

VISION
christian media

**NATIONWIDE
ADVERTISING
2024**

**Let us help you
share your message
with highly engaged
Christian audiences.**





“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





TRUSTED NATIONWIDE

Vision was born in 1988 with a dream to take the gospel to every corner of Australia through media. Starting with radio and expanding into print and then online media, Vision has become a trusted, uplifting voice reaching hundreds of thousands of Australians nationwide. 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 multi-media approach enables us to reach wide and diverse group of people hungry for the good news and uplifting voice we bring.

HIGHLY VALUED

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



What is Net Promoter Score?

NPS is a common 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. **75 is exceptionally high** leading to strong loyalty & engagement.

Sources



Vision NPS score is drawn from McCrindle 2019 Australia's Radio Communities survey.



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



15 million +
People within Vision
FM/AM/DAB+
coverage



8 million +
printed devotionals
distributed
since 1994



380,000+
Podcasts downloaded
per quarter



265,000 +
Online Listeners
per quarter



124,000 +
Social Media
Followers



63,000 +
monthly active
websites users



24,000+
Prayer Requests
Every Year



25,500 +
Monthly Active
App Users

OUR MISSION

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

LISTEN

READ

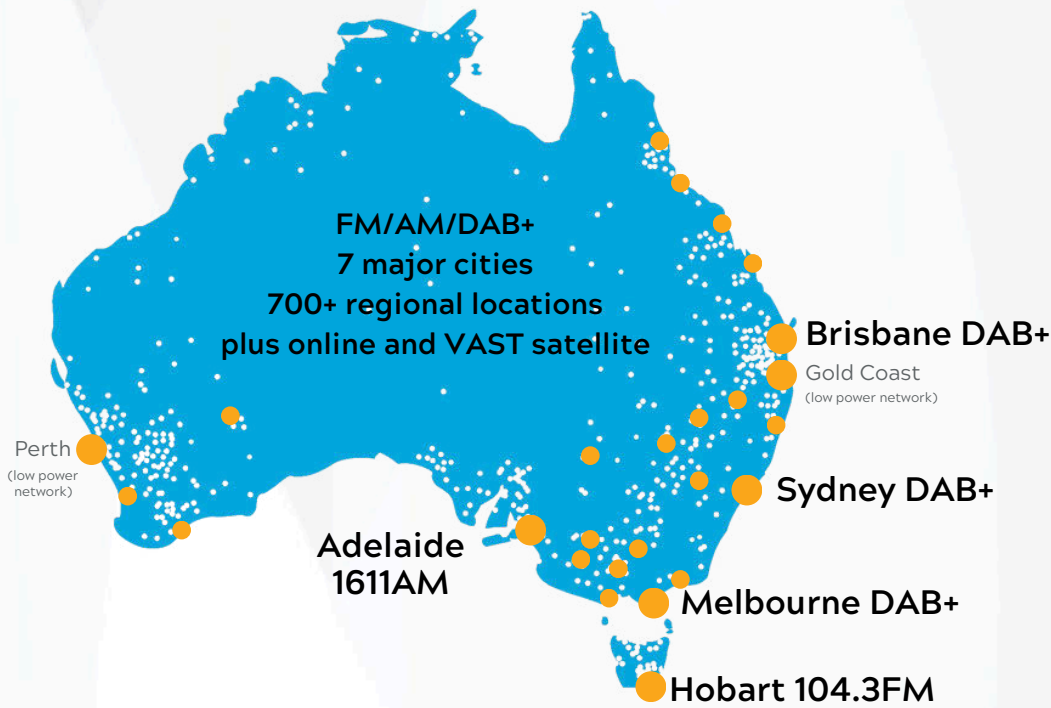
WATCH

ENGAGE

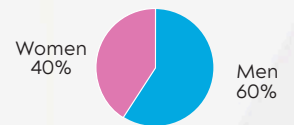
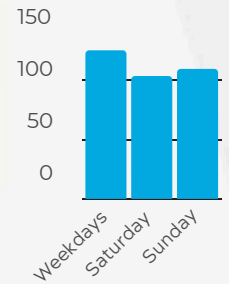




BE HEARD NATIONWIDE ON RADIO



When people listen (thousands)



VISION 646,000
christian radio MONTHLY AUDIENCE

Source: Independent National Listener Survey conducted by McNair yellowSquares - 2023 Survey #1 (n=19,242).



