VISION christian media



- Radio | Print | Digital
- One stop National Advertising
- Highly engaged Christian audiences

Who is Vision?









TRUSTED NATIONWIDE

Vision is an Australian Media Ministry, born in 1988 with a purpose to take the gospel to every corner of Australia to help people look to God daily. Starting with radio and expanding into print and then online media, Vision has become a trusted, uplifting voice reaching hundreds of thousands of people across our vast continent, and beyond. We're passionate about what we do and so are our followers.

MULTI-MEDIA

People across Australia engage with Vision every single minute of the day through broadcast radio, printed and digital publications, podcasts, apps, websites and more. Our multimedia approach enables us to reach and target a wide and diverse group of people and communities hungry for the good news and uplifting voice we bring.

HIGHLY VALUED

Audiences love what we do, demonstrated by our incredibly high independently rated NET PROMOTER SCORE.



What is Net Promoter Score?

NPS is a common industry benchmarking tool that ranks how likely it is people will recommend a product or service, adding the sum of promoters less the sum of detractors.

30 is considered a good score.74 is exceptionally high leading to strong loyalty & engagement.

Sources

mccrindle

Vision NPS score is drawn from McCrindle/Vision Supporter Survey 2023.

PERCEPTIVE

Comparative NPS scores drawn from Perceptive Research 2022 NPS Industry Benchmarks report..

Comparative NPS scores

- Property Managers -6
- Telecommunications companies 11
- Energy Companies 15
- Education providers 21
- Car dealers 23
- Banks 33
- Fitness Centres 41
- Not-for-profit organizations 43

How can we help you?



"Vision is 100% focussed on a mission to take God's Word to every corner of Australia, capturing the incredible reach of broadcast, online and print media. For decades we have also had the privilege of being conduit to share the stories of others who share our purpose though interviews, advertising or sponsorships. We'd love to explore a strategic relationship together with you to co-mission with us."

PHIL EDWARDS, CEO | VISION CHRISTIAN MEDIA

WHAT OUR ADVERTISERS SAY

"Feed The Hungry is a Christian Non-Profit Charity that believes we have a biblical responsibility to respond to the injustice of world hunger with acts of kindness and mercy that glorify God and affirm His love for a hurting world.

Vision Christian Media has been a fruitful partnership since 2014.

There are few organisations in this country that provide opportunities to reach an actual national scale. Vision Christian Media have physical interstate footprints, and a verified & highly engaged salt-of-the-earth audiences across Australia.

Media campaigns across all formats are effortless projects thanks to their professional team. The excellence and work ethic of Vision Christian Media has built a rock-steady confidence in reaching my promotional objectives through their channels.

I highly recommend Vision Christian Media as your preferred media partner of choice."

Voice for the Hungry,

BENJAMIN EVANS, CEO | FEED THE HUNGRY

Our Market Reach





15 million +

People within Vision FM/AM/DAB+ coverage



265,000 +

Online Listeners per quarter



8 million +

printed devotionals distributed since 1994



124,000 +

Social Media Followers



450,000+

Podcasts downloaded per quarter



93,000 +

monthly active websites users



24,000+

Prayer Requests Every Year



25,500 +

Monthly Active
App Users

Source: McNAIR National Listener Survey (2024), Google Analytics, Vision's own digital platform analytics (2025)

OUR MISSION

To be a **trusted**, **consistent** and **unifying** voice in the Australian Community to **challenge**, **encourage** & **affirm** people in the Christian Faith.





