

Catholic Outlook

News from Diocese of Parramatta

2024-2025

MEDIA KIT





Reach thousands
of people across
Western Sydney
and Blue Mountains

Table of Contents

- 4 ABOUT CATHOLIC OUTLOOK
- 7 ABOUT THE DIOCESE OF PARRAMATTA
- 9 SUBURB GUIDE
- 10 ADVERTISING GUIDE
- 11 ADVERTISING DIMENSIONS
- 12 EDITORIAL GUIDELINES
- 14 ADVERTISING TERMS AND CONDITIONS

About Catholic Outlook

Catholic Outlook is the official news outlet of the Diocese of Parramatta – the website (catholicoutlook.org) is updated daily with multiple news stories and four times a year the Diocese produces *Catholic Outlook Magazine* – a premium Catholic lifestyle publication that has ‘something for everyone’. The 60-page publication features local news and events, opinion pieces, deeper reflective pieces, activities for kids, international news and more.

The high quality of our magazine has received several accolades and each edition receives positive feedback.

Approximately 8,500 copies of *Catholic Outlook Magazine* are distributed across Western Sydney and the Blue Mountains each quarter, along with subscribers around Australia and overseas.

The magazine is also published on our website, catholicoutlook.org, which on average receives **25,000 unique visitors each month** and has **more than 3,500 subscribers** to our daily online newsletter. The magazine is distributed to our **47 parishes, more than 80 Catholic schools** as well as independent schools, aged care facilities, politicians and government agencies.

The Diocese of Parramatta reaffirms the wise axiom attributed to St Augustine of Hippo, “In essentials, unity; in non-essentials, freedom; in all-things, charity.” In this spirit, *Catholic Outlook* publishes a variety of Catholic viewpoints. They are not necessarily the official views of the Diocese of Parramatta.





About the Diocese of Parramatta

The Diocese of Parramatta is the home of Catholic Church in Western Sydney and the Blue Mountains. **We are the youngest Diocese, the fastest-growing and one of most multicultural in Australia.**

The Diocese has one of the youngest populations in the country, with a median Catholic age of 39, compared with 43 years for Australia.



322,448

CATHOLICS



43,000

STUDENTS



115,000

NUMBER OF CATHOLIC FAMILIES

The top countries where migrants in the Diocese are from:



Philippines



Lebanon



India



Malta



United Kingdom

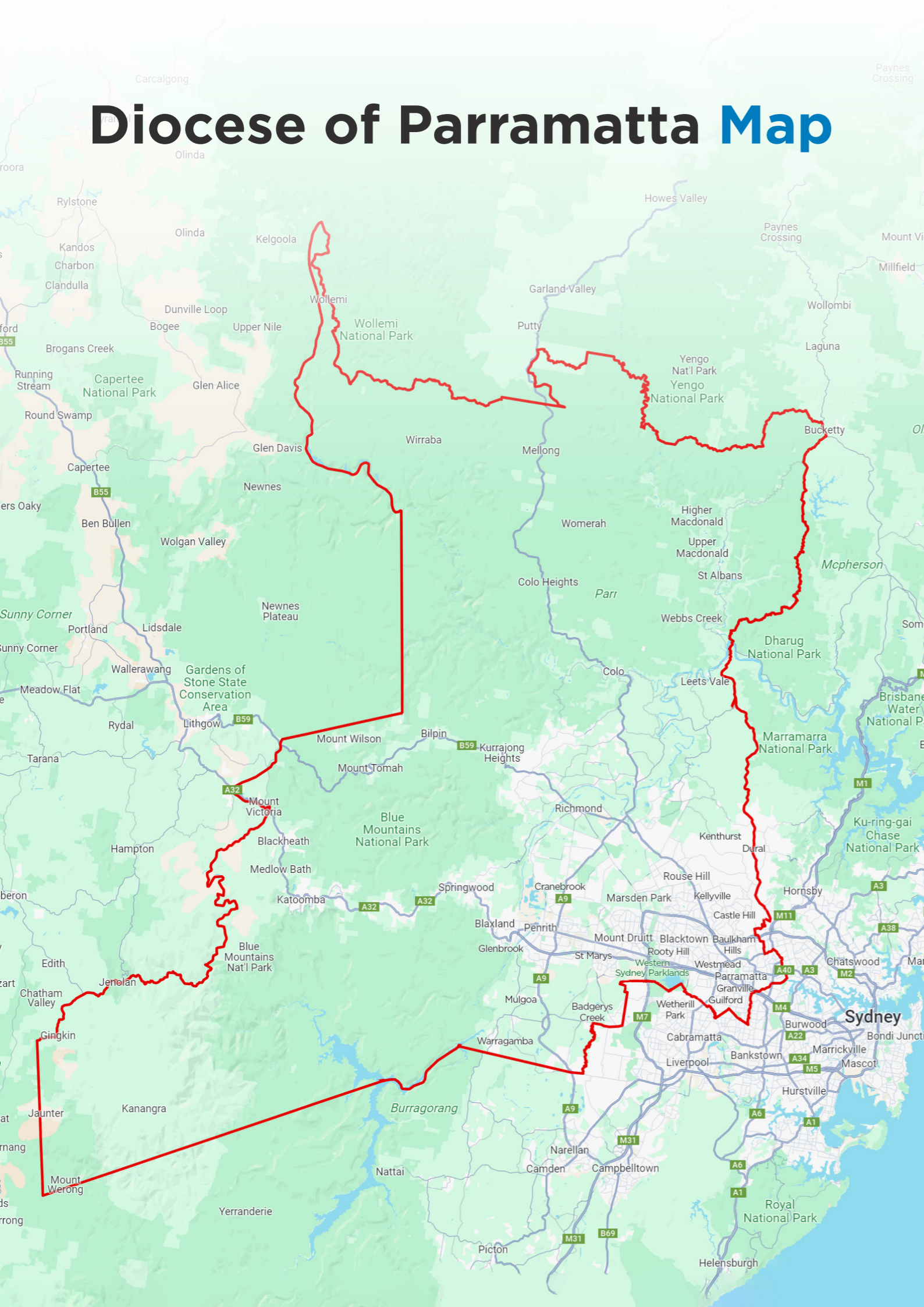


Italy



Croatia

Diocese of Parramatta Map



Suburb Guide

Baulkham Hills	2153	Hassall Grove	2761	Richmond	2753
Blackheath	2785	Katoomba	2780	Riverstone	2765
Blacktown	2148	Kellyville	2155	Rooty Hill	2766
Bligh Park	2756	Kemps Creek	2178	Rouse Hill	2155
Castle Hill	2154	Kenthurst	2156	Rydalmere	2116
Cranebrook	2749	Kingswood	2550	Schofields	2762
Doonside	2767	Lalor Park	2147	Seven Hills	2147
Dundas	2117	Lawson	2783	Springwood	2777
Dundas Valley	2117	Llandilo	2747	St Clair	2759
Emerton	2770	Luddenham	2745	St Marys	2760
Emu Plains	2750	Marayong	2148	Stanhope Gardens	2768
Girraween	2145	Marsden Park	2765	Toongabbie	2146
Glenbrook	2773	Merrylands	2160	Warragamba	2752
Glendenning	2761	Mount Druitt	2770	Wentworthville	2145
Glenmore Park	2745	North Parramatta	2151	Westmead	2145
Glenwood	2768	North Rocks	2151	Windsor	2756
Granville	2142	Parramatta	2150	Winston Hills	2153
Greystanes	2145	Penrith	2751		
Guildford	2161	Plumpton	2761		
Harris Park	2150	Quakers Hill	2763		

We are in the following electorates:

State Electorates

Blacktown
Blue Mountains
Camden
Castle Hill
Granville
Hawkesbury
Kellyville
Londonderry

Federal Electorates

Mount Druitt
Badgerys Creek
Parramatta
Penrith
Prospect
Riverstone
Winston Hills
Wollondilly

Bennelong
Berowra
Chifley
Greenway
Lindsay
Macarthur
Macquarie
McMahon
Mitchell
Parramatta

Advertising Guide

Catholic Outlook Magazine follows the liturgical season:
Easter, Ordinary Time, Season of Creation, Christmas. The 2024 dates are:

Edition	Booking Deadline	Material Deadline
March - Autumn/Lent	19 February 2024	26 February 2024
June - Winter/Ordinary Time	28 April 2024	5 May 2024
September - Spring/Creation	21 July 2024	28 July 2024
December - Summer/Advent	20 October 2024	27 October 2024

Ad Size	Cost	Page preference (30% Loading)
1/3 page vertical banner	\$850 + GST	\$1,105 + GST
1/4 page portrait	\$825 + GST	\$1,072 + GST
1/2 page horizontal	\$1,290 + GST	\$1,677 + GST
Full page	\$2,250 + GST	\$2,925 + GST
Back Cover	\$3,375 + GST	-
Optional Graphic Design	\$150 + GST	-

Important notes

- All prices include full colour.
- Please supply finished art. If art preparation is needed, a \$150 per ad fee applies, and all materials must be submitted by the booking deadline.
- We welcome discussions about advertorial content, provided it is pre-approved by the Diocese of Parramatta and distinctly labelled as 'Advertorial.'
- Prices do NOT include agency commission.
- All advertising material must be approved by Diocese of Parramatta.
- Hi-resolution PDFs are the preferred format. Please DO NOT compress PDF files on export.
- Embedded fonts and images must also be print-ready on export.
- A 5mm bleed on all edges is required for ads. Crop marks are required but should not be touching any part of your artwork.
- Use only CMYK colours. Never use RGB or SPOT colours for any object or copy.
- For solid black block areas in artwork, it is recommended that CMYK swatch with values 20c, 20m, 20y, 100k be used for best 'rich black' printing results.
- All images, logos, graphics etc, used must be in CMYK colour mode, no less than 300dpi at 100% scale.
- When exporting your PDF, select crop marks only. Bleed marks, colour bars, registration marks, and page information are not required.
- Please check that artwork follows *Catholic Outlook* specifications, following the 'trim', 'type' and 'bleed' measurements specified, at all times.

Submissions

Contact:

Jacob Gormley
e: comms@parracatholic.org
p: (02) 8838 3400 m: 0439 594 726

Glossary

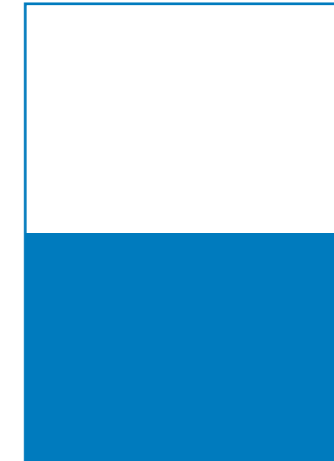
- **Trim:** The size of the printed material in its finished stage. (Your document size before bleed is added.)
- **Type:** The safe area in which all type and important graphics (logos etc.) should be kept.
- **Bleed:** The artwork that extends outside the trim area.

Advertising Dimensions



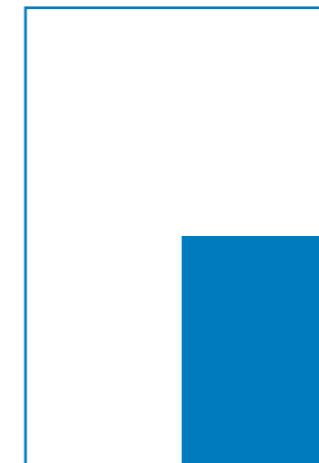
Full page (with bleed)

Trim: W210 x H297 mm
Type: W180 x H267 mm
Bleed: W220 x H307 mm



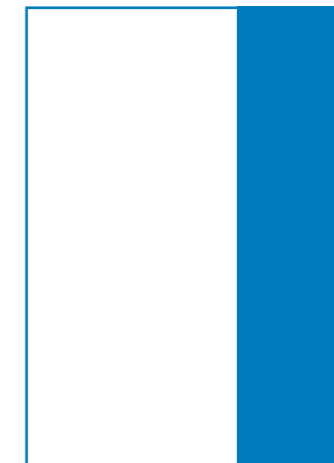
1/2 Horizontal (with bleed)

Trim: W210 x H147 mm
Type: W180 x H117 mm
Bleed: W220 x H157 mm



1/4 Portrait (with bleed)

Trim: W105 x H147 mm
Type: W75 x H117 mm
Bleed: W115 x H157 mm



1/3 Vertical (with bleed)

Trim: W70 x H297 mm
Type: W40 x H267 mm
Bleed: W80 x H307 mm

Editorial Guidelines



Article Guidelines

Catholic Outlook is the official publication of the Diocese of Parramatta and articles about local people and events are given preference. We welcome contributions to *Catholic Outlook* that will have relevance to Catholics in the Diocese of Parramatta, and which meet our editorial guidelines. Material accepted for publication will be at the discretion of the editor, and may be subject to approval from the Bishop's Office.

Photographic Guidelines

Photographs

Photos should be sent at original camera resolution (min. 300dpi). Please send each photo as an attachment in jpg format - do NOT insert photos into the story. Posed photos should be in focus with everyone looking at the camera and be accompanied by a caption that includes the names of everyone in the shot from left to right (no names needed if it is a big group), when and where the shot was taken. It is not possible to reproduce paper printed copies of scans, digital prints and photos. If sending a selection of photos email them in a zip file to comms@parracatholic.org.

Logos and graphics

Image files should be minimum 300dpi and emailed as separate attachments in jpg or tiff format - please do NOT insert images into a Word doc.

Advertising

Terms and Conditions

1. The Publisher may cancel any or all advertisements in the following circumstances:
 - i. The advertisement is not submitted in accordance with these terms and conditions;
 - ii. The Advertiser:
 - Suspends or ceases business activities;
 - Is In liquidation or insolvent; or
 - Has had a receiver or trustee appointed in respect of any property.
2. Any advertisement submitted must:
 - i. Comply with the Publishers advertising guidelines as set out in the advertising rates;
 - ii. Comply with these terms and conditions;
 - iii. Not be false or misleading;
 - iv. Not be in breach of the Competition and Consumer Act 2010 (Cth) and any other applicable state or Commonwealth law including any laws relating to trade promotions;
 - v. Not breach any third party intellectual property rights, including copyright, trademarks and any moral rights;
 - vi. Not breach any other contractual or proprietary rights of third parties.
3. The Publisher reserves the right to reject any advertisements which is not submitted and does not comply with the terms and conditions.
4. The Advertiser indemnifies the Publisher, its officers and employees and related bodies corporates, against any action, claim, loss, expense or cost, suffered or incurred, whether directly or indirectly by the Publisher, its officers and employees and related bodies corporate as a result of any breach by the Advertiser of the terms and conditions or otherwise in connection with the publishing of the Advertisement or non-publishing of the Advertisement, as the case may be.
5. Despite any other term and to the maximum extent as permitted by law, the Publisher will not bear any liability to the Advertiser for the consequential loss, including loss of profits, loss of business opportunities or loss of goodwill howsoever arising (including negligence).
6. These terms will be governed by the laws of NSW and the parties irrevocably submit to the non-exclusive jurisdiction of the courts in that state.
7. The Advertiser must take full responsibility in relation to copyright of the said advertisement. This includes all images and text. The Advertiser must ensure that the advertisement complies with all aspects of trade practices law and ensures all responsibilities should be taken on these terms. The responsibility is on the person, company, or agent submitting the advertisement for publication.
8. The Advertisers and their agents must accept full responsibility for proceedings brought against the publication arising out of the advertisement. The provision of any material automatically constitutes acceptance of this clause. The booked space shall only be used for the advertisement of the business to which the booking is made.
9. The Publisher reserves the right to increase rates for advertisements with a minimum of one month's notice. Contracted rates are valid for the life of the contract. New rates will be renegotiated.
10. The Publisher reserves the right to decline advertisements considered to be inappropriate in relation to the foundations of the publication and the Diocese of Parramatta. The final decision on all advertising material remains at the discretion of the Publisher.
11. The Publisher will use every care to ensure the correct insertion and layout of an advertisement, however, cannot guarantee insertion on any specific date or position within its publications. Accidental errors in relation to the advertisement do not invalidate the order.
12. If agreed minimum usage is not met, applicable surcharges will apply. The surcharge will consist of the difference in rates of the contracted rate and the correct rate for the new level of space purchased over the life of the contract. For contracted rates only.
13. Page loadings will apply when specific pages are requested by the advertiser or their agent. Specification of page numbers should be embodied within the purchase order. Positioning ultimately remains at the discretion of the editor.
14. Supplied press-ready artwork must be submitted by the materials deadline as outlined on page 6 of this document. If this deadline is not met, the Publisher reserves the right to charge the full rate for the advertisement or place the previous artwork published within the publication at the quoted rate.
15. Credit shall only be given to those advertisers whom the Publisher considers appropriate. All accounts must be finalised within 30 days of the date of the invoice. First time advertisers will not be given credit unless considered necessary by the Publisher.
16. The Publisher reserves the right to destroy advertising material kept for a period of three months from the last date of publication of the advertisement, unless the Publisher is advised and agreement otherwise is set in place.
17. Advertisers and their agencies are advised to be knowledgeable in all aspects of the law surrounding advertising and the Trade Practices Act.
18. Heavy penalties apply to organisations found to breach these laws and guidelines. The responsibilities in relation to compliance with these regulations rest in whole upon the advertiser and their agent.



DIOCESE of
PARRAMATTA

Catholic Outlook

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CONTACT US:

To book your advertising
or for any other enquiries regarding
Catholic Outlook please contact:

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m: +61 498 003 738