

# The Southern Cross

Part of your Catholic family since 1867

*Living Catholic*



**MEDIA KIT 2025**  
[thesoutherncross.org.au](https://thesoutherncross.org.au)

# Each issue contains stories and features about what's happening in the Catholic community in South Australia.

- » Local, national and international Church news
- » Social justice issues
- » Education news
- » Religious festivals and celebrations
- » Obituaries
- » Multicultural news
- » People
- » Mass times

## THE SOUTHERN CROSS

### Strategically communicating to Catholics in print and online.

*The Southern Cross*, the official monthly newspaper of the Catholic Archdiocese of Adelaide, features high quality photography, contemporary layout and a blend of news and features by experienced journalists. The content comprises people stories, coverage of events in parishes, migrant communities and Catholic schools as well as national and international Church issues.

The printed newspaper is distributed to parishes and schools, Catholic hospitals, clubs and agencies throughout the State and is available for \$2. It's mailed directly to subscribers at a cost of \$40 per year.

*The Southern Cross* is also included as an insert in *The Advertiser* each Easter and Christmas, boosting its readership to more than 290,000 readers.

The digital version is a free online publication and features content from the printed newspaper, as well as additional news coverage.

*The Southern Cross* is a considered avenue for strategically reaching Catholics across South Australia.

## USAGE

### PRINT

Print edition published monthly except January. Two newsprint special editions distributed in *The Advertiser* each year at Easter (March or April) and Christmas (December).

### WEBSITE

Content updated regularly and available 24/7 for free at [thesoutherncross.org.au](https://thesoutherncross.org.au)

### EDM

EDMs are sent to subscribers digitally, twice per month, directing readers to the website for more content.







# A NOTE FROM THE EDITOR

We are extremely proud of our award-winning publication, which has been an important vehicle for communicating with the Catholic community in South Australia since the 1860s. Today's content reflects our Archdiocesan mantra of 'Living Catholic' that gives witness to the good works of ordinary Catholics and faith-inspired agencies.

We strive to provide our readers with a unique perspective on a wide range of religious, political, social justice, education, health and wellbeing issues.

In a bid to tell our stories and spread the 'good news' to the broader community, *The Southern Cross* is distributed twice a year – at Easter and Christmas – as an insert in the Saturday edition of the State's daily newspaper, *The Advertiser*.

In addition to our loyal Catholic readers, the publication's distribution to 101 Catholic schools comprising more than 52,000 students and 9000 staff, provides a rare opportunity to reach this significant audience both online and in print.

We look forward to working together with you as we speak to the Catholics of South Australia.



**JENNY BRINKWORTH**  
EDITOR, THE SOUTHERN CROSS

# Catholics in South Australia

BY THE NUMBERS\*

**15.7%**

of the total population is Catholic (253,871)

Median age of Catholics is 40 years

23.7% of Catholics are aged 65+

**102,298**

Families are Catholic

**52,000**

students attend a Catholic school

**73,290**

Catholics are born overseas

There are large Italian, Filipino, Vietnamese, Indian and South American communities across South Australian parishes.

**35.7%**

of Catholics are managers and professionals

\*Archdiocese of Adelaide [Diocesan Social Profile](#)

## REACH

*The Southern Cross* has a monthly print readership of more than 9000, including more than 200 loyal mail subscribers.

### METROPOLITAN

It's available at around 50 locations across metropolitan Adelaide including Catholic parishes, Catholic residential care and Catholic community hubs plus distribution to Catholic schools.

### REGIONAL

It's available at 27 regional locations across South Australia covering both the Archdiocese of Adelaide and the Diocese of Port Pirie.



### SPECIAL PRINT EDITIONS

*The Southern Cross* is included as a newsprint special issue in *The Advertiser* each Christmas (December) and Easter (March or April). It reaches approximately 290,000 readers in addition to its dedicated monthly distribution to Catholic parishes.

### EDM

*The Southern Cross* EDMs go out on the first and third Monday of each month.

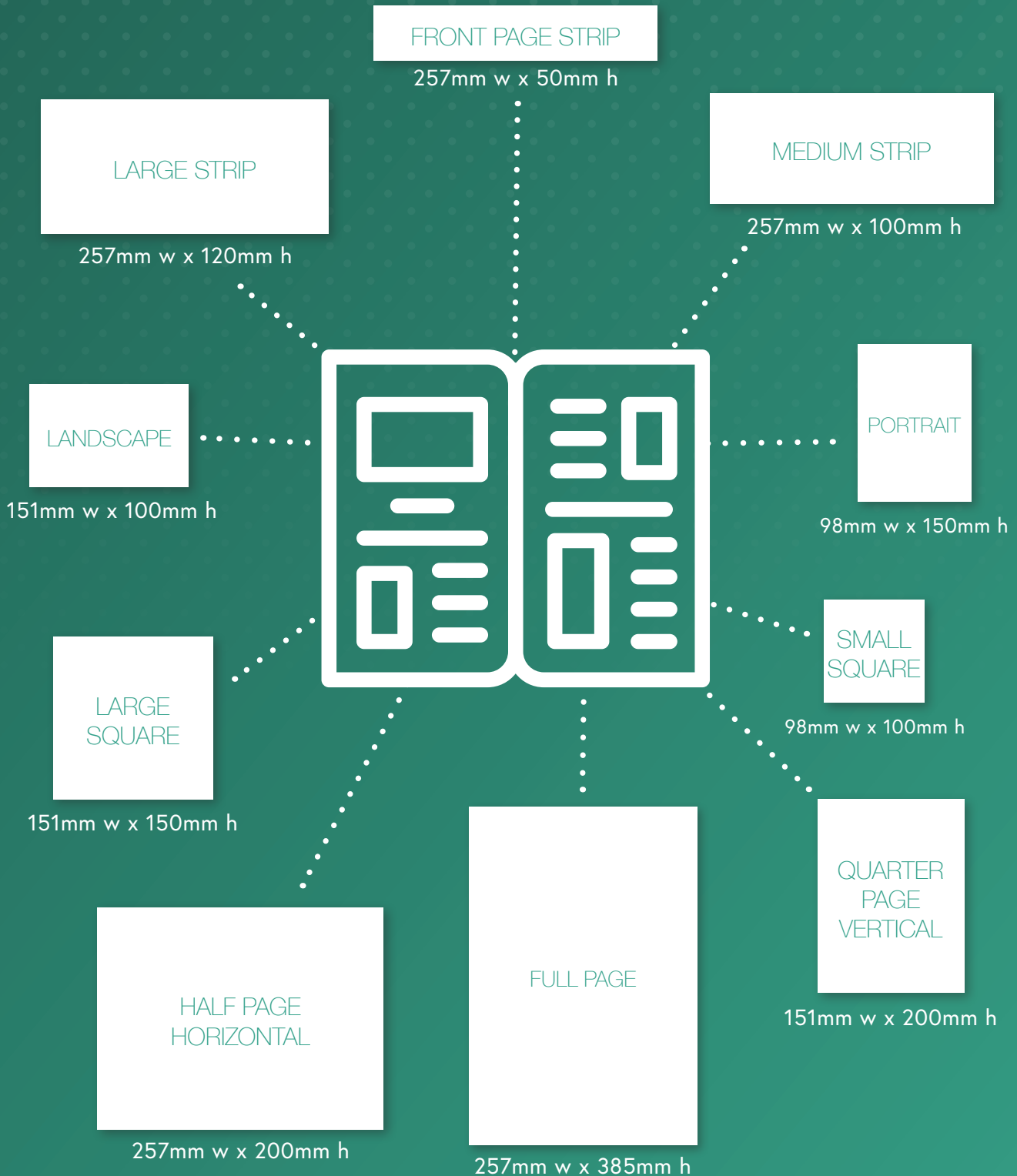
There are 1400 active unique subscribers and the EDM is passed on to the parents and caregivers of more than 52,000 Catholic school students.

The EDM has a 43% average open rate – well above the industry standard of 24%.

### WEBSITE

*The Southern Cross* website averages 15,000 views per month.

# PRINT ADVERTISING OPPORTUNITIES



## IMAGE SUPPLY

All imagery & logos must be supplied in high resolution JPG, TIF, EPS. If specific colour is required for advert being built, please supply CMYK breakdown.

5mm bleed on all sides.

No spot colours.

## FINAL ARTWORK

Supplied in hi-res PDF with all fonts embedded/outline CMYK Process only. No spot colours. Black type must be 100% black, not made up of CMYK.

## DELIVERY METHOD

Email press ready PDF to [advertising@solsticemedia.com.au](mailto:advertising@solsticemedia.com.au)

# PRINT DISCOUNT RATES

## REGULAR EDITIONS

No. of insertions	1	2	3	4	5	6	7	8	9
Front Page Strip	\$1,130	\$1,100	\$1,065	\$1,030	\$995	\$965	\$990	\$915	\$860
Full Page	\$1,750	\$1,695	\$1,645	\$1,590	\$1,540	\$1,490	\$1,435	\$1,385	\$1,330
Half Page Horizontal	\$1,030	\$1000	\$970	\$935	\$905	\$875	\$845	\$815	\$785
Large Strip	\$810	\$790	\$765	\$740	\$715	\$690	\$665	\$645	\$620
Quarter Page Vertical	\$770	\$750	\$725	\$700	\$680	\$655	\$635	\$610	\$585
Medium Strip	\$720	\$700	\$675	\$655	\$635	\$615	\$590	\$570	\$545
Large Square	\$670	\$650	\$630	\$610	\$590	\$570	\$550	\$530	\$510
Portrait	\$600	\$580	\$560	\$545	\$525	\$505	\$490	\$470	\$455
Landscape	\$460	\$450	\$435	\$420	\$405	\$395	\$380	\$365	\$350
Small Square	\$370	\$360	\$350	\$335	\$325	\$315	\$305	\$295	\$280

## BUMPER EDITIONS (EASTER AND CHRISTMAS)

No. of insertions	1	2
Front Page Strip	\$3,370	\$2,695
Full Page	\$3,500	\$2,800
Half Page Horizontal	\$2,060	\$1,650
Large Strip	\$1,630	\$1,300
Quarter Page Vertical	\$1,545	\$1,235
Medium Strip	\$1,440	\$1,155
Large Square	\$1,340	\$1,070
Portrait	\$1,045	\$835
Landscape	\$810	\$645
Small Square	\$650	\$520

### INSERTS

Approx. 4000 copies \$1500

### POSITIONAL LOADING

Back page 50%

Page 3 to 7 30%

Guaranteed right hand page outside EGN 15%

Rates exclude GST

Insertion discount only valid if made within the same booking



# WEBSITE ADVERTISING OPPORTUNITIES

## MASTHEAD BILLBOARD

### The Southern Cross

Part of your Catholic family since 1867


Get The Southern Cross in your inbox.

Read the latest edition.

News Opinion People Schools Events Catholicism Video

All Categories

Today's News Monday, November 14




**NEWS**

#### New Nuncio visits SA

Witnessing the "big sky country" of the Mid North, learning about the early Polish Catholic settlement in the Clare Valley and celebrating the feast of St Hilary were among the highlights of the Apostolic Nuncio's first visit to South Australia.

Jimmy Brinkworth Thursday, November 10




**NEWS**

#### Assembly commits to local mission

Participants of the Adelaide Diocesan Assembly held at Nazareth Catholic Community last month have pledged to take practical steps to fulfil the mission of the local Church.

Jimmy Brinkworth Thursday, November 10




**INTERNATIONAL**

#### Confronting visit to refugee camps

Distributing a simple meal of pasta, fish and rice to more than 300 homeless people in one sitting was just one of the moving experiences of a trip to the Philippines for Noel Mitchell, a Knight and member of the national executive of the Sovereign Military Order of Malta in Australia.

Thursday, November 10




**LOCAL**

#### Blackwood beauty inspires parish

Surrounded by beautiful gumbies, with native animals and rabbits on its doorstep, Blackwood parish had no hesitation in deciding to register as a Catholic Ecovillage Parish.

Lindy McKinnon Tuesday, November 08




**NEWS**

#### Alarming increase in women without a home

A major new report by progressive think tank, Per Capita, has found that the number of homeless women over 65 is expected to double in less than a decade.

Jimmy Brinkworth Thursday, November 10




**NEWS**

#### Forum highlights barriers to rehabilitation

Lack of education programs in the prison system and discrimination in employment and housing post-release were some of the problems highlighted by an online panel discussion hosted by Venues 5A.

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**NEWS**

#### High praise for Kensington cafe

A cafe inspired by a couple's decision to St Mary of the Cross Mackillop has overcome the challenges of operating at the start of the COVID crisis and taken out a major prize at the recent SA Restaurant and Catering Awards for Excellence.

Jimmy Brinkworth Wednesday, November 07

## LEADERBOARD

### The Southern Cross

Get The Southern Cross delivered straight to your inbox twice per month.

Your email address


[Subscribe](#)

PEOPLE

#### When the little things matter

It has been claimed that developing dementia is the biggest fear for Australians aged over 55 and statistics show it is the second leading cause of death in the country, which is why nurse Laurel Fournie is so committed to making a difference to the lives of patients and their families.

Lindy McKinnon Wednesday, November 10



Laurel Fournie at the 'You Aged' in Galaxy Adelaide's Wine Vault

PEOPLE

#### Clocking up combined century of priesthood

Fr Tony Dentley and Fr Michael Brennan were ordained at a time of great excitement and hope for the Catholic Church as the reforms of Vatican II were being implemented around the world. Fifty years later, they reflected on their experience of priesthood with JENNY BRINKWORTH.

Jimmy Brinkworth Thursday, November 10

SCHOOLS

#### Cardijn group on Outback immersion

A group of students and staff from Cardijn College recently had a unique experience immersing themselves in a remote South Australian community with a focus on the Outback and local Indigenous peoples.

Tuesday, November 08





# EDM ADVERTISING OPPORTUNITIES

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### TOP BANNER

NEWS

#### Faith leaders call for bold climate action



South Australian First Nations and faith leaders have signed an open letter calling on Prime Minister Anthony Albanese to take swift and decisive action to combat climate change.

[READ MORE](#)

EVENTS

#### Expo marks 80 years of meeting the need



Past and present staff, clients and community leaders came together to celebrate Centcare Catholic Family Services' 80th anniversary last week.

[READ MORE](#)

INTERNATIONAL

#### Plenary Council on Rome agenda



The 5th Plenary Council of Australia and the global Synod on Synodality were key discussion points for Australian Catholic Bishops Conference president Archbishop Timothy Cardinal Collins and Pope Francis when they met recently.

[READ MORE](#)

## MEDIUM RECTANGLE

SCHOOLS

#### Double challenge reaps rewards



Thomas More College introduced an secondary challenge to link to the Premier's Reading Challenge in 2020, with the intention of encouraging more students from Years 7 – 12 to become involved with the literacy program.

[READ MORE](#)

NATIONAL NEWS

#### Essendon stance 'outrageous': Comensoli



Melbourne Archbishop Peter A. Comensoli has warned that "if the Essendon situation is a litmus test of the value and place of people of faith in Victorian society, then we are in big trouble".

[READ MORE](#)

PEOPLE

#### Ready to make his mark



Serving on committees that help govern the Archdiocese's operations is one way Brislington parishioner Mark Booth is "giving back" to the local Church.

[READ MORE](#)

OPINION

#### Glimpses of hope in the secular age



In the British Book, comedy writer and Life reporter Tony Johnson, played by Ricky Gervais, struggles with grief and depression after his wife and newborn, Lisa, dies from cancer.

[READ MORE](#)

### BOTTOM BANNER

Follow The Southern Cross

We are seeking the able to join a publisher in the Southern Cross. The role involves the day-to-day operations of the business. The ideal candidate will be a Catholic Communicator. 30 November 2023, Adelaide SA, 9800. The advertising and marketing communications team at 08 8333 3300. Email: [hr@scs.com.au](mailto:hr@scs.com.au) Website: [www.scs.com.au](http://www.scs.com.au) LinkedIn: [www.linkedin.com/company/southern-cross/](https://www.linkedin.com/company/southern-cross/) Facebook: [www.facebook.com/southern-cross/](https://www.facebook.com/southern-cross/) Instagram: [www.instagram.com/southern-cross/](https://www.instagram.com/southern-cross/)

# WEBSITE AND EDM ADVERTISING SPECIFICATIONS AND RATES

Minimum digital spend of \$250 + GST paid upfront.

## WEBSITE ADVERTISING SPECIFICATIONS

Ad type	Desktop	Mobile	DPI
<b>Masthead Billboard</b>	970 x 250px	320 x 50px	72
<b>Medium Rectangle</b>	300 x 250px	–	72
<b>Leaderboard &amp; Mobile Banner</b>	728 x 90px	320 x 50px	72
<b>Half Page</b>	300 x 600px	–	72

## WEBSITE ADVERTISING RATES

Per month

Ad type	Home Page & News
<b>Masthead Billboard</b>	\$180
<b>Medium Rectangle</b>	\$130
<b>Leaderboard &amp; Mobile Banner</b>	\$105
<b>Half Page</b>	\$155

Advertisements go live 2am on the 1st of the month until 2am on the first day of the next calendar month.

## EDM

Distributed twice per month

Ad type	Per edition	Dimensions (px)	DPI
<b>Top + Bottom Banner</b>	\$310	728 x 90	72
<b>Medium Rectangle</b>	\$260	300 x 250	72

Production cost of \$200 + GST applies to ads built by Solstice Media. Prices are exclusive of GST.



# SPECIFICATIONS



## DIGITAL ACCEPTED FORMATS

- PNG, GIF, JPG, HTML/HTML5, Third Party Vendor Tag
- RGB colours
- Embedded video must be set to autoplay/mute
- Maximum file size 1MB



## EDM ACCEPTED FORMATS

- Static PNG, JPG, GIF only
- Tracking URLs accepted
- No dynamic javascript
- Maximum file size 1MB

# RICH MEDIA SPECIFICATIONS

## HTML5 ADVERTISEMENTS



## WEBSITE

- All HTML5 assets to be hosted externally
- Supply creative in individual ZIP files per creative size
- Recommended length is 15-30 seconds or less
- Click through link must be properly implemented in the code, for example:

```
getURL(clickTag,"_blank")  
on (press) {  
getURL(clickTag,"_blank") }
```



## EDM

- Rich media not accepted for EDM advertising - only image files can be served

# DEADLINES

## Website advertisements go live on the 1st of the month

No January issue. Dates below are only a guide and may be subject to change.

### 2025 BOOKING SCHEDULE

Month	Booking deadline	Artwork deadline	Distribution date	EDM dates
February	15/01/25	20/01/25	09/02/25	Feb 10; Feb 24
March	17/02/25	24/02/25	09/03/25	March 11; March 24
April (Advertiser Edition)	17/03/25	24/03/25	13/04/25	April 14; April 28
May	22/04/25	28/04/25	11/05/25	May 12; May 26
June	19/05/25	26/05/25	08/06/25	June 10; June 23
July	16/06/25	23/06/25	06/07/25	July 7; July 21
August	14/07/25	21/07/25	03/08/25	Aug 4; Aug 18
September	11/08/25	18/08/25	31/08/25	Sept 1; Sept 15
October	15/09/25	22/09/25	05/10/25	Oct 7; Oct 20
November	13/10/25	20/10/25	02/11/25	Nov 3; Nov 17
December (Advertiser Edition)	17/11/25	24/11/25	14/12/25	Dec 15

### 2026 BOOKING SCHEDULE

Month	Booking deadline	Artwork deadline	Distribution date	EDM dates
February	12/01/26	19/01/26	08/02/26	Feb 9; Feb 23
March	14/02/26	21/02/26	08/03/26	March 10; March 23

# The Southern Cross

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*Living Catholic*

Contact us to discuss your advertising and editorial needs today.

## ADVERTISING

08 8224 1600

southerncross@solsticemedia.com.au

## EDITORIAL

**Jenny Brinkworth**

08 8210 8147

jbrinkworth@adelaide.catholic.org.au

**SOLSTICE**  
MEDIA

[thesoutherncross.org.au](http://thesoutherncross.org.au)