

# THE Melbourne Anglican







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THE  
Melbourne Anglican



## Why *The Melbourne Anglican*?

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

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

*The Melbourne Anglican* is published monthly by the Anglican Diocese of Melbourne and is distributed to parishes, schools, colleges, welfare agencies and institutions.

*The Melbourne Anglican* 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.

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

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..."*

## Awarded for excellence

*The Melbourne Anglican* 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.



## From the Editor



The past year has been huge for *The Melbourne Anglican*! We've launched a new-look print magazine, grown our reach online to receive 253,000 views in 2022, and welcomed several new journalists to the team.

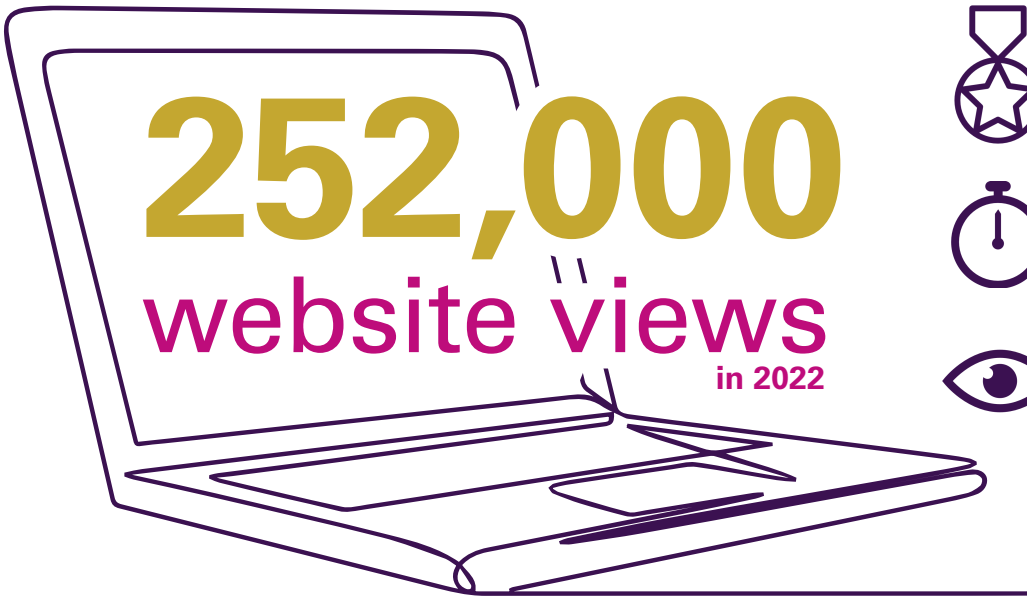
It's exciting to see so much development in such a short space of time. With every change our goal has been to serve our readers, by better engaging, equipping, connecting and celebrating members of Anglican churches in Melbourne and those wishing to share in the life of the body of the church.

And while *The Melbourne Anglican* might look a bit different, our coverage continues to drive and support conversations relevant to the Anglican Church and its communities.

In 2023, we hope to continue the good work. We'll be placing calls, asking questions, chasing down leads, writing stories - all with the ultimate goal of bringing our community the news they wouldn't hear anywhere else.

Elspeth Kernebone

Reach



4000+  
Top story views



2min 46sec  
Average time online

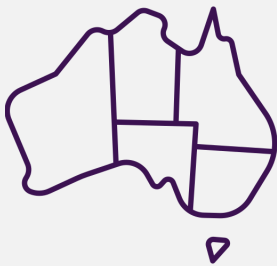


21,060  
Views per month



6,000

distributed copies to churches  
& individual subscribers



Melbourne, Geelong  
& Gippsland

Parts of Regional Victoria,  
New South Wales, Queensland,  
Tasmania, South Australia  
& the Northern Territory



Print Advertising

Effective January 2023 (subject to change without notice)

Display advertising (excluding GST)

Ad option	Size (mm) (width x height)	Cost	
		PDF artwork supplied *	Incl. design surcharge
<b>Supplement</b> 2-page lift out (4 full pages). Only one per month.	4 x (210mm x 297) Add 3mm bleeds all around	\$13,000	\$13,600
<b>Inserts</b> Flyer that is inserted in the magazine Only 3 available per month  Printing available with our mail house* See instructions below for sending finished inserts**	Can be A5 or A4 Maximum 200gsm Only parallel folds allowed.	\$2,200	\$2,200
Full-page	210mm x 297 Add 3mm bleeds all around	\$4,344	\$4,529
1/2 page	190 x 130	\$2,202	\$2,387
1/3 page	190 x 80	\$1,386	\$1,571
1/4 page Vertical	92 x 130	\$1,158	\$1,343
1/4 page Horizontal	190 x 60	\$1,158	\$1,343
Budget Rectangle (12.5cm x 6cm)	125 x 60	\$696	\$861
Budget Square (6cm x 6cm)	60 x 60	\$408	\$593
Other sizes may be available upon request			