BE SEEN NATIONWIDE IN PRINT

THE WORD FOR TODAY

DAILY DEVOTIONAL

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

Circulation 100,000+
Published Quarterly

V180
MAGAZINE

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

Circulation 35,000+
Published Quarterly

Advertising Options



Current Feb 2024. Subject to change without notice. Charity rate not available for 'donation ask' campaigns. Prices per 30 second spot and exclude GST. Savings compared to casual rates. See also Terms & Conditions.

CASUAL RATES

	STANDARD RATE	CHARITY RATE (-40%)
B-M-A-D (6am-7pm)	\$150	\$90
Run of Station (6am-12mn)	\$140	\$78

SPECIAL EVENT PACKAGE

5 spots a day Minimum 1 week (30 sec ROS Mon-Sat)	STANDARD RATE	CHARITY RATE (-40%)
1 WEEK CAMPAIGN (10% off)	\$3,510	\$2,106
2 WEEK CAMPAIGN (15% off)	\$6,630	\$3,978
3 WEEK CAMPAIGN (20% off)	\$9,360	\$5,616
Best Value! 4 WEEK CAMPAIGN (25% off)	\$11,700	\$7,020

AWARENESS BUILDER PACKAGE

3 spots a day Minimum 3 months (30 sec ROS Mon-Sat)	Standard rate	Charity rate
3 MONTHS (30% off)	\$7,098 per month	\$4,259 per month
6 MONTHS (35% off)	\$6,591 per month	\$3,955 per month
9 MONTHS (40% off)	\$6,084 per month	\$3,650 per month
Best Value! 12 MONTHS (45% off)	\$5,577 per month	\$3,346 per month

HIGH INTENSITY PACKAGE

6 spots a day Minimum 3 months (30 sec ROS Mon-Sat)	Standard rate	Charity rate
3 MONTHS (40% off)	\$12,168 per month	\$7,301 per month
6 MONTHS (45% off)	\$11,154 per month	\$6,692 per month
9 MONTHS (50% off)	\$10,140 per month	\$6,084 per month
Best Value! 12 MONTHS (55% off)	\$9,126 per month	\$5,476 per month

Nationwide Print Rates

Current Feb 2024. Subject to change without notice.
Charity rate not available for 'donation ask' campaigns.
Prices exclude GST. See also Terms & Conditions.



THE MOST WIDELY READ 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 quarterly.
- **Circulation over 100,000 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 pages 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
Book 4 editions	\$7,346	\$8,643	\$5,510	\$6,482	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	\$3,462	\$4,073	n/a
Book 4 editions	\$4,408	\$5,186	\$3,306	\$3,889	n/a

2024 DEADLINES:

QUARTLEY EDITION:

Feb-Apr
May-Jul
Aug-Oct
Nov-Jan

BOOKINGS:

26 Oct 2023
25 Jan 2024
25 Apr 2024
25 Jul 2024

ARTWORK:

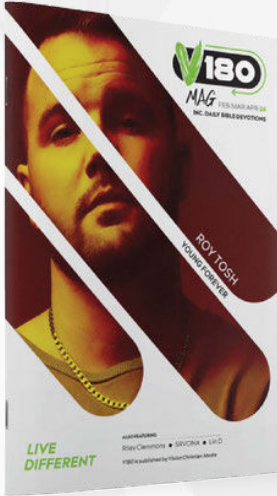
2 Nov 2023 1
Feb 2024 2
May 2024 8
Aug 2024

Advertising space is available only to non-commercial entities.

See page 9 for full terms & conditions

Nationwide Print Rates

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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 quarterly.
- **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
Book 4 editions	\$3,025	\$2,571	\$2,269	\$1,928	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	\$1,425	\$1,212	n/a
Book 4 editions	\$1,815	\$1,543	\$1,361	\$1,157	n/a

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ARTWORK:
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IMPORTANT NOTE: ALL ADVERTISING ARTWORK IS SUBJECT TO ACCEPTANCE BY *VISION CHRISTIAN MEDIA*

HALF PAGE

148mm (w) x 107mm (h)
5mm internal margins
5mm bleed all-round

FULL PAGE

148mm (w) x 210mm (h)
5mm internal margins
5mm bleed all-round

ARTWORK SPECIFICATION

- Images must be a minimum of 300dpi
- Fonts must be embedded
- Colours must be CMYK
- Artwork must not exceed 280% ink coverage Supplied as high-res PDF, EPS, TIFF or JPG

PLEASE DO NOT INCLUDE CROP MARKS IN YOUR FINAL ARTWORK

Terms & Conditions



Current Mar 2024. Subject to change without notice

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 provide audio or graphic art production at competitive rates. