

The Southern Cross

Part of your Catholic family since 1867

Living Catholic



MEDIA KIT 2024
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 Easter and Christmas, boosting its readership to more than 290,000 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 Easter (March or April) and Christmas (December).

WEBSITE

Content updated regularly and available 24/7 for free at 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 1860s. Today's content reflects our Archdiocesan mantra of 'Living Catholic' that 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 101 Catholic schools comprising more than 52,000 students and 9000 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*

15.7%

of the total population is Catholic (253,871)

Median age of Catholics is 40 years

23.7% of Catholics are aged 65+

102,298

Families are Catholic

52,000

students attend a Catholic school

73,290

Catholics are born overseas

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

35.7%

of Catholics are managers and professionals

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

REACH

The Southern Cross has a monthly print readership of more than 8000, 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 290,000 readers in addition to 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 1300 active unique subscribers and the EDM is passed on to the parents and caregivers of more than 52,000 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

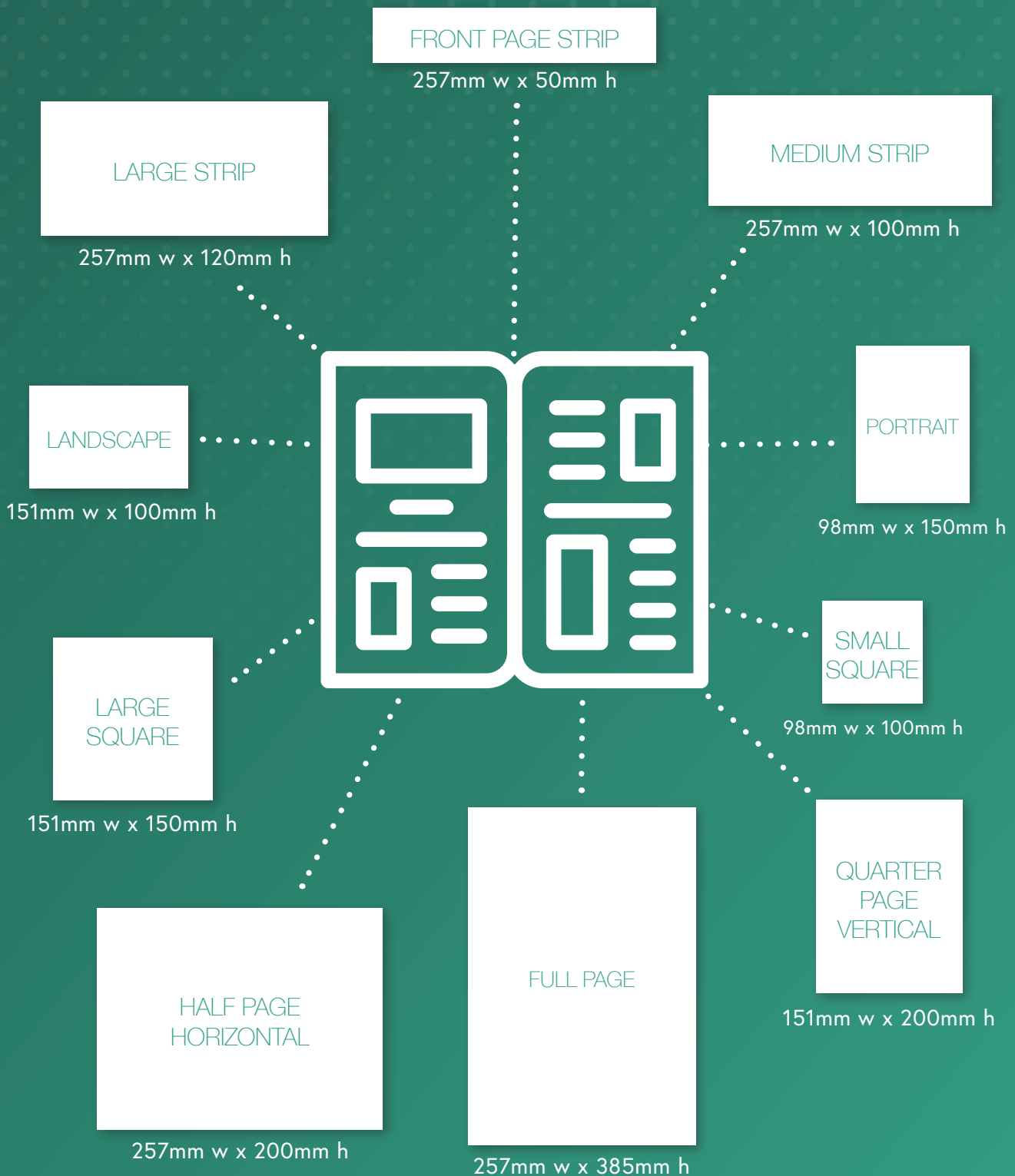


IMAGE SUPPLY

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

PRINT DISCOUNT RATES

REGULAR EDITIONS

| No. of insertions | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|-----------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Front Page Strip | \$1,100 | \$1,067 | \$1,034 | \$1,001 | \$968 | \$935 | \$902 | \$869 | \$836 |
| Full Page | \$1,700 | \$1,649 | \$1,598 | \$1,547 | \$1,496 | \$1,445 | \$1,394 | \$1,343 | \$1,292 |
| Half Page Horizontal | \$1,000 | \$970 | \$940 | \$910 | \$880 | \$850 | \$820 | \$790 | \$760 |
| Large Strip | \$790 | \$766 | \$742 | \$718 | \$695 | \$671 | \$647 | \$624 | \$600 |
| Quarter Page Vertical | \$750 | \$727 | \$705 | \$682 | \$660 | \$637 | \$615 | \$592 | \$570 |
| Medium Strip | \$700 | \$679 | \$658 | \$637 | \$616 | \$595 | \$574 | \$553 | \$532 |
| Large Square | \$650 | \$630 | \$611 | \$591 | \$572 | \$552 | \$533 | \$513 | \$494 |
| Portrait | \$580 | \$562 | \$545 | \$527 | \$510 | \$493 | \$475 | \$458 | \$440 |
| Landscape | \$450 | \$436 | \$423 | \$409 | \$396 | \$382 | \$369 | \$355 | \$342 |
| Small Square | \$360 | \$349 | \$338 | \$327 | \$316 | \$306 | \$295 | \$284 | \$273 |

