

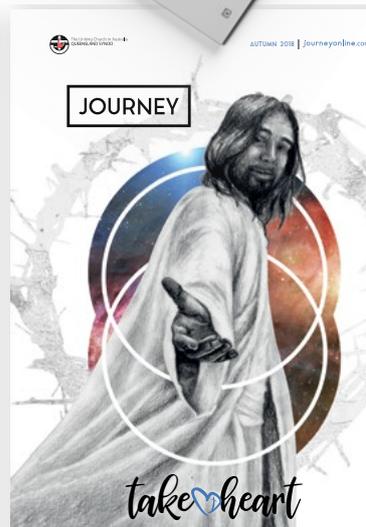
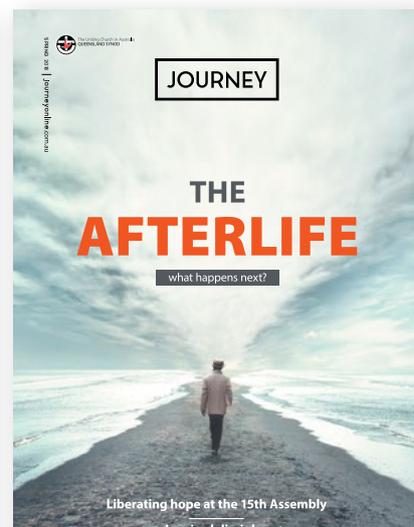
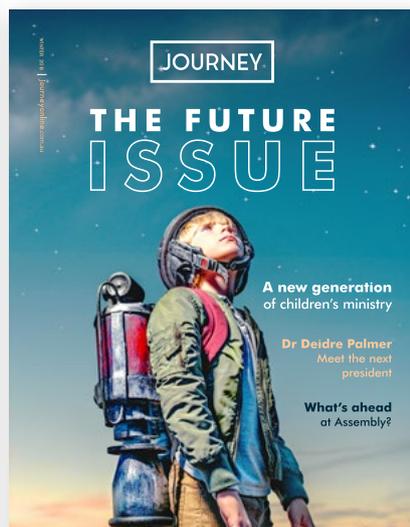
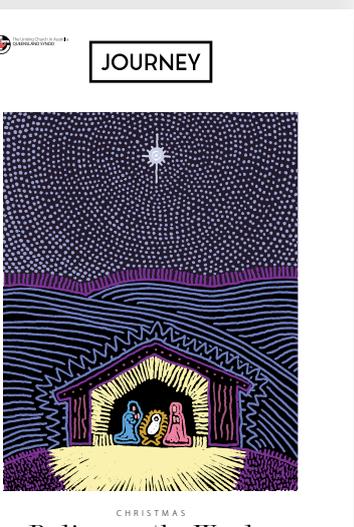
JOURNEY

Media Kit

2019



The United Church in Australia
QUEENSLAND SYNOD



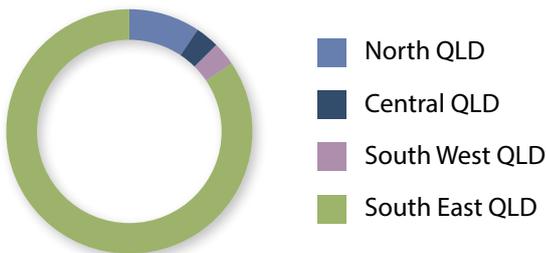
Our reach

Journey is the international award-winning magazine of the Uniting Church in Australia, Queensland Synod with a print run of 13 000 and an estimated readership of 28 000.

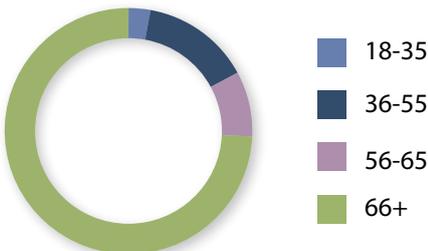
Our readers are predominantly theologically engaged retirees often with school-aged grandchildren.

They are active in their communities, care about social justice issues and enjoy reading.