Loyalty discounts

Book 3 ads and receive a 5% discount  
Book 6 ads and receive a 10% discount  
Book 12 ads and receive a 20% discount

\* Printing of inserts is available by our mail house Intellimail.

Files are to be print Ready High Res CMYK throughout. Artwork is required 4 days before artwork deadline for each month (see important dates and deadlines on page 10).

Send artwork to [joe.pesce@intellimail.com.au](mailto:joe.pesce@intellimail.com.au)

\*\* Sending finished inserts as follows:

Inserts must be in sealed Cartons containing:  
Print Description, Article size, Article GSM, Article  
count per box and Box count Address to:

Intellimail International Pty Ltd  
Attn: Joe Pesce  
73 Rushdale street  
Knoxfield Vic 3180

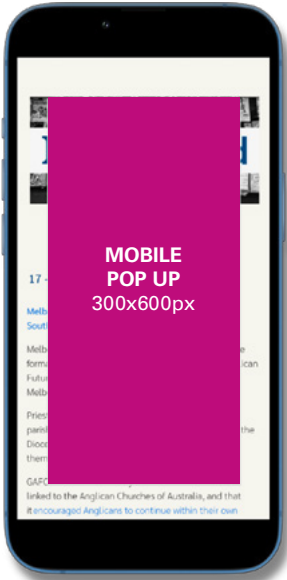
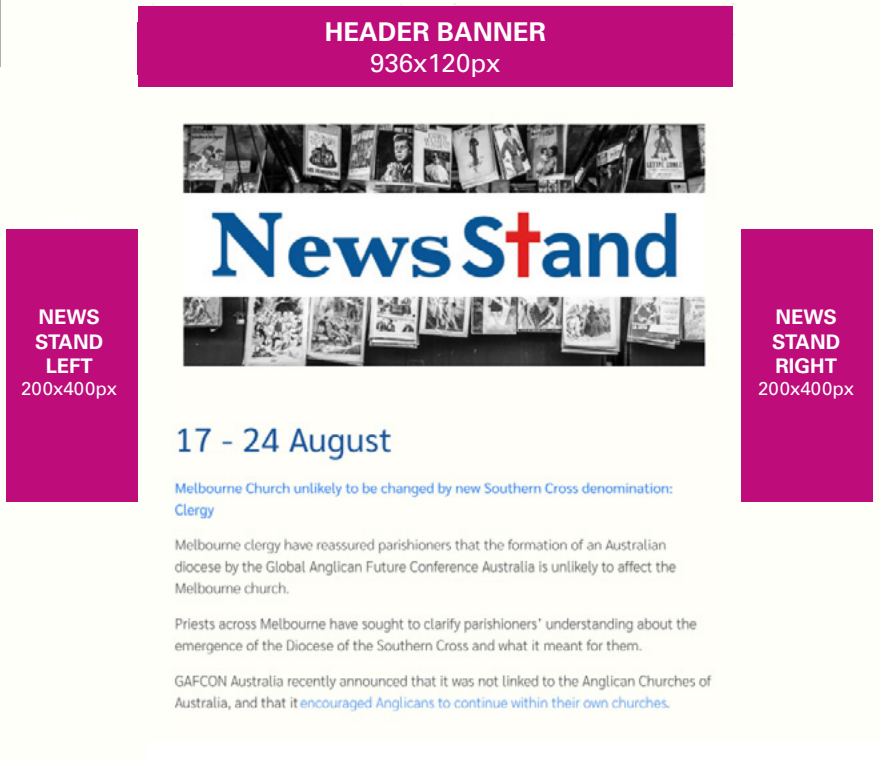
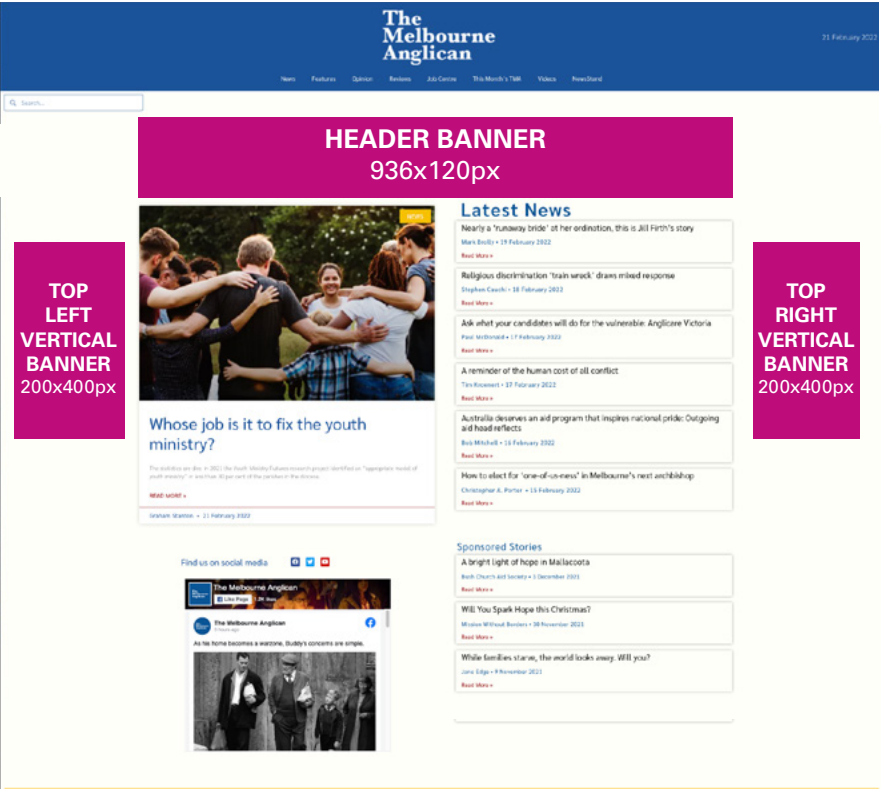
Files required at mailhouse by dates specified in 'Files to  
Printer' column (see important dates and deadlines on pg 10)

Inserts must be:

- Equal Weight
- Equal size
- Not thicker than 20mm
- Minimum 100 pieces.

Online Advertising

Desktop browser advertising



Online Advertising continued...

Effective January 2023 (subject to change without notice)

Desktop and mobile advertising

You must provide both mobile and desktop sizes for an online advertisement. Mobile advertisements are visible in between post categories as consumer scrolls.

Ad Option	Size (pixels)	Max file size	\$ per month
Online for 30 calendar days	(width x height)	kb	Incl. design surcharge
<b>Home page header banner</b> Approx. 1,200 views on the page per month	Desktop 936 x 120 Mobile 320 x 100	150 each	\$500
<b>Home page right position</b> Approx. 1,200 views on the page per month	Desktop 200 x 400 Mobile 234 x 60	< 150 each	\$750
<b>Home page left position</b> Approx. 1,200 views on the page per month	Desktop 200 x 400 Mobile 234 x 60	< 150 each	\$750
<b>NewsStand page right position</b> *Your add will also be shared in our weekly NewsStand eDM for that month (4 eDMs) Approx. 1,500 view to the page each month	Desktop 200 x 400 Mobile 234 x 60	< 150 each	\$1,000
<b>NewsStand page left position</b> *Your add will also be shared in our weekly NewsStand eDM for that month (4 eDMs) Approx. 1,500 view to the page each month	Desktop 200 x 400 Mobile 234 x 60	< 150 each	\$1,000
<b>Digital Story on Home Page</b> Approx. 1,200 views on the page per month Sponsored Stories receive the highest engagement	Advertorial - 200 + words with feature image. Can include video links and CTA.	n/a	\$750
<b>Inline Ads</b> Opt to have your online ad appear as a pop ad on a mobile device once per visiting session. The site will display your pop up ad for each new visiting session.	300 x 300	150 each	\$400
<b>Job Centre Ads</b> Your job ad will be featured on our Job Centre page.	Include logo, job title, and a URL (hyperlink) or PDF of position description.	n/a	\$110/wk



Online Advertising continued...

Sponsored stories

Advertisers are responsible for writing their own pieces which must be at least 200 words long. Any images provided must be high quality and landscape in orientation.

Placement	Word count	\$ per month
Featured at the top of the home page	200 - 2000	\$750



Sponsored story features here

Terms and Conditions.