BUMPER EDITIONS (EASTER AND CHRISTMAS)

| No. of insertions | 1 | 2 |
|-----------------------|---------|---------|
| Front Page Strip | \$3,270 | \$2,616 |
| Full Page | \$3,400 | \$2,720 |
| Half Page Horizontal | \$2,000 | \$1,600 |
| Large Strip | \$1,580 | \$1,264 |
| Quarter Page Vertical | \$1,500 | \$1,200 |
| Medium Strip | \$1,400 | \$1,120 |
| Large Square | \$1,300 | \$1,040 |
| Portrait | \$1,015 | \$812 |
| Landscape | \$788 | \$630 |
| Small Square | \$630 | \$504 |

INSERTS

Approx. 4000 copies \$1500

POSITIONAL LOADING

Back page 50%

Page 3 to 7 30%

Guaranteed right hand page
outside EGN 15%

Rates exclude GST

Insertion discount only valid if
made within the same booking

WEBSITE ADVERTISING OPPORTUNITIES

MASTHEAD BILLBOARD

The Southern Cross


Part of your Catholic family since 1987

Get The Southern Cross in your inbox. [Read the latest edition.](#)

News Opinion People Schools Events Culture Media

Monday, November 14


Today's 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 Birchworth Thursday, November 12



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 on-ground meeting a panel discussion hosted by Women SA.


Jenny Birchworth Thursday, November 12



Blackwood beauty inspires parish

Surrounded by beautiful gardens, with native animals and birds in its domain, Blackwood parish had no hesitation in deciding to register as a Catholic Epiphany Parish.

Linda Matheson Tuesday, November 10



High praise for Kensington café

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

Jenny Birchworth Wednesday, November 11

LEADERBOARD

The Southern Cross


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

Your email address

When the little things matter

It has been reported 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 Laurel Fournie is so committed to making a difference to the lives of patients and their families.


Linda Matheson Wednesday, November 12



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. 75 years later, they reflected on their experience of priesthood with JENNY BIRCHWORTH.


Jenny Birchworth Thursday, November 12



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 12



EDM ADVERTISING OPPORTUNITIES

The Southern Cross

Part of your Catholic family since 1987

TOP BANNER

Faith leaders call for bold climate action



South Australian Faith Leaders 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

Expo marks 80 years of meeting the need



Prat and present staff, clients and community leaders came together to celebrate Eastern Catholic Family Services 80th anniversary last week.

READ MORE

Plenary Council on Rome agenda



The 10th Plenary Council of Australia and the global Synod on Synodality were key discussion points for Australian Catholic Bishops Conference president Archbishop Timothy Costelloe SBS and Pope Francis when they met recently.

READ MORE

PRINCIPALS TOUR

Thursday 18 November 10am - 12pm
Friday 19 November 10am - 12pm
Saturday 20 November 10am - 12pm

Book Now

Double challenge reaps rewards



Traralgon Netball Club have received a secondary challenge to lead to the Premier's Trophy Challenge in 2022, with the inclusion of an emerging new star from Year 7 - 10 to become involved with the Netball program.

READ MORE

Essendon stance 'outspoken'



Melbourne Archbishop Peter A Comensal has warned that "if the Essendon situation is a litmus test of the value and place of priests of faith in Australian society, then we are in a fight".

READ MORE

Ready to make his mark



Seeking an opportunity that help groom the Archbishop's appointment to one day, Brighton paragonist Mark Smith is 'going back' to the local Church.

READ MORE

Glimpses of hope in the secular age



In the 'ground state' context of the world, Fr Stephen Tony Johnson shared by Ricky Barrows, engages with grief and redemption after the wife and daughter. Live, also from cancer.

READ MORE

BOTTOM BANNER

Follow The Southern Cross

The Southern Cross is available on our website at [www.southern-cross.com.au](#). You can also follow us on Facebook, Twitter, LinkedIn, YouTube, Instagram and SoundCloud. For more information, please contact us on 08 8538 1111 or email info@southern-cross.com.au.

New edition: [Home](#) [About Us](#) [Contact Us](#) [Privacy Policy](#) [Terms of Use](#)

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 |
| Medium Rectangle | 300 x 250px | – | 72 |
| Leaderboard & Mobile Banner | 728 x 90px | 320 x 50px | 72 |
| Half Page | 300 x 600px | – | 72 |

WEBSITE ADVERTISING RATES

Per month

| Ad type | Home Page & News |
|-----------------------------|------------------|
| Masthead Billboard | \$175 |
| Medium Rectangle | \$125 |
| Leaderboard & Mobile Banner | \$100 |
| 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 colours
- Embedded video must be set to autoplay/mute
- Maximum file size 1MB



EDM ACCEPTED FORMATS

- Static PNG, JPG, GIF only
- Tracking URLs accepted
- No dynamic javascript
- Maximum file size 1MB

RICH MEDIA SPECIFICATIONS

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

- Rich media not 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.

2024 BOOKING SCHEDULE

| Month | Booking deadline | Artwork deadline | Distribution date | EDM dates |
|-------------------------------|------------------|------------------|-------------------|--------------------|
| February | 15/01/24 | 22/01/24 | 04/02/24 | Feb 5; Feb 19 |
| March | 12/02/24 | 19/02/24 | 03/03/24 | March 4; March 18 |
| April (Advertiser Edition) | 07/03/24 | 14/03/24 | 31/03/24 | April 2; April 15 |
| May | 08/04/24 | 15/04/24 | 28/04/24 | April 29; May 13 |
| June | 13/05/24 | 20/05/24 | 02/06/24 | June 3; June 17 |
| July | 11/06/24 | 17/06/24 | 30/06/24 | July 1, July 15 |
| August | 08/07/24 | 15/07/24 | 28/07/24 | July 29; August 12 |
| September | 12/08/24 | 19/08/24 | 01/09/24 | Sept 2; Sept 16 |
| October | 09/09/24 | 16/09/24 | 29/09/24 | Sept 30; Oct 14 |
| November | 14/10/24 | 21/10/24 | 03/11/24 | Nov 4; Nov 18 |
| December (Advertiser Edition) | 20/11/24 | 27/11/24 | 15/12/24 | Dec 16 |

2025 BOOKING SCHEDULE

| Month | Booking deadline | Artwork deadline | Distribution date | EDM dates |
|----------|------------------|------------------|-------------------|-------------------|
| February | 13/01/25 | 20/01/25 | 02/02/25 | Feb 3; Feb 17 |
| March | 10/02/25 | 17/02/25 | 02/03/25 | March 3; March 17 |

The Southern Cross

Part of your Catholic family since 1867



Contact us to discuss your advertising and editorial needs today.

ADVERTISING

08 8224 1600
southerncross@solsticemedia.com.au

EDITORIAL

Jenny Brinkworth
08 8210 8147
jbrinkworth@adelaide.catholic.org.au

SOLSTICE
MEDIA

thesoutherncross.org.au