



JOURNEY

Media Kit 2017



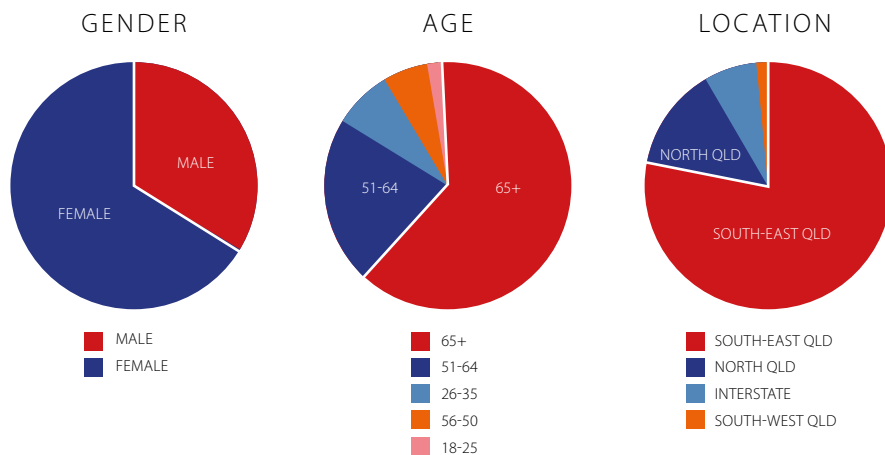
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OUR REACH



Journey is the international award-winning magazine of the Uniting Church in Australia, Queensland Synod. It has a print run of 14,700 and an estimated readership of 30,000.

Our readers are theologically engaged retirees with school-aged children or grandchildren. They are active in their communities, care about social justice issues and enjoy reading. *Journey's* content seek to target both them, and their children and grandchildren—who are the current and future generation of church leaders.*



*Results from the 2014 *Journey* readership survey.

FIVE WAYS TO ADVERTISE IN 2017

- 1 Display advertising**
 Choose your size, design your own content and artwork, or ask us about our in-house design service.
- 2 Classified ads**
 Something to sell, rent or announce? Classified ads are an economical and reliable way to get your message across.
- 3 Inserts**
 A great way to put your own material directly into the hands of *Journey* readers. Brochures, donation envelopes or flyers may be inserted (conditions apply).
- 4 Sponsored articles**
 Associate your brand with a relevant *Journey* article, integrating your message among highly engaged feature articles.
- 5 Online**
 JourneyOnline ads offer you another way to reach your customers. Choose your size, design the content and increase your company's presence across multiple platforms.

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PRINT ADVERTISING



AD SIZE	TOTAL COST*	CONTRACT ADVERTISING DISCOUNTS**		
		3x (-5%)	6x (-10%)	11x (-15%)
Full page	\$ 3,210.00	\$ 2,964.00	\$ 2,889.00	\$ 2,728.50
Half Page	\$ 1,780.00	\$ 1,691.00	\$ 1,602.00	\$ 1,513.00
1/4 Page	\$ 900.00	\$ 855.00	\$ 810.00	\$ 765.00
Banner	\$ 510.00	\$ 484.50	\$ 459.00	\$ 433.50
1/8 Page	\$ 330.00	\$ 313.50	\$ 297.00	\$ 280.50
Inserts full^	\$ 1,830.00	\$ 1,738.50	\$ 1,647.00	\$ 1,555.50
Insert half^	\$ 980.00	\$ 931.00	\$ 882.00	\$ 833.00
Classifieds***	\$ 0.25	n/a	n/a	n/a

*Total cost per edition, includes GST. Some Uniting Church advertisers may be GST exempt. Prices do not include agency commission. A 10 per cent positional surcharge for a specific page (not applied to full page ads) may apply and is not included in the total cost above.

