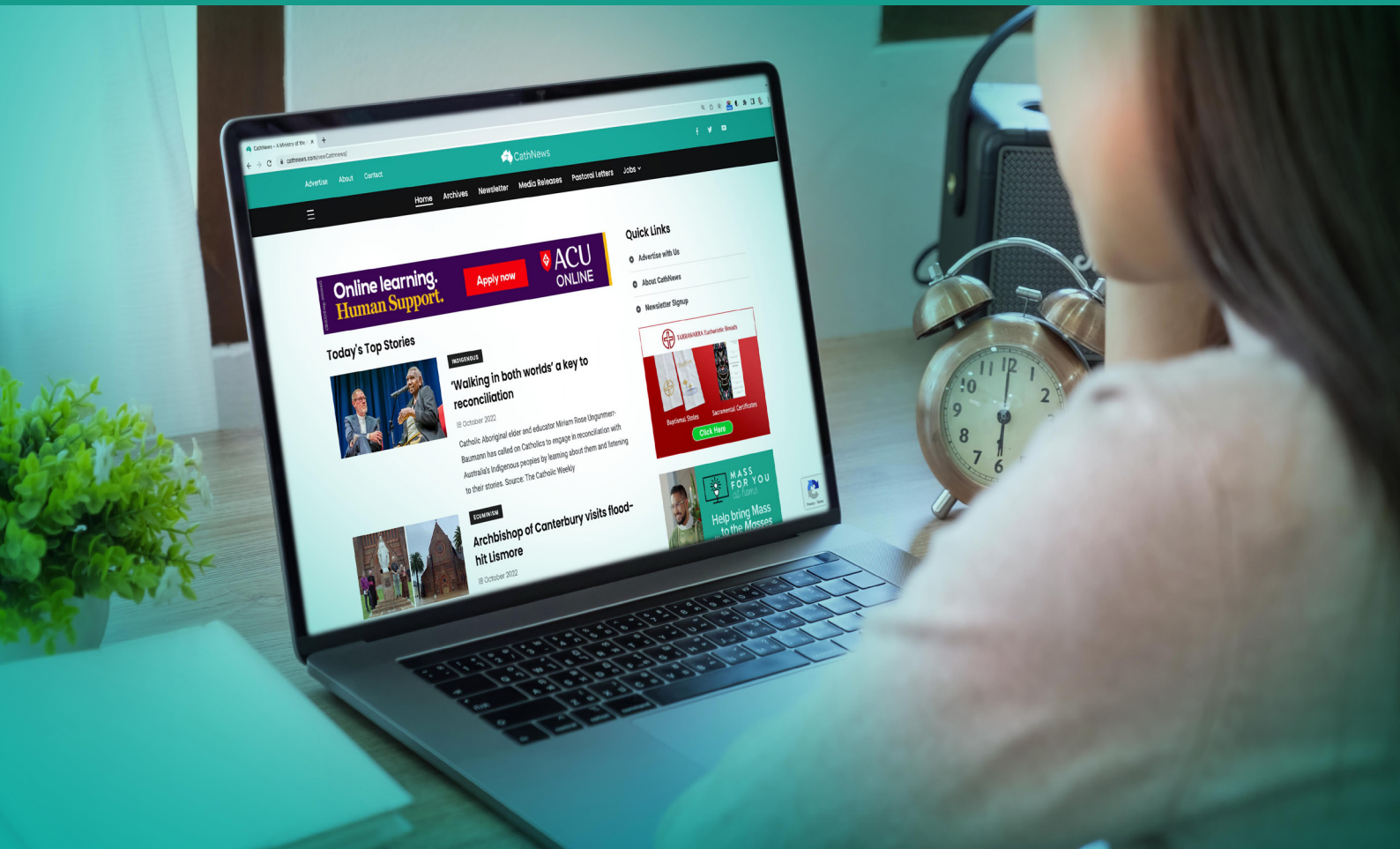




A MINISTRY OF THE AUSTRALIAN CATHOLIC BISHOPS CONFERENCE



# Media Kit

FEBRUARY 2025



**For more than 25 years, CathNews has been one of Australia's leading faith-based electronic newsletters and websites.**

The news aggregation service is published Monday to Friday by the Australian Catholic Bishops Conference. The newsletter is available free of charge by email. It gathers stories on the Catholic Church and its ministries and stories of interest to Catholic readers. The CathNews website, social media and newsletter audiences are among the largest online Catholic communities in Australia.

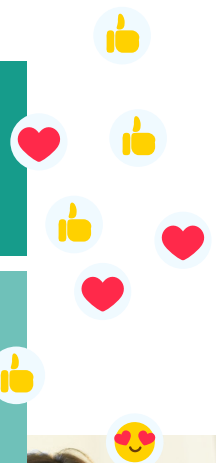
**CathNews.com has about 108K visitors, 1.1M impressions & 19K clicks every 90 days.**

**More than 12,000 people receive our newsletter in their inboxes every day.**

**Our Facebook Page has 107K followers, with posts reaching 26,500 accounts every 28 days.**






**We have over 5,000 followers on X and more than 7.5K total views over our last 100 posts .**

**We advertise hundreds of listings for key roles within Church agencies and ministries each year.**





# Rates • Display Ads

	Position (see placements below)	Cost per week	Package Discount
	<b>Top Banner (website or newsletter)</b> 729px width x 90px height	\$800	15%
	<b>Upper Sidebar (website)</b> 360px width x 248px height	\$550	15%
	<b>Lower Sidebar (website)</b> 360px width x 248px height	\$425	15%
	<b>Upper Sidebar (newsletter)</b> 240px width x 400px height	\$550	15%
	<b>Lower Sidebar (newsletter)</b> 240px width x 400px height	\$425	15%

Prices exclude GST. Prices are for one calendar week (website) or five daily editions (eNewsletter). Public holiday discounts apply to newsletter only. No GST will be charged for advertisers that are members of the Catholic GST Religious Group.

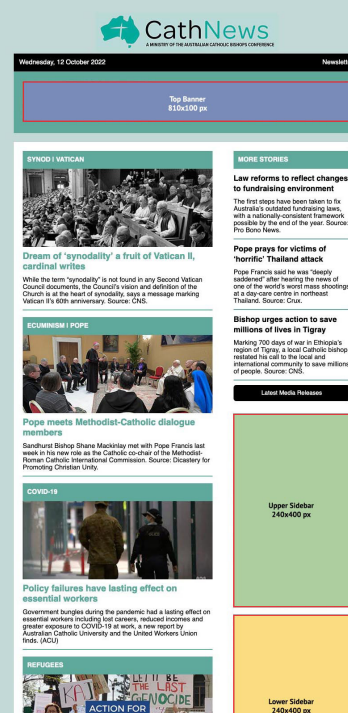
For job ad rates, visit <https://cathnews.com/advertise/>

- \* Package discount applies to bookings of four or more weeks
- \*\* Lower Sidebar can only be booked if Upper Sidebar is already reserved

## Placement on website



## Placement on newsletter



## Job Ads

### Job ads are listed in both the daily newsletter and on the CathNews Jobs section.

The cost of each listing is \$275 excl GST (or \$302.50 including GST). Members of the Catholic GST Religious Group are exempt from GST for CathNews advertising.

- ✓ *used by Catholic institutions including schools, healthcare, dioceses, religious orders, parishes and more*
- ✓ *easy to use self-service portal*
- ✓ *affordable pricing*
- ✓ *reach the right audience*

#### DOWNLOAD THE JOBS PORTAL GUIDE:

<https://cathnews.com/wp-content/uploads/2025/02/Jobs-Portal-Guide-for-Employers.pdf>

## Testimonials

**“CathNews is one of the main Australian Catholic Media, which is an indispensable channel when building a relevant communications strategy. It gives us a window into the Catholic news space which is valuable due to its relevance to our activities. We have been advertising with CathNews for a few years now, and we are looking forward to continuing this collaboration.”**

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**Peter Gates**  
Deputy National Director, Catholic Mission

**“We started using CathNews many years ago...mostly to support the mission of the Church rather than with any expectation of reaching people seeking a new role. Times have changed! We now see CathNews as a vital part of our recruitment strategy ... while still financially contributing to the mission of the Catholic Church.”**

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**John Chesher**  
Principal, TrakSearch



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