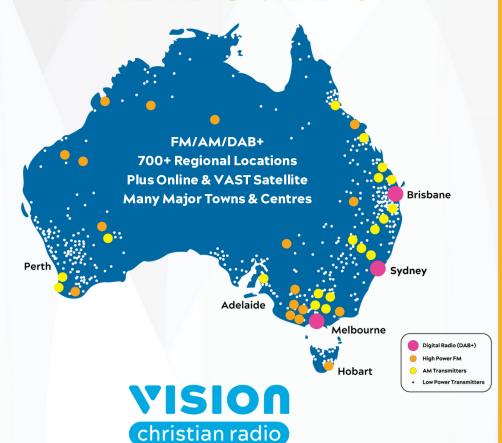




Your National Exposure



BE HEARD ON RADIO



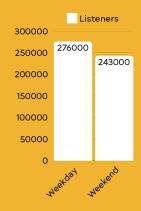
809,000RADIO AUDIENCE

MONTHLY

151,000+

PODCAST LISTENERS MONTHLY 81,000+
ONLINE LISTENERS
MONTHLY

WHEN PEOPLE LISTEN





Average time people listen
10.8 hours/week





Source: Independent National Listener Survey conducted by McNair yellowSquares - 2024 Survey #1 (n=19,538).

BE SEEN IN PRINT OR ONLINE



DAILY DEVOTIONAL

Australia's most widely read daily devotion, engaging Christians daily in real and practical ways.

Circulation 115,000+
Published 3 times a year



Featuring daily devotions and articles to help young people 'live different' and follow God.

Circulation 35,000+
Published 3 times a year

Promotional Options

Current Jan 2025. Subject to change without notice. Prices per 30 second spot and exclude GST. Savings compared to casual rates. See also Terms & Conditions.



*BMAD = Breakfast, Morning, Afternoon and Drive | ROS = Run of Station | EDM = Electronic Direct Mail # = Charity rate not applicable

	CASUAL ADVERTISING RATES						
	OPTIONS	STANDARD RATE	CHARITY RATE (-40%)				
	<u>Radio</u> BMAD* (6am-7pm)	\$150	\$90				
	Run of Station (6am-12mn)	\$140	\$84				
RADIO	<u>News Sponsorship</u> 10 second credit on every fourth bulletin. Schedule of 30x30 sec ROS* spots	\$5,800 per month	\$3,500 per month				
	Program Sponsorship Exclusive designation as the official sponsor of Vision program (e.g. Rise & Shine breakfast show). Includes 6x10 sec sponsor credits, 30x30 sec ROS* and podcast mid-roll ads voiced by announcers.	From \$4,400 per month	From \$2,640 per month				
	<u>Segment Sponsorship</u> Align your brand with key show features (e.g. weather, competitions, etc) for targeted exposure. Includes 1x10 sec sponsor credit and 15x30 sec ROS* ad.	\$4,400 per month	\$2,640 per month				

CASUAL ONLINE PLATFORM OPTIONS STANDARD RATE **CHARITY RATE OPTIONS** 2 weeks minimum 2 weeks minimum Podcast Pre/Post Roll - 10,000 impressions \$300 per week \$180 per week Website Display Ads (Selected pages) \$175 per week \$105 per week DIGITAL Organic Social Media Posts / 'Partner Post' \$600 per month \$360 per month \$1,900 \$1,140 EDM* Display Ad 2x email campaigns 2x email campaigns App display Ad \$100 per week \$60 per week

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MULTI-MEDIA PACKAGES#

SPECIAL EVENT PACKAGE (2 Week Campaign - 20% off)	CAMPAIGN LAUNCH PACKAGE (1 Month - 30% off)	CAMPAIGN BUILDER PACKAGE (3 Months - 40% off)
Radio 5 spots a day, 30 second ROS Mon-Sat.	Radio 5 spots a day, 30 second ROS Mon-Sat.	Radio 5 spots a day, 30 second ROS Mon-Sat.
Podcast (10,000 impressions/week)	Podcast (10,000 impressions/week)	Podcast (10,000 impressions/week)
EDM display ads (x1)	EDM display ads (x1)	EDM display ads (x3)
Website Display ads (selected pages)	Website Display ads (selected pages)	Website Display ads (selected pages)
	App display ads or notifications	App display ads or notifications
		News Sponsorship (1 Month)
\$8,240	\$15,015	\$42,090

Radio Advertising Packages

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*BMAD = Breakfast, Morning, Afternoon and Drive | ROS = Run of Station

SPECIAL EVENT RADIO PACKAGE

5 SPOTS A DAY (RADIO) (30 sec ROS* Mon-Sat)	RADIO STANDARD RATE	CHARITY RATE (-40%)	ADD PODCAST STANDARD RATE
1 Week Campaign (10% off)	\$3,780	\$2,520	\$270 10,000 impressions
2 Week Campaign (15% off)	\$7,140	\$5,040	\$510 20,000 impressions
3 Week Campaign (20% off)	\$10,080	\$7,560	\$720 30,000 impressions
4 Week Campaign (25% off)	\$12,600	\$10,080	\$900 40,000 impressions



3 SPOTS A DAY (RADIO) Minimum 3 months (30 sec ROS* Mon-Sat)	STANDARD RATE	CHARITY RATE (-40%)	ADD PODCAST STANDARD RATE (10,000 Impressions)			
3 Months (30% off)	\$7,644	\$4,586	\$210			
	per month	per month	per month			
6 Months (35% off)	\$7,098	\$4,259	\$195			
	per month	per month	per month			
9 Months (40% off)	\$6,552 per month	\$3,931 per month	\$180 per month			
12 Months (45% off)	\$6,006	\$3,603	\$165			
	per month	per month	per month			

HIGH INTENSITY RADIO PACKAGE

6 SPOTS A DAY (RADIO) Minimum 3 months (30 sec ROS* Mon-Sat)	STANDARD RATE	CHARITY RATE (-40%)	ADD PODCAST (10,000 Impressions)
3 Months (40% off)	\$13,104 per month	\$7,862 per month	\$180 per month
6 Months (45% off)	\$12,012 per month	\$7,207 per month	\$165 per month
9 Months (50% off)	\$10,920 per month	\$6,552 per month	\$150 per month
12 Months (55% off)	\$9,828 per month	\$5,897 per month	\$135 per month



Print Advertising

Current Jan 2025. Subject to change without notice. Prices exclude GST. See also Terms & Conditions.





THE MOST WIDELY READ NATIONAL DAILY DEVOTION IN AUSTRALIA

Since 1994, The Word for Today has been giving Aussie Christians real and practical help in their walk of faith daily.

- Published 3 times a year.
- Circulation over 115,000 direct to individuals and through churches.
- Very limited display advertising space and tight acceptance criteria so your message will stand out.

STANDARD RATES	FULL PAGE RHS	FULL PAGE LHS	HALF PAGE RHS	HALF PAGE LHS	2 PAGE BACK- TO-BACK
Book 1 edition	\$8,500	\$10,000	\$6,375	\$7,500	\$17,000
Book 2 editions	\$8,075	\$9,500	\$6,056	\$7,125	\$16,150
Book 3 editions	\$7,693	\$9,050	\$5,769	\$6,788	n/a

CHARITY RATES	FULL PAGE RHS	FULL PAGE LHS	HALF PAGE RHS	HALF PAGE LHS	2 PAGES BACK- TO-BACK
Book 1 edition	\$5,100	\$6,000	\$3,825	\$4,500	\$10,200
Book 2 editions	\$4,845	\$5,700	\$3,634	\$4,275	\$9,690
Book 3 editions	\$4,616	\$4,530	\$3,461	\$4,073	n/a

2025 DEADLINES

3 EDITIONS: BOOKINGS: ARTWORK: Advertising space is available only to Jan - April 30 Oct 2024 10 Nov 2024 non-commercial entities.

May-August 30 Jan 2025 10 Feb 2025

September-December 29 May 2025 9 June 2025 See page 10 for full terms & conditions

Print Advertising

Current Jan 2025. Subject to change without notice. Prices exclude GST. See also Terms & Conditions.





HELPING YOUNG PEOPLE NAVIGATE LIFE

The world is a tough place for young people with so many distractions taking them down dead-end paths. V180 Magazine brings short daily devotions and articles to help them live different!

- Published 3 times a year.
- Circulation over 35,000 direct to individuals and through youth groups.
- Very limited display advertising space and tight acceptance criteria so your message will stand out.

STANDARD RATES	FULL PAGE RHS	FULL PAGE LHS	HALF PAGE RHS	HALF PAGE LHS	2 PAGES BACK- TO-BACK
Book 1 edition	\$3,500	\$2,975	\$2,625	\$2,231	\$5,950
Book 2 editions	\$3,325	\$2,826	\$2,494	\$2,120	\$5,653
Book 3 editions	\$3,168	\$2,692	\$2,376	\$2,019	n/a

CHARITY RATES	FULL PAGE RHS	FULL PAGE LHS	HALF PAGE RHS	HALF PAGE LHS	2 PAGES BACK- TO-BACK
Book 1 edition	\$2,100	\$1,785	\$1,575	\$1,339	\$3,570
Book 2 editions	\$1,995	\$1,696	\$1,496	\$1,272	\$3,392
Book 3 editions	\$1,901	\$1,615	\$1,426	\$1,211	N/A

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Terms & Conditions



Current Jan 2025. Subject to change without notice



Failure to meet stated deadlines will result in placement being lost, unless prior arrangements made.



We welcome advertising for products, services or events that fit well with our values and ethos.

Advertising space is strictly limited and cannot be guaranteed until confirmed.

Rates are for placement only. We can recommend audio or graphic art production solution if required. All material created by us is licensed only for use in Vision's outlets and cannot be used in any other media without written consent. Additional charges may apply to release material for use on other outlets.

Credit terms are strictly 30 days subject to a credit facility being approved (otherwise payment upfront). All material is subject to an approval process prior to acceptance.

We will not accept ads that, in our opinion;

- Promote products, ideas, companies, groups or individuals that we feel are in conflict with our mission, vision, values and beliefs (broadly, orthodox Biblical doctrine).
- Have substandard production values.
- Generically promote a church, a denomination, or regular church services (although the promotion of special events, conferences etc held at or by churches is OK).
- Promote brands, products or services that could reasonably be confused with (or is a competitor to) one of our own brands, products or services.
- Promote alcohol, gambling or other subjects we deem inappropriate; are distasteful or feature obscene language, immoral behaviour or sexual innuendos.
- Promote products or services subject to an advertising prohibition.
- Promotes political parties, candidates or petitions, or is (in our opinion) intended to influence public opinion regarding
 issues of significance to political processes. We may accept bookings for advertising that promotes awareness of
 political process (such as a forthcoming election or an independent conference designed to educate people about
 politics and political issues), provided it does not contain any of the characteristics noted above.

SPECIAL CONDITIONS FOR 'DONATION ASK' ADS

ON RADIO:

- We allow a maximum of 4 campaigns of this type at any given time first come, first served.
- Campaigns must not exceed 10 spots per day.
- Advertising is not available during Vision's own on-air appeals.

IN PRINT:

- Only 2 ads of this type will be published in any edition (first come first served) and only one can contain a print response form.
- The response form must occupy not more than 1/3 page.
- Advertisers cannot run response ads of this type in consecutive editions.
- The name and contact details of the advertiser must be clear and large.
- Placement is at our discretion to ensure devotional readings are not affected.
- Artwork must be submitted for approval 2 weeks earlier than usual deadline.



"Our vision is to take God's Word through media to every corner of Australia and make it available to whoever wants it"

- Hal Short, Founding Vision Chairman -

Would you like to be part of this?

Contact Us

mediasales@vision.org.au 1800 005 011



VISION christian media Helping You Look to God Daily

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