**Contracts are only valid within a calendar year.

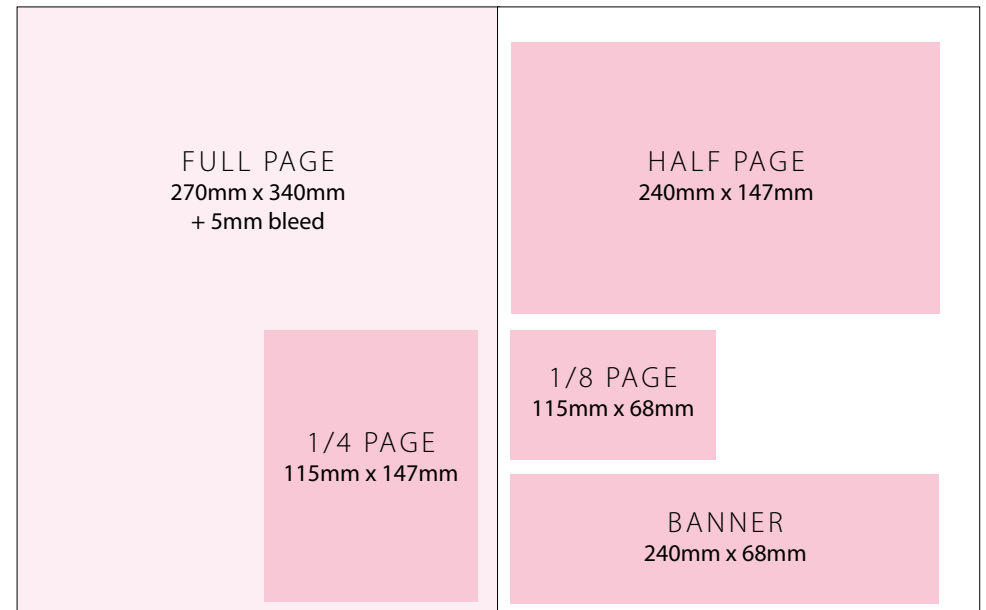
***Classifieds are charged at \$0.25 per character (including spaces and punctuation).

INSERTS^

Under 20gsm: Full run \$1,740.00* Half run \$930.00*

Over 20gsm: \$0.22 per item

^Maximum thickness applies.



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SPONSORED ARTICLES



AD SIZE	TOTAL COST*	NOTES
Sponsor, feature article (print/online)	\$ 600.00	Brought to you by logo (header), logo and 30 word spiel (footer)
Sponsor, one-page article (print/online)	\$ 400.00	Brought to you by logo (header), logo and 30 word spiel (footer)
Sponsor plus, one-page article (print/online)	\$ 900.00	Brought to you by logo (header), logo and 30 word spiel (footer), print banner, online skyscraper
Sponsor, online exclusive	\$ 200.00	Brought to you by logo (header), logo and 30 word spiel (footer)
Sponsor plus, online exclusive	\$ 400.00	Brought to you by logo (header), logo and 30 word spiel (footer), skyscraper

*Total cost includes GST. Some Uniting Church advertisers may be GST exempt. Prices do not include agency commission.

TERMS AND CONDITIONS

Sponsored articles are not advertorial. Advertisers are invited to express interest in their brand appearing alongside particular topics and/or months. Once the editor has independently confirmed content for the upcoming month, the advertising manager will be in touch to offer the sponsored space to the advertiser. A preview of that article may be seen in production week during which time the advertiser may choose to pull out if the content is deemed unsuitable for their brand. The advertiser does not have influence over the content.

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JourneyOnline

ADVERTISING

STATISTICS (PER ANNUM)

- 31,731 visits
- 22,789 unique visitors
- 3.07 average page views
- 1.31 minutes, average time on site

Based on statistics from 1 November 2015 to 1 November 2016.

JourneyOnline cannot guarantee advertisers will be the only banner ad live at the time of advertising. However, only a maximum of three ads will rotate in a position at any one time.

REQUIREMENTS

Pre-designed artwork format:

- Artwork should be supplied in Jpeg or PNG format actual size at 72 ppi resolution.
- Microsoft Publisher and Word documents are not accepted.

Design service:

- A design service is available. Logos and artwork elements to be supplied as high resolution TIFF or JPEG.



DETAILS

SIZE	DIMENSIONS	TOTAL COST*
Homepage top banner	300 px (w) x 250 px (h)	\$ 200.00
Homepage and in-article top banner	300 px (w) x 250 px (h)	\$ 300.00
Homepage skyscraper	160 px (w) x 600 px (h)	\$ 200.00
Homepage and in-article skyscraper	160 px (w) x 600 px (h)	\$ 300.00
Homepage bottom banner	300 px (w) x 250 px (h)	\$ 150.00

In-article ads will appear across the entire JourneyOnline website, ensuring maximum exposure.

*Total cost includes GST. Some Uniting Church advertisers may be GST exempt. Prices do not include agency commission.

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SPECIAL DISCOUNTS



AD SIZE	NOTES
First time advertiser	One free ad in a six or 11 month contract
April schools discount	30% off half page, 40% off full page
September colleges discount	30% off half page, 40% off full page
October (Synod) agencies discount	30% off half page, 40% off full page
Interstate subscriber	\$40 per subscription



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SPECS AND DEADLINES

PUBLICATION STATISTICS

Journey is published 11 times a year (February—December), with 16–20 pages per issue and a print run of 14,700.

