

Eternity

2016

Media Kit



From the Editor

Our name comes from the word chalked on street pavements by “Eternity man” Arthur Stace, who ran a decades-long one-man evangelism campaign. He found that seeing the word “Eternity” caused people to think in a way that “Obey God”, an alternative he considered, did not.

Like Stace’s lone effort, *Eternity* the newspaper is a case of the “road less travelled”. The paper began just as the internet era was unfolding. Everywhere one looked it seemed that Christian groups and churches were looking to cut back their print media. A major denomination closed its paper just as *Eternity* started, and in the six years since the Victorians have lost *Witness*, Conservative evangelicals have lost *The Briefing* from Sydney while *New Life* from Melbourne has gone online.

But just as the middle of a recession can be a good time to launch a business, launching a newspaper to encourage Aussie Christians with news of what God is doing in the great South Land, just as some others were getting nervous about print media, has turned out to be a good thing.

When we surveyed readers a couple of years ago the summary was: “*Eternity* is a much-loved

institution”. It was as if we had been around for, well, an eternity – which is just what we like.

Six years of newsprint have been good for *Eternity*. We have reached into the most distant places in our nation. We have crossed denominational boundaries and the boundaries of temperament from the conservative to the experimenters trying out new ways to express Christianity, sometimes in new churches.

Bible Society Australia has enabled this bird to fly, without seeking to produce a propaganda vehicle. That is rare in media, especially Christian media, where tribalism can reign.

A metaphor I used to describe *Eternity* was of a pond on which battleships can float. You, dear advertisers, are the battleships, and *Eternity* provides the water for you to float in. Year by year as more battleships have appeared, and ads grow more creative, I have become more convinced that a national vehicle for Christians to communicate with each other is something that serves the Australian part of Christ’s body.

Perhaps it is time to build the pond bigger.

This year at *Eternity* we will redouble our efforts to wrestle with the internet. Our print version, precisely because it is distributed in churches, reaches the regulars – and, I trust, refreshes them. Now we want to help you reach the “irregulars” – those who are more loosely connected to church who might irregularly attend. And those on the fringes, or lapsed.

We hope to present stories, artfully told, that you will want to share. This needs new skills, a fresh sense of adventure and a little bit of risk-taking. It will be like the first day Arthur Stace caught the tram and got off to write his message.

It has taken us a little while to come up with an internet strategy that is more than just putting the paper online. We know that some of our advertisers are keen to be there. But we wanted to do it in a thoughtful way. So please watch this space, pray for us and keep reading and advertising in *Eternity* each month.



John Sandeman, Editor

Eternity is published on the first Sunday of each month from February to December. It is delivered FREE to churches, schools, colleges, universities, charities, mission agencies, bookshops, cafés, retirement homes and other organisations on request. Published by Bible Society Australia, *Eternity* brings readers local and global news and commentary with a Christian world view aimed at encouraging them in their faith.

