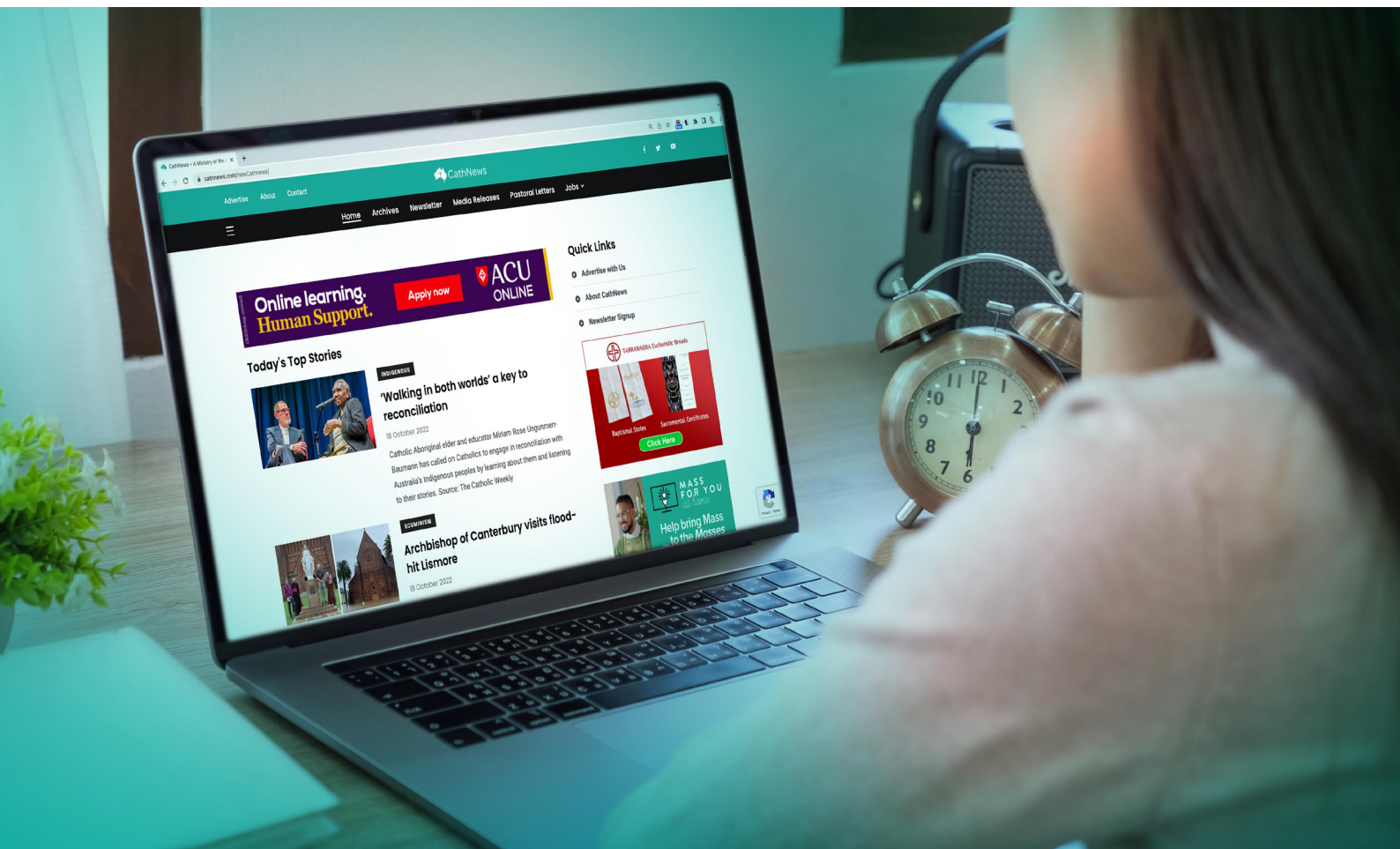




A MINISTRY OF THE AUSTRALIAN CATHOLIC BISHOPS CONFERENCE



Media Kit

OCTOBER 2022

cathnews.com



[cathnews](https://facebook.com/cathnews)



[CathNews](https://twitter.com/CathNews)



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.

Our website has 40,000 visitors each month and 1.7 million page views a year

13,000 people receive our eNewsletter in their inboxes every day

Posts on our Facebook Page reach 4000+ people daily, creating 76,000 impressions a month

We have 4,600+ followers on Twitter and an average of 64,000 impressions monthly

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



Advertising Rates

Position (see placements below)	Cost per week	Package Discount
 Top Banner (website or newsletter) 810x100 px	\$800	15%
 Upper Sidebar (website) 360x248 px	\$550	15%
 Lower Sidebar (website) 360x248 px	\$425	15%
 Upper Sidebar (newsletter) 240x400 px	\$550	15%
 Lower Sidebar (newsletter) 240x400 px	\$425	15%

