



New Times is the voice of Uniting Church SA.

Published monthly, February through December, **New Times** represents the breadth, diversity and vision of Uniting Church members in SA.

Why advertise to the Uniting Church?

- The Uniting Church is the third largest denomination in Australia with around 350 Uniting Church congregations and faith communities in SA.
- At least 10% of South Australia's population claim an affiliation with the Uniting Church
- Being a major provider of community services in South Australia gives you access into our broad community network including eight schools and colleges as well as 16 UnitingCare agencies.
- Uniting Church people engage actively within the breadth of the workforce, family groups, politics, schools and many areas
- Committed to community, around 42% of Uniting Church attendees are involved in community-based social service groups or activities

How far will New Times get my business?

- New Times is a magazine with a monthly circulation of 11,600 and a readership of over 25,000; in South Australia, Australia and overseas
- Printed copies are distributed through Uniting Church congregations, communities, schools and agencies throughout South Australia, but are also readily available online at sa.uca.org.au/newtimes
- New Times is committed to uniting people by telling the stories of Uniting Church people and action, inspiring hope, love and community to make a positive difference in the world – wouldn't you want these people knowing about your business?

Our readers

New Times reaches a broad demographic across the state of South Australia and beyond, covering all ages and socioeconomic groups, but generally skewing to older Baby Boomers and Retirees.

A large number of our readers have a high amount of disposable income and time - New Times is one of the few publications in this state pinpointing this growing market, delivering its considerable discretionary buying power economically and effectively.

Our readers are generally active attendees of Uniting Church congregations, are interested in the work of their Church intrastate, interstate and overseas while maintaining strong links within their communities.

Because of this high level of interest and commitment, most readers read New Times from cover to cover - giving excellent exposure opportunities to *all* advertisers.

To reach this market contact:

Loan Leane

Advertising Manager

t. 08 8285 2768 m: 0404 089 762

e. loan@joiecreative.com.au

p. PO Box 29 Kent Town SA 5067

New Times Advertising Rates – effective Jan 2011

Advertising contracts are available for regular advertisers with a 10% discount offered for 11 placements and a 5% discount for 6 per calendar year.

Full Colour: Full colour is available at a 30% loading.

Cover Positions The inside front and outside back covers are available with a 10% loading for preferred position

Inserts: Are available with a maximum of three inserts per issue. In some instances samples may be required before final price is given.

Classifieds: Line classifieds are charged by word count with a minimum charge of \$10 for 20 words and 40 cents per word thereafter.

Advertising policy: New Times does not accept advertising for alcoholic beverages, any tobacco products or for any games of chance or gambling. In addition the paper reserves the right to refuse the publication of any advertisement that is contrary to the teachings of the church.

Rates

Type	Size	Mono	Colour
Inserts			\$1,500 +GST
Full Page	27x4 columns 27cm (h) x 18cm (w)	N/A	\$1,500 +GST
Half page	13x4 columns 13cm (h) x 18cm (w)	N/A	\$760 +GST
Quarter page	13x2 columns 13cm (h) x 9cm (w)	\$295	\$380 +GST
Eighth Page	6x2 columns 6cm (h) x 9cm (w)	\$140	\$180 +GST



Material Specifications:

- Printing:** New Times is printed by the offset process on quality stock. Normal issues are 24 pages, full-colour. Large issues are 28 pages.
- Publishing:** Monthly except January. **New Times is distributed to be available in churches by the first Sunday in each month.**
- Size:** Finished size (with bleed): 290 x 210
Finished size (without bleed): 270 x 188 mm
Bleed: Minimum 3mm
Columns to the page: four
Column height: 270 mm
Column width: 44 mm (after 44mm adequate column spacing will be ensured by designer)
- Acceptable sizes:** Eighth, quarter, half and full page ads are the only acceptable sizes, with the exception of Positions Vacant.
- Material requirements:** We prefer the advertisement artwork to be supplied in a print-ready PDF format with all fonts and graphics imbedded.
PC Publisher material is UNACCEPTABLE.
Extra charges may apply for advertisements requiring design work, layout or content changes to first proof (author's corrections), or more than one proof.
- Deadlines:**
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|------------------------|---|
| Booking deadline: | 10 th of the month prior to cover date |
| Paper Set Copy: | 10 th of the month prior to cover date |
| Complete material: | 17 th of the month prior to cover date |
| Cancellation Deadline: | Cancellation must be made prior to booking deadline.
Cancellations after these deadlines may incur a surcharge of 50%. |

Note: Deadlines will vary slightly from month to month depending on the date of the first Sunday in each month. The dates given must be taken as the latest acceptable dates for both bookings and material

New Times is produced by Uniting Church SA's Communications & PR unit and has received many awards for excellence in religious journalism. It is the most effective tool for communicating with the Uniting Church community in South Australia, and communicating South Australian initiatives in the Uniting Church through national and international networks.