REQUIREMENTS

Pre-designed artwork format:

- Artwork should be supplied in high resolution PDF format with all fonts and pictures embedded.
- Microsoft Publisher and Word documents are not accepted.

Design service:

- A design service is available. Logos and artwork elements to be supplied as high resolution TIFF or JPEG.

Artwork submission:

- Email all artwork, before the deadline, to Ashley Thompson (ashley.thompson@ucaqld.com.au).

DEADLINES FOR 2017

ISSUE	ADVERTISING DEADLINE	RELEASE
February	16 January	5 February
March	13 February	5 March
April	13 March	2 April
May	17 April	7 May
June	15 May	4 June
July	12 June	2 July
August	17 July	6 August
September	14 August	3 September
October	11 September	1 October
November	16 October	5 November
December	13 November	3 December

GENERAL ENQUIRIES

GPO Box 674 Brisbane QLD 4001
Email: journey@ucaqld.com.au
Phone: 07 3377 9910
Fax: 07 3377 9717

Ben Rogers—Cross-platform editor

Phone: 07 3377 9791
Email: ben.rogers@ucaqld.com.au

TECHNICAL ENQUIRIES

Holly Jewell—Graphic designer
Phone: 07 3377 9761
Email: holly.jewell@ucaqld.com.au

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TERMS + CONDITIONS

For advertising in *Journey* magazine and online



1. Advertisements should be appropriate for publication in *Journey* and for its readership, and must conform to this advertising policy.
2. The editor reserves the right to refuse, withdraw, amend, decline, cancel or otherwise deal with all advertisements without explanation at any time.
3. Advertising is separate from content. *Journey* will not sell advertising for a specific product if conditional that it appears in the same location and at the same time as a specific article mentioning that product. Advertisers may wish to submit editorial material for inclusion, but it will not be guaranteed inclusion or preferential treatment by being associated with advertisements. Users will be able to distinguish advertising and editorial content clearly.
4. Sponsored articles are not advertorial. Advertisers are invited to express interest in their brand appearing alongside particular topics and/or months. Once the editor has independently confirmed content for the upcoming month, the advertising manager will be in touch to offer the sponsored space to the advertiser. A preview of that article may be seen in production week during which time the advertiser may choose to pull out if the content is deemed unsuitable for their brand. The advertiser does not have influence over the content.
5. To fundraise through *Journey* advertising (inserts or display/online ads) organisations must show a current and active organisational relationship with the Uniting Church in Australia.
6. Organisations that do not have a current and active organisational relationship with the Uniting Church in Australia may promote themselves, but not fundraise.
7. Advertising must be factual and in good taste and not vilify any groups by encouraging others to threaten, hate, abuse or strongly react against an individual or group of people, because of their race, religion, sexuality or gender identity. The editor retains the right to refuse any advertisement which in his/her opinion is false, misleading and/or libellous.
8. *Journey* will not accept paid advertisements for political parties and will not accept any advertising that relates to alcoholic beverages, cigarettes, tobacco, gambling or items or events sponsored by the manufacturers or suppliers of these products.
9. *Journey* does not accept ads of a personal nature that would traditionally appear in a personals column in a newspaper.
10. Advertising pertaining to services, products, companies or organisations which are ethically unacceptable to the Uniting Church will not be accepted.
11. All advertisements must comply with the Trade Practices Act 1974 (amended) and must not be misleading, false or deceptive. *Journey* does not accept any liability for breaches of that Act by any advertiser.
12. The Uniting Church will not be liable for any damage or loss caused by late publication, error or failure of advertisement to appear. Where the mistake is made by the advertiser, *Journey* will not be responsible for failing to make any corrections. Where mistakes in advertisements are made by *Journey* staff or their appointed agents, *Journey* will print the advertisement a second time at no charge.
13. Original advertising appearing in *Journey* is copyright, the exclusive property of *Journey*, and cannot be reproduced in whole or in part, without the express permission of the editor.
14. Acceptance of advertising does not express endorsement of the editor of *Journey* or the Uniting Church in Australia. The Uniting Church does not assume any responsibility concerning advertisers, their positions, practices, services, or products.
15. No responsibility is accepted by the editor or the Uniting Church in Australia for the accuracy of any information contained in any advertisement.
16. All revenue generated from advertising will be used to provide financial support to Uniting Communications.