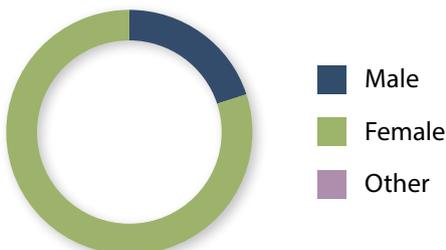
Location



Age



Gender



*Results from the 2018 *Journey* readership survey.

Three ways to advertise in 2019

- 1 Print advertising:**
Supply your own artwork with our revised advert spaces.
Page 2
- 2 Sponsored articles:**
Associate your brand with a relevant *Journey* article, integrating your message among highly engaged feature articles.
Page 3
- 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).
Specs and deadlines
Page 4
Terms & Conditions
Page 5

Print advertising

Four editions per year

Ad size	Total cost per edition*	Discount for four editions
Full page	\$ 1600	25%
Half page (<i>landscape</i>)	\$ 850	
Third (<i>skyscraper</i>)	\$ 650	
Quarter (<i>portrait</i>)	\$ 450	
Double standard full page (<i>facing spread</i>)	\$ 2900	
Back cover (<i>only full page, portrait</i>)	\$ 1900	
Inside back cover (<i>only full page, portrait</i>)	\$ 1900	



*Total cost per edition, includes GST. Some advertisers may be GST exempt.

Prices do not include agency or intermediary commissions.

We endeavour to place ads on the best pages and most appropriate to content. The Editor has discretion and may alter placements due to unforeseen content or page arrangement changes.

Artwork specification:

Full page	210W x 297H mm + 5mm bleed
Half page (<i>landscape</i>)	210W x 148.5H mm + 5mm bleed
Third (<i>skyscraper</i>)	74W x 297H mm + 5mm bleed
Quarter (<i>portrait</i>)	105W x 148.5H mm + 5mm bleed
Double standard full page (<i>facing spread</i>)	210W x 297H mm each page + 5mm bleed
Back cover (<i>only full page, portrait</i>)	210W x 297H mm + 5mm bleed
Inside back cover (<i>only full page, portrait</i>)	210W x 297H mm + 5mm bleed

Advert requirements

Pre-designed artwork format:

- 30% or less of the advert should be dedicated to text; 70% or more of the advert should be imagery.
- High resolution PDF document with bleed.
- Pictures embedded. Images must be CMYK and 300dpi.
- All fonts embedded or turned into outlines.
- Microsoft Publisher and Word documents are not accepted.

All artwork is to be submitted via email to journey@ucaqld.com.au before the edition advertising deadline.

Sponsored articles

Article size	Total cost*	Inclusions
One page	\$400	+ Sponsored by (your logo) near headline. + text about your organisation/campaign in the footer up to 30 words.
Two pages	\$700	+ Sponsored by (your logo) near headline. + text about your organisation/campaign in the footer up to 30 words.

*Total cost includes GST. Some advertisers may be GST exempt.

Prices do not include agency or intermediary commissions.

Logo must be supplied as an .eps or .jpg (300ppi) file.

Terms and conditions

Sponsored articles are not advertorial. Advertisers are invited to express interest in their brand appearing alongside particular topics and/or editions. Once the editor has independently confirmed content for the upcoming edition, 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.



Inserts

Ad size	Total cost per edition
Inserts full run	\$1700
Insert half run	\$990

*Total cost per edition, includes GST. Some advertisers may be GST exempt.

Prices do not include agency or intermediary commissions.

There may be additional charges based on specifications of the proposed insert.

Specs and deadlines

Publication statistics

Journey is published 4 times a year (March, June, September and December), with 52 pages per issue and a print run of 13 000.

Requirements

See page 2 for print artwork specifications.

All artwork is to be submitted via email to **journey@ucaqld.com.au** before the edition advertising deadline.

Issue	Advertising deadline	Release
Autumn	4 February 2019	3 March 2019
Winter	6 May 2019	9 June 2019
Spring	5 August 2019	1 September 2019
Summer	4 November 2019	1 December 2019

Enquiries

Simon Hope
Advertising
Phone: 07 3377 9925 or (07) 3377 9777
Email: journey@ucaqld.com.au

Terms and conditions

1. Advertisements should be appropriate for publication 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.