoshop PDF), Adobe Illustrator, Adobe InDesign, Quark Xpress (up to version 4.1), and Microsoft Publisher.

## Material Requirements – ‘design surcharge’

If you would like us to design your ad for you, please email the copy (and any graphics or logos you want included) to: [ads@melbourneanglican.org.au](mailto:ads@melbourneanglican.org.au)

Feel free to use formatting to indicate which part of the ad should be the headline, subhead, body copy, etc.

Any graphics must be at least 200dpi. If you have a logo which has high contrast and/or fine detail, it may need to be as high as 1200dpi.

Proofs are sent via email for your approval prior to publication. Please note that we may **not necessarily** wait for your approval before publishing (see our terms and conditions). Please contact us at your earliest convenience if you have not received your proof.