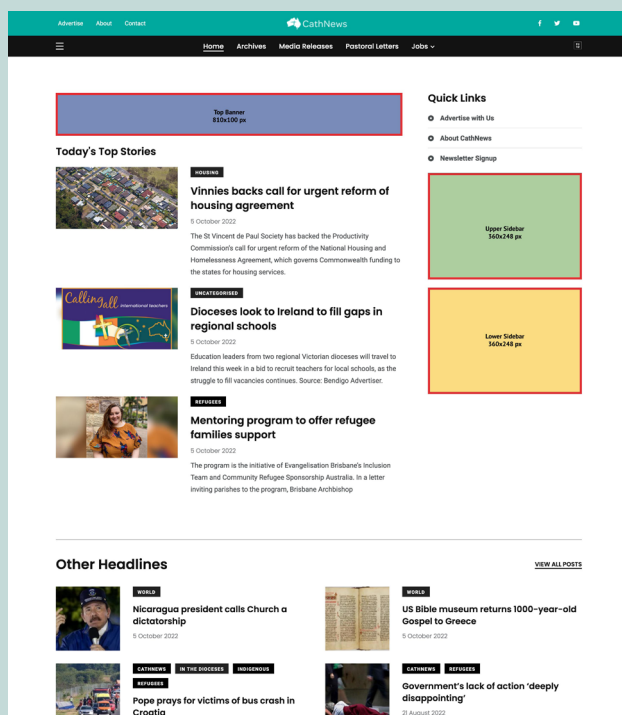
Prices exclude GST. Prices are for one calendar week (website) or five daily editions (eNewsletter). Public holiday discounts apply to newsletter only. No GST will be charged for advertisers that are members of the Catholic GST Religious Group.

For job ad rates, visit bit.ly/CathNewsJobs

* Package discount applies to bookings of four or more consecutive weeks

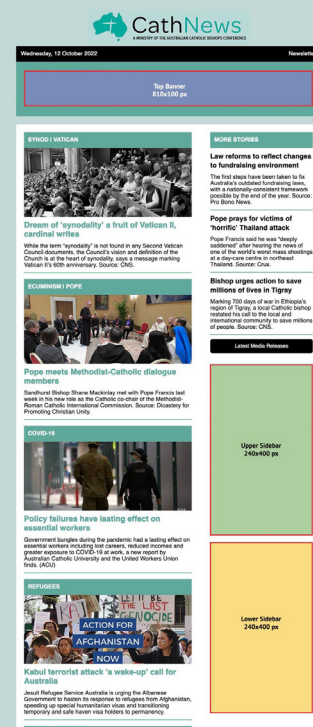
** Lower Sidebar can only be booked if Upper Sidebar is already reserved

Placement on website



The screenshot shows the CathNews website layout. At the top is a teal header with navigation links: [Advertise](#), [About](#), [Contact](#), and the CathNews logo. Below the header is a black navigation bar with links: [Home](#), [Archives](#), [Media Releases](#), [Pastoral Letters](#), and [Jobs](#). The main content area is divided into sections. On the left, 'Today's Top Stories' features three articles with images and headlines. On the right, 'Quick Links' includes links to 'Advertise with Us', 'About CathNews', and 'Newsletter Sign-up'. Below this, three colored boxes represent advertising placements: a blue 'Top Banner 810x100 px', a green 'Upper Sidebar 360x248 px', and a yellow 'Lower Sidebar 360x248 px'. At the bottom, 'Other Headlines' shows a grid of article thumbnails with titles like 'Nicaragua president calls Church a dictatorship' and 'US Bible museum returns 1000-year-old Gospel to Greece'.

Placement on newsletter



The screenshot shows the CathNews newsletter layout. At the top is a teal header with the CathNews logo and the text 'A MEMBERSHIP OF THE AUSTRALIAN CATHOLIC GROUPS/CONFERENCES'. Below the header is a black navigation bar with links: [Home](#), [Archives](#), [Media Releases](#), [Pastoral Letters](#), and [Jobs](#). The main content area is divided into sections. On the left, 'Today's Top Stories' features three articles with images and headlines. On the right, 'Quick Links' includes links to 'Advertise with Us', 'About CathNews', and 'Newsletter Sign-up'. Below this, three colored boxes represent advertising placements: a blue 'Top Banner 810x100 px', a green 'Upper Sidebar 360x248 px', and a yellow 'Lower Sidebar 360x248 px'. At the bottom, 'Other Headlines' shows a grid of article thumbnails with titles like 'Nicaragua president calls Church a dictatorship' and 'US Bible museum returns 1000-year-old Gospel to Greece'.

As a Catholic agency, advertising in CathNews gives us the opportunity to directly reach our audience, and facilitate the connection with it. The large audience reached helps us to create awareness in the Catholic media. 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.

Peter Gates
Deputy National Director, Catholic Mission

We started using CathNews many years ago for recruitment projects. At that time, it was 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.

John Cheshier
Principal, TrakSearch



A ministry of the Australian Catholic Bishops Conference

cathnews.com



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