Terms and conditions –  
Print and online advertising

**Publication:** All advertisements are published in *The Melbourne Anglican* 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 *The Melbourne Anglican* is entirely at the discretion of the publisher.

**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.

**Cancellation policy:** Cancellations must be confirmed in writing prior to the cancellation deadline (4 weeks minimum notice prior to publication/live date). All bookings taken inside cancellation deadline are taken on a non-cancellation basis. No liability will be accepted unless the above procedures are followed.

**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.

*TMA is a class act. Its professional journos and excellent editors deftly balance the traditional parish news, individual stories, Episcopal pulpit, etc. of a metropolitan church monthly with deeper longer-form journalism providing mental and spiritual sustenance. Its regular Science and Faith, Heroes of the Faith, Viewpoint columns, backpage movie reviews, national and global church life, fit the mixed church Melbourne ecclesiastical and socially concerned city culture well. I eagerly look forward to it and devour it in an hour or two. No wonder it keeps winning awards.*

Revd Dr Gordon Preece, Director of Ethos, Religion & Social Policy University of Divinity, and Senior Policy Officer, Catholic Social Services Victoria.



Important dates and deadlines

Edition – 2023	Ad booking deadline	Ad artwork deadline	Inserts to printer	In parishes date
February	Friday 13 Jan	Thursday 16 Jan	Wednesday 25 Jan	5 Feb
March	Friday 10 Feb	Monday 13 Feb	Thursday 23 Feb	5 Mar
April	Friday 10 Mar	Monday 13 March	Thursday 23 March	2 April
May	Friday 14 April	Monday 17 April	Thursday 27 April	7 May
June	Thursday 11 May	Monday 15 May	Thursday 25 May	4 June
July	Friday 9 June	Monday 12 June	Thursday 22 June	2 July
August	Friday 14 July	Monday 17 July	Thursday 27 July	6 Aug
September	Friday 11 Aug	Monday 14 Aug	Thursday 24 Aug	3 Sept
October	Friday 8 Sept	Monday 11 Sept	Wednesday 20 Sept	1 Oct
November	Friday 13 Oct	Monday 16 Oct	Thursday 26 Oct	5 Nov
December	Friday 10 Nov	Monday 13 Nov	Thursday 23 Nov	3 Dec
All digital ads are required 5 days before the start of the booking month.				

*I have enjoyed reading The Melbourne Anglican for so many years now. TMA is not afraid to publish very diversified views of church matters, including controversial stuff! This stimulates our thinking and brings us out of our “comfort zone”. I’ve loved its humane and humorous articles too - Beryl Rule’s A Little Leaven for 20 years, cartoons, and other things showing the lighter side of being an Anglican in Melbourne.*

*May TMA continue to inform, educate and entertain us in all things Anglican for many years to come.*

Kaye Gooch, Prahran.



Technical specifications

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.

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 190mm wide x 60mm high).
2. Ensure any photos and graphics are at least 300dpi.
4. 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 9 point.
6. Reversed or outlined type should be at least 12 point.
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.

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/photographs must be at least 300dpi.  
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.

**The Melbourne Anglican** is printed in full colour on 100gsm gloss



A background image showing a person's hands holding an open book. The person is wearing a light-colored, textured sweater. The book has text on its pages, and the person's face is partially visible in the foreground, looking down at the book. A large, stylized pink quotation mark is overlaid on the right side of the text block.

*Anglican Overseas Aid (AOA) has had a long and productive relationship with The Melbourne Anglican. With its wide readership and established reputation, it ideally complements the promotion of AOA's work as the aid and development arm of the Diocese.*

Bob Mitchell, CEO Anglican Overseas Aid

*The TMA and TMA staff have won many awards over the years because the work is high quality. The reporting is fair-minded and informative. There are always articles that illuminate our faith and articles that stretch our thinking about complex contemporary issues. There are always heart-warming personal stories and pictures from the work of our parishes, agencies and schools. The TMA feels and looks attractive. Having listened to both past editors, Roland and Emma, I know how much prayer and thought goes into the editing of each edition. The TMA team all have an ennobling respect for the importance of the TMA in our diocese and wider. This shows, not just in the awards but also in the lovely way folks at church reach out for the latest TMA when it arrives.*

*The TMA is trusted and enjoyed!*

Bishop Philip Huggins



**THE**  
**Melbourne Anglican**

For questions or to book, contact us on  
[ads@melbourneanglican.org.au](mailto:ads@melbourneanglican.org.au)