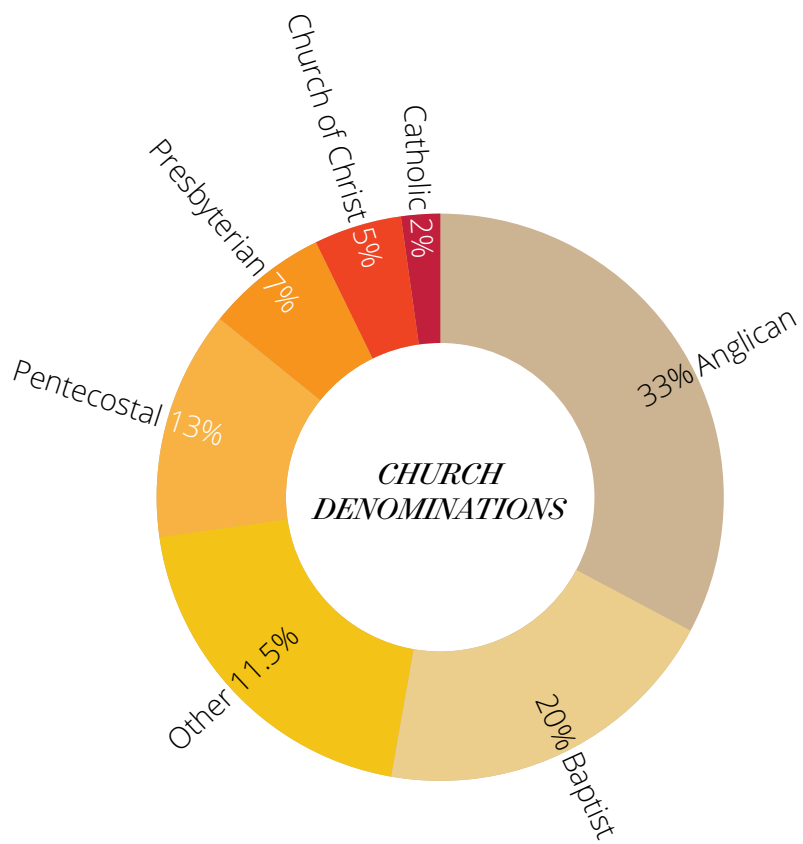
The Readership



REACH
300,000*

**Based on a readership survey that found copies were handed out an average of four times, discounted for unread copies.*

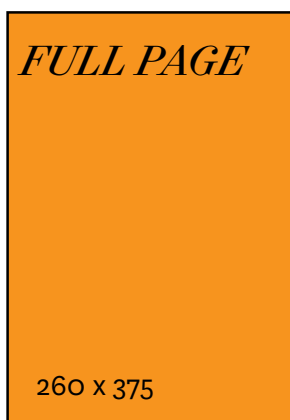
DISTRIBUTION
100,000



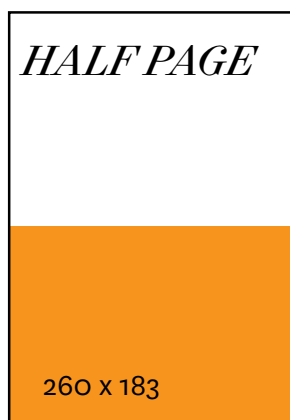
HOUSEHOLD INCOME



Standard Advertising



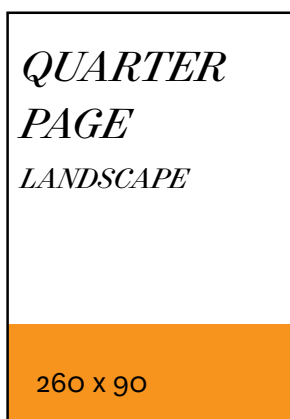
1 month	\$5100*
6 months	\$4590*
12 months	\$4080*



1 month	\$2600*
6 months	\$2340*
12 months	\$2080*



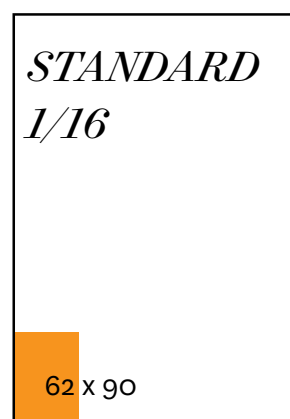
1 month	\$1600*
6 months	\$1440*
12 months	\$1280*



1 month	\$1600*
6 months	\$1440*
12 months	\$1280*



1 month	\$950*
6 months	\$855*
12 months	\$760*



1 month	\$490*
6 months	\$440*
12 months	\$390*

DESIGN SPECIFICATIONS

*excludes GST

- Please supply artwork as a colour, print-ready PDF.
- Supply with embedded fonts and images in process colour (CMYK).
- Black colour should be single 100% black.
- Spot colour must be converted to process.
- There should be no transparency in any supplied PDFs. Photos and graphics must be at least 200dpi.
- Maximum ink density should be 240%.
- Reversed type should be bold enough to cope with coldset newsprint printing registration and dot gain.
- Reversed/overprint type minimum 11pt.
- Layout preferences will be accommodated on a first-come first-served basis and cannot be guaranteed.

Loyalty discounts: 10% off 6 months of bookings, 20% off 12 months.

Premium advertising: 10% surcharge on pages 2 and 3 and back pages.

Email Banners



Email banner example

BENEFITS

Email banners are displayed in weekly E news updates that are one of the fastest-growing subscriptions to *Eternity*. Including E banners as a part of your promotional mix allows you to reach almost 5000 and growing digitally savvy *Eternity* readers.

PRICING

1 month	\$340*	
6 months	\$300*	p/m
12 months	\$260*	p/m

*excludes GST

Classified Advertising

Available in three convenient sizes. *Prices exclude GST

SMALL

62 x 30

1 month	\$110*
6 months	\$95*
12 months	\$85*

MEDIUM

62 x 60

1 month	\$220*
6 months	\$195*
12 months	\$175*

LARGE

62 x 90

1 month	\$300*
6 months	\$295*
12 months	\$265*

State-based Page Advertising

State editions carry editorial focused on their respective states, including state news and popular columnists. As well as regular advertising options, the state sections carry classified ads and paid events listings.

Find out more by emailing advertising@biblesociety.org.au

Featured Charity

Featured Charity returns in February 2017

The Featured Charity page is an opportunity for charity advertisers to tell their stories in *Eternity*.

BENEFITS

This new format of marketing will maximise your ROI:

- 60% of readers are more likely to respond to editorial content than to an ad.
- Audiences have to see an ad eight times before taking action.
- There are limited spots, so your advertising will not get lost in the crowd.
- Value! The Featured Charity page costs \$90 less p/m than the rate for a 1/16th ad, and you receive complimentary editorial.

PRICING

\$400* p/m (10-month contract)
*excludes GST

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CHARITY FEATURE
OCTOBER 2015

Heading

KALEY PAYNE

In a church hall in Amman, Jordan, makeshift rooms have been created by curtains hanging from the rafters. The hall is a shelter for hundreds of Iraqi refugees who have fled northern Iraq from places like Mosul and Qaraqosh after Islamic State (IS) took over villages in 2014 and threatened Christians with death if they didn't leave.

The Barabees family are just one family living in the church hall. They have a young child who will turn two this November. For a year, the Barabees have lived in this church in Jordan. For more than half his life, their young child has been labeled displaced.

When Jude Simon from Barnabas Fund visited the church last month, he met the Barabees and many other Christian families and saw the conditions they were living in.

"These families are sleeping on the floor. They've moved in and out, in and out, of the hall when it's needed for church services. And the weather is harsh in Jordan. It's freezing in winter and extremely hot in summer. It's heartbreaking to see people living here in these conditions," said Jude.

Jude is the chief operating officer with Barnabas Fund in Australia



Caption

and travelled through the Middle East in August - to Amman in Jordan, Erbil in the Kurdish region of northern Iraq, Cyprus and Greece. These are the places where Syrian and Iraqi refugees are flooding to in the thousands. But Jude says most of the refugees who make it even this far aren't Christian.

The Barabees recently applied for a visa to live in Australia. They were rejected. Yet the Barabees are one of the lucky families, relatively speaking, according to Barnabas Fund. They've made it out Iraq. They've been registered by the United Nation's Refugee Agency (UNHCR) as refugees. Barnabas Fund is providing them with fortnightly food parcels, which include dry rations, sanitary and medical packages.

Barnabas Fund has started Operation Safe Haven, working with western governments on relocating and resettling Christian IDPs and refugees.

Recently, they have had success resettling 150 refugees from Syria in Poland, providing travel arrangements to get them out of Syria and offering a year of financial assistance to help the refugees find jobs, learn the local language and to establish themselves in their new home. While they work on funding and the cooperation of governments for Operation Safe Haven, Barnabas Fund is also supporting over 50,000 Christians both within Syria and Iraq and in the refugee camps across the Middle East, providing aid packages and safe shelter.

To be considered a "refugee", an Iraqi must leave their country. Erbil, though in a Kurdish region, is still within Iraq. So those living in camps in Erbil, who have fled their homes under pain of death, are not labeled as refugees but rather as "internally displaced people". They have not crossed an international border. Legally, they remain under the protection of their own government. For a Syrian Christian, driven from their homes because of civil war, the government is one of the reasons they are fleeing.

The UNHCR calls internally displaced people, or IDPs, "among the world's most vulnerable people". Barnabas Fund says the majority of Christians fleeing conflict in Syria and Iraq are considered IDPs, not refugees, and will therefore not be resettled in Australia as part of current policies.

Jude says Christians in the internal displacement camps in Syria and Iraq are stuck. While there's a small minority who've made the journey out of the countries, the dangers of making that journey are amplified by being a Christian. In April this year, reports of Christians been thrown from refugee boats by other Muslim migrants crossing the Mediterranean made headlines.

"There's great fear among Christians for their safety in making those journeys," said Jude. He says that's why Barnabas Fund is advocating and urging the Australian government to consider granting humanitarian visas to the internally displaced from Iraq and Syria as well as those with refugee status.

"The majority of Christians in Iraq and Syria are caught in these internal displacement camps. They can't go home. And the already treacherous journey to cross international borders is made more difficult by continued threats against their Christian faith."

Barnabas Fund is asking Christians to sign a petition calling on the Australian Government to consider granting humanitarian visas for Internally Displaced People from Iraq and Syria, as well as increase the number of people from vulnerable minorities in the Middle East that are resettled in Australia.

Each month *Eternity* will highlight a charity from a group that is bringing you this special page.



OPERATION SAFE HAVENS

Can you help evacuate Christians in danger?

barnabasfund
Tel: 1300 365 799
barnabasfund.org/osh



Compassion
SPONSOR A CHILD
www.compassion.org.au

Thinking about mission?

Take the 30 day prayer challenge.

Interserve
interserve.org.au/pray/30days



SMBC
Salem Missionary & Bible College

LIGHT IN DARKNESS SHINES
2015 APPEAL

QR code
smbc.com.au

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#IT'SALLABOUTTHEKIDS



For children, access to education can be life changing. It develops holistic life skills. And it helps them reach their God-given potential.

AsianAid
(02) 6586 4250
ASIANAID.ORG.AU

WorldShare
connecting people to transform lives

Come on a Short Term Mission with us to Uganda in November 2015

Contact: Phil Cogger (03) 9899 2044
www.worldshare.org.au



Edwin can't wait for his eye-patch to come off so he can play catch with his friends.

THAT'S WHAT YOU MAKE HAPPEN.

Call 131 226 or visit **cbm.org.au**

cbm

Featured Charity Example

DESIGN SPECIFICATIONS

- For one year you will have a 1/16th ad rotated throughout the page.
- For one month out of the 11 you will have a 1/2 editorial spot.
- An *Eternity* journalist will conduct an interview and write an article about your organisation.
- You can pick a visual of your choice, either an ad or photo to support the feature (within editorial space).
- First in, best dressed. Get in quick to reserve your ideal month.
- Each month the ad position rotates until your ad reaches the top.
- To be part of this page there is a commitment to 10 months at \$400 per month + GST.

www.biblesociety.org.au | advertising@biblesociety.org.au

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Sponsored Page

ADRA AUSTRALIA SPONSORED PAGE

All I want for Christmas...

Joyce

I can still remember the disappointment. It was Christmas time and I must have been about eight years old. Like every other kid my age I'd been counting down the days until I could finally unwrap my stack of presents.

The night before, I was so excited that I could barely get to sleep. When morning finally arrived, I bounced out of bed and woke my blue-eyed parents. We sat around the living room table turning opening the presents. Things were going well - until I got to Grandma's gift. I tore off the wrapping paper to find... some roll-on deodorant. I was devastated. Some consoling words from my parents did little to pick up my spirits. It was a crushing blow.

These days, my Christmas expectations are much lower. And I've come to realise just how wonderful Christmas can be. We end up giving presents for the sake of it - many of them useless gifts the one needs. I've been challenged with how to make a meaningful impact during a time filled with so much joy.

I was recently in Papua New Guinea where I met a lady named August. She's a mother of four who has just learnt to read, write and sew clothes at a project run by the Adolescent Development and Relief Agency (ADRA). With the money earned from selling the clothes she made, she was able to buy her own sewing machine. She



August and her husband now work together to support their family and help their children realise their potential.

also taught her husband to sew, and together they have started a small business. Things are looking a lot brighter for them as a family.

Talking to August made me think about what's really important, change our lives," August said. I was surprised to find out, that the average Papua New Guinean only gets about four years of schooling and earns an annual income of approximately \$2,400.

Gender inequality and unacceptable levels of violence present significant barriers to the nation's development. Men are almost twice as likely as women to hold a paid job and they earn twice as much.

Education is proving to be a powerful tool in building mutual respect between men and women, and in achieving positive progress in reducing violence as well.

August's husband is now proud of his wife. "It is good for me to look after my family and to see my wife being a leader in the church and the community and to see her playing key roles. I am happy as a husband to support my wife."

Best of all, August is now using her skills to teach others - to share her light so that others can thrive too. "Whatever I know, I must reach other mothers to learn what I have learnt," she said. Her impact is likely to affect dozens of people in the village.

When I think back to my experience as an eight-year-old, I realize Christmas can be such a selfish time, but it can also be a time of giving, sacrifice and generosity. So this Christmas I want things to change.

All I want for Christmas is for people like August to have the opportunities I take for granted. Giving these needs a lot, drinking clean water, drinking protected from the rain, and attending school.

ADRA is giving a meaningful gift this Christmas. By visiting adra.org.au/bibleadvent or calling 1800 242 372 you can help people like August and her children realise their potential and thrive.

ADRA is a media and communication coordinator at ADRA Australia.

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One in four gifts received this Christmas will be unwanted. Some will be re-gifted but others will be left unloved, unused and eventually thrown out.

While gender inequality and violence remain major challenges in Papua New Guinea, it hardly feels right to waste limited resources on junk.

Educating women and girls, helps them to become respected and valued, enabling them to make a real difference for their community.

Shine your light this Christmas. Give a meaningful gift that will empower women and girls in the Pacific.

Give today at adra.org.au or call 1800 242 372

Joyce
East New Britain
Papua New Guinea



Sponsored Page Example

BENEFITS

Sponsored pages are a great way to communicate your message to our readers. Stories will be written by the advertiser on a topic close to their heart. The advertising section may be their own or these can be on-sold to your supporters to help cover the cost of the page.

PRICING

1 month	\$3990*	
6 months	\$3590*	p/m
12 months	\$3190*	p/m

*excludes GST

REQUIREMENTS

- 600 – 700 words
- ½ page ad
- High-resolution landscape image
- 1-line caption
- 3-7 word article title

2-Page Spreads

PRICING

1 month	\$8400*	
6 months	\$7560*	p/m
12 months	\$6720*	p/m

*excludes GST

BENEFITS

2-page spreads provide ample space to present your message in a compelling way.

4-Page Lift-Outs

PRICING

1 month	\$10,500*	
6 months	\$9450*	p/m
12 months	\$8400*	p/m

*excludes GST

BENEFITS

4-page lift-outs are a great way of obtaining maximum exposure for your financial outlay. You will be surprised at how economical these can be.

Spreads of 2 and 4 pages are ideal for promoting Christmas carols, major sponsor advertisers, catalogues, conference notes, camp directories, trade shows and expo guides. Limited to one advertiser per issue. Additional copies of *Eternity* can be delivered to the advertiser/venue for a small cost.

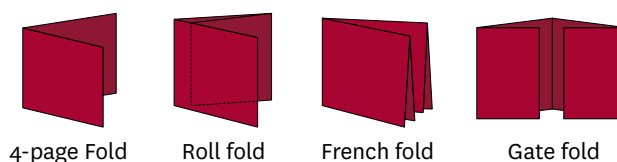
Inserts

WEIGHT AND SPECIFICATIONS

PAGES	WEIGHT		DIMENSIONS	
	MINIMUM	MAXIMUM	MINIMUM	MAXIMUM
SINGLE SHEET (2)	150 gsm	200 gsm	210 mm x 148 mm	320 mm x 260 mm
4 – 6 PAGES	80 gsm	150 gsm	210 mm x 148 mm	375 mm x 260 mm
8 – 10 PAGES	65 gsm	120 gsm	210 mm x 148 mm	375 mm x 260 mm
12 – 16 PAGES	60 gsm	120 gsm	260 mm x 180 mm	375 mm x 260 mm
18 – 24 PAGES	54 gsm	80 gsm	260 mm x 180 mm	310 mm x 260 mm

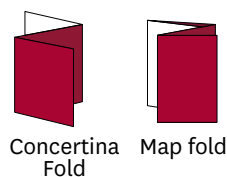
FOLD SPECIFICATIONS

Four types of folds are acceptable for inserts – 4-page fold, roll fold, French fold and gate fold. In the case of roll fold and gate fold, the turned-back folds are to the inside and within 20mm from the spine.



UNACCEPTABLE FOLDS

We cannot handle any insert with opposing sides open.



HANDLING OF INSERTS

All inserts are mechanically inserted and must comply with the technical specifications and criteria outlined above.

PRICING

13-18 cents per insert.
Bundled papers only.
Minimum of 10,000 inserts.

*excludes GST

Address and send inserts to:

Attention: Manager
<Month> Inserts for Eternity Newspaper, Melbourne
Distribution Company (MDC) Fairfax MDC
89 Derrimut Drive
Derrimut VIC 3030

Onserts

BENEFITS

Onserts may be any flat item placed on top of bundles. These are a great tool for getting a new-release book or CD into the hands of church pastors or organisational leaders who can recommend them to their followers. Limited to one advertiser per bundle.

PRICING

Contact us for a quote.

Deadlines

Month	Issue	Booking Deadline	Inserts	Artwork Deadline	In Churches
February	66	18 Jan	14 Jan	22 Jan	7 Feb
March	67	15 Feb	11 Feb	19 Feb	6 March
April	68	14 March	10 March	18 March	3 April
May	69	18 April	13 April	22 April	8 May
June	70	16 May	12 May	20 May	5 June
July	71	13 June	9 June	17 June	3 July
August	72	18 July	13 July	22 July	7 Aug
September	73	15 Aug	11 Aug	19 Aug	4 Sep
October	74	12 Sep	8 Sep	16 Sep	2 Oct
November	75	17 Oct	13 Oct	21 Oct	6 Nov
December	76	14 Nov	10 Nov	18 Nov	4 Dec

Contact for Bookings

Please contact Wild Hive Studios

Sherina Swan

Mobile: 0414 291 273

Email: advertising@biblesociety.org.au

Address: 5 Byfield St, Macquarie Park, NSW 2113

Terms and Conditions

- All advertising must comply with the Trade Practices Act and must not be misleading, false or deceptive.
- All advertisements are subject to the approval of the publisher, Bible Society Australia, and may be withdrawn without notice. Acceptance of artwork does not constitute approval to print.
- Advertising agencies and advertisers accept full responsibility for the contents of all advertisements and agree to indemnify the publishers against any claim or proceeding arising out of the publication of the advertisements.
- Provision of the material or copy for publication constitutes acceptance by the advertiser and advertising agent of these conditions.
- Telephone instructions are accepted but the publisher is not liable for error or misunderstanding if instructions are not confirmed in writing prior to publication deadline.
- No responsibility is accepted by the publisher, proprietor or editor for the accuracy of details supplied in any advertisements appearing in *Eternity*.
- The publisher, proprietor and editor will not be liable for any loss caused by late publication, error or failure of an advertisement to appear.