

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 magazines. 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 online, and quarterly in print 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 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



Hello, welcome to 2024. Here at *The Melbourne Anglican*, we have another big year ahead.

In 2023 we continued to bring our readers faith news from Melbourne, Australia and around the world. Our print edition featured monthly in churches, while we grew our online presence, which now includes a website, Facebook page, Instagram and podcast.

Our website drew more than 186,000 hits, while our print reach included Melbourne churches, schools, non-for-profits and beyond.

This year, we will continue to reflect the life of the church, and drive and support conversations relevant to the Anglican church in Melbourne and its linked communities. We plan to build on our existing presence to serve existing readers and draw in new readers online and in print.

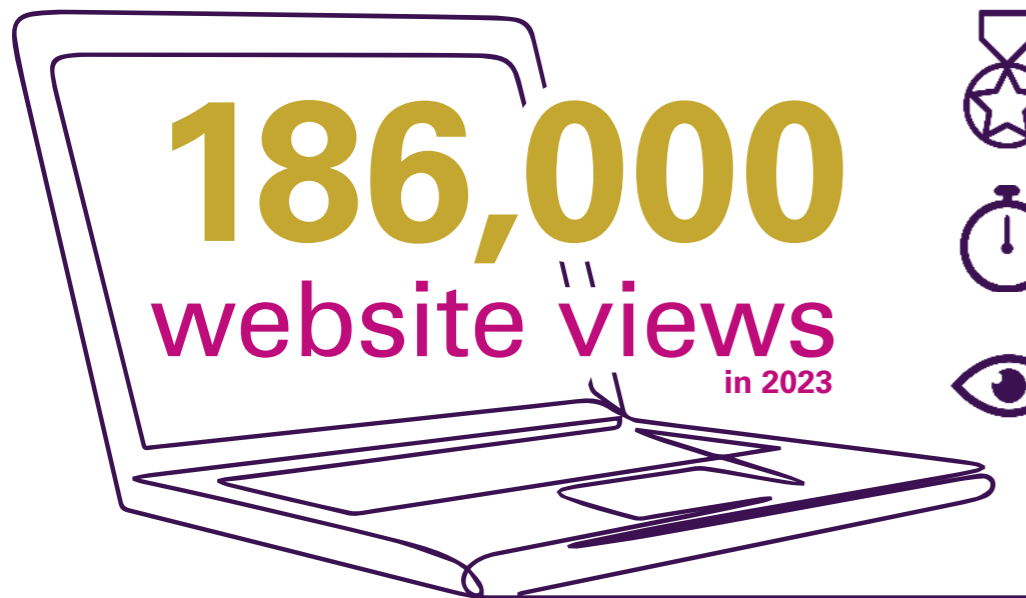
As we adapt to a changing social and media landscape we will be coming to readers in a slightly different form. In 2024, we'll publish four print editions and seven online-only editions. Each print edition will also be available online.



This change will allow us to continue to serve readers with a print magazine, and to connect with a broader audience. It's an exciting move towards a model that will allow us to serve our community sustainably into the future.

So, in 2024, we plan to continue to bring *Melbourne Anglican* readers news they won't find elsewhere. We'll be talking to our community, asking questions, and finding stories which reflect the faith, richness and diversity of the Anglican community in Melbourne. We look forward to you continuing with us on this journey!

Elspeth Kernebone
Editor

Reach



-  **4000+**
Top story views
-  **2min 46sec**
Average time online
-  **21,060**
Views per month



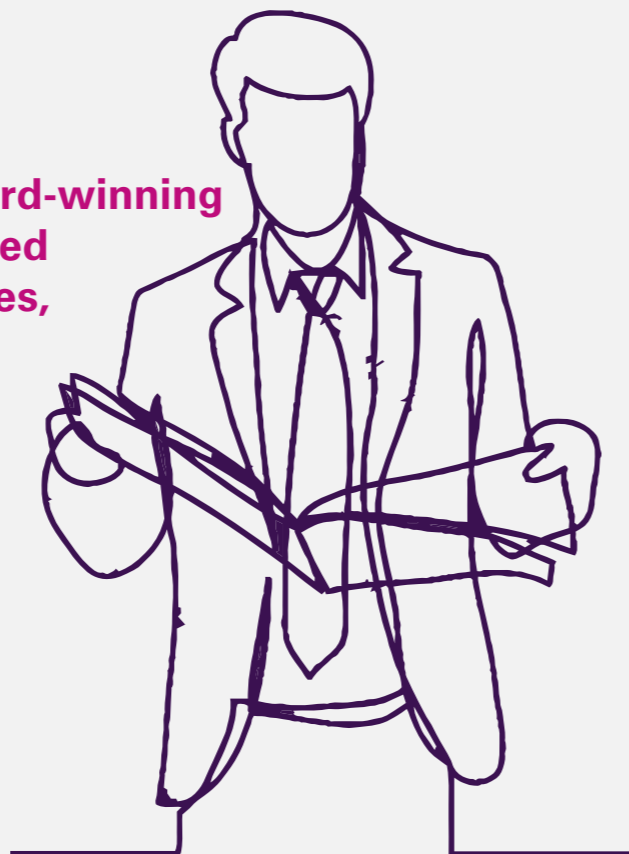
6,000+

copies of our ARPA Award-winning publication are distributed to more than 220 parishes, schools, colleges, welfare agencies, and institutions quarterly



Melbourne, Geelong & Gippsland

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



* Source: NCLS 2006.

Print and eEdition Advertising

Effective January 2024 (subject to change without notice)

Display advertising (excluding GST)

Ad option	Size (mm) (width x height)	Print Cost PDF artwork supplied *	eEdition Cost PDF artwork supplied *
Supplement 2-page lift out (4 full pages). Only one per month.	4 x (210mm x 297) Add 3mm bleeds all around	\$13,000	\$3,350
Inserts 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	n/a
Full-page	210mm x 297 Add 3mm bleeds all around	\$4,500	\$1,800
1/2 page	190 x 130	\$2,250	\$900
1/3 page	190 x 80	\$1,400	\$700
1/4 page Vertical	92 x 130	\$1,200	\$450
1/4 page Horizontal	190 x 60	\$1,200	\$450
Budget Rectangle (12.5cm x 6cm)	125 x 60	\$696	n/a
Budget Square (6cm x 6cm)	60 x 60	\$408	n/a

Other sizes may be available upon request.

Loyalty discounts

Book 2 consecutive quarterly edition ads and receive a 5% discount
Book 4 consecutive quarterly edition ads and receive a 10% discount
Print and online ad bundles are also available

* Printing of inserts is available by our mail house Mailhouse Direct.

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 12).

Send artwork to paul@mailhousedirect.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:

Mailhouse Direct
Attn: Paul McDonald
83-89 Freight Drive
Sommerton Vic 3062

Files required at mailhouse by dates specified in 'Files to Printer' column (see important dates and deadlines on pg 12)

Inserts must be:

- Equal Weight
- Equal size
- Not thicker than 2mm
- Minimum 100 pieces.

Online Advertising

Desktop browser advertising

THE Melbourne Anglican

HEADER BANNER
936x120px

TOP LEFT VERTICAL BANNER
200x400px

TOP RIGHT VERTICAL BANNER
200x400px

LATEST NEWS

Healthcare policy: A biblical view
Stephen Duxart • 24 November 2023
READ MORE

Ordination of priests at St Paul's Cathedral, Anglican Diocese of Melbourne 2023 | In pictures
Jenyn Taylor • 25 November 2023
READ MORE

'Life changing, eternally challenging' call, new priests told
Jenyn Taylor • 25 November 2023
READ MORE

'Flourishing like a wedding feast': What Ruth hopes to see in churches
Hilä von Kälen • 25 November 2023
READ MORE

For thriving churches, we need to ask hard questions and be willing to change
Hilä Philips • 21 November 2023
READ MORE

Faith groups push for climate action in lead up to COP 28
Jenyn Taylor • 20 November 2023
READ MORE

Thoughtful, hopeful reminder that the local church is part of a global narrative
David Sullivan • 19 November 2023
READ MORE

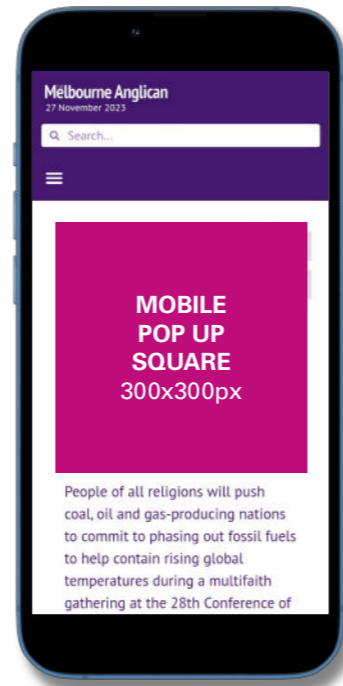
Valuable text supports value of science within Christian framework

Ordination of priests at St Paul's Cathedral, Anglican Diocese of Melbourne 2023 | In pictures
The ordination of new Anglican priests in Melbourne 2023 in pictures
READ MORE

Jenyn Taylor • 25 November 2023

THE Melbourne Anglican

News Features Opinion Reviews Job Centre This Month's TMA Podcast & Media NewsStand



NewsStand
Melbourne Anglican

3 - 10 January

NEWS STAND LEFT
200x400px

NEWS STAND RIGHT
200x400px

A modest proposal for Anglican education – The Melbourne Anglican

We might assume that most young people think about faith in explicitly religious contexts, but statistics suggest otherwise. In Australia, about one-third of students are educated in a religiously affiliated school. This gives us a great opportunity for mission within the educational system.

"This got me thinking about how we in Melbourne minister in areas that identify themselves as Anglican, such as our schools" writes the Reverend Dr Fergus King, a lecturer at Trinity College Theological School.

"There is a significant Anglican school presence within the Melbourne diocese. Many of these schools would describe their aim as delivering education within an Anglican ethos," he writes.

'What are they trying to achieve?' Liberal MPs urge caution on religious discrimination – The Age

Two federal Liberal MPs are warning that a debate over religious discrimination laws must not again descend into a culture war that captures LGBTQ Australians in its crosshairs, as faith leaders and equality advocates urged the Albanese government not to delay legislating.

Tasmanian MP Bridget Archer and NSW senator Andrew Bragg were among a small bloc of moderate Liberal MPs who broke ranks with their party

Online Advertising continued...

Effective January 2024 (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.

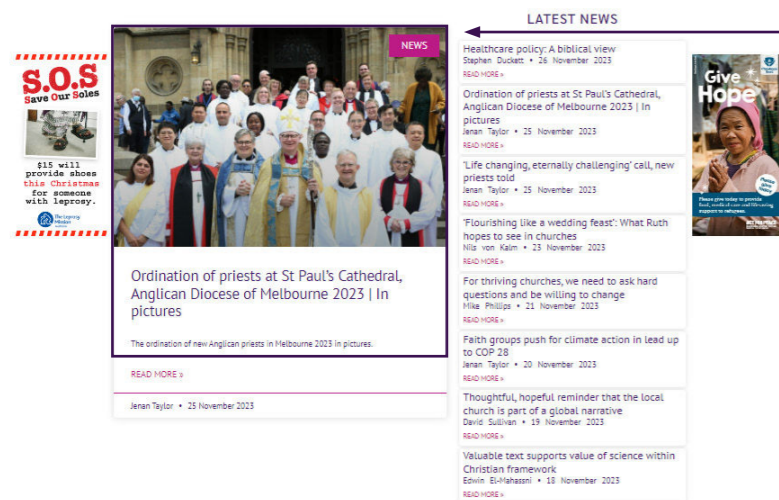
Ad Option	Size (pixels)	Max file size	\$ per month
Online for 30 calendar days	(width x height)	kb	Cost
Home page header banner Approx. 20,000 views on the page per month (2023)	Desktop 936 x 120 Mobile 320 x 100	150 each	\$500
Home page right position Approx. 20,000 views on the page per month (2023)	Desktop 200 x 400 Mobile 234 x 60	< 150 each	\$750
Home page left position Approx. 20,000 views on the page per month (2023)	Desktop 200 x 400 Mobile 234 x 60	< 150 each	\$750
NewsStand page left or right position *Your ad will also be shared in our weekly NewsStand eDM for that month (4 eDMs)	Desktop 200 x 400 Mobile 234 x 60	< 150 each	\$1,000
NewsStand eDM Total mailing list subscribers: Approx 2,000 Average clicks on eDM: Approx 600	n/a	n/a	Included with NewsStand Banner
Sponsored Story on Home Page Approx. 22,000 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
Mobile Pop-up 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
Job Centre Ads Your job ad will be featured on our Job Centre page. Approx. 500 views to the page each month. Positions also circulated in weekly EDM to 2,000+ subscribers.	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 (a resolution of 700kb+) and landscape in orientation.

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



Sponsored story features here

Once the sponsored story is made live, it will sit in the featured spot on the home page for at least one day. Then, to maintain high visibility, it will be moved down to a dedicated section directly below news. It will stay there indefinitely.

Sponsored Stories

SPONSORED

Parallel Learning – Founded on Care | Sponsored

At Tintern Grammar students achieve their personal best in a school founded

SPONSORED

I Needed Help | Sponsored

When you need some help, who do you turn to? A friend? A mentor? A colleague?

SPONSORED

Paving a path of hope and healing in Mozambique | Sponsored

In the heart of Namunda, Mozambique,

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's* online and print editions are 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



Important dates and deadlines

Edition – 2024	Ad booking deadline	Ad artwork deadline	Inserts to printer	In parishes online / date
February	Friday 19 Jan	Thursday 22 Jan		4 Feb
March (Print)	Friday 23 Feb	Monday 26 Feb	Thursday 29 Feb	17 Mar
April	Friday 29 Mar	Monday 1 April		14 April
May	Friday 19 April	Monday 22 April		5 May
June (Print)	Thursday 10 May	Monday 13 May	Thursday 16 May	2 June
July	Friday 21 June	Monday 24 June		7 July
August	Friday 19 July	Monday 22 July		4 Aug
September (Print)	Friday 9 Aug	Monday 12 Aug	Thursday 15 Aug	1 Sept
October	Friday 20 Sept	Monday 23 Sept		6 Oct
November	Friday 18 Oct	Monday 21 Oct		3 Nov
December (Print)	Friday 8 Nov	Monday 11 Nov	Thursday 14 Nov	1 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
 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
 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 close-up photograph of a person's hands holding an open newspaper or magazine. The person is wearing a light-colored, textured sweater. The background is softly blurred, showing what appears to be a yellow object. The overall tone is warm and focused on the act of reading.

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.

Dr Bob Mitchell AM

Board Director at Eastern Health, Mission Australia, University of Divinity, ex-NFP CEO, Solicitor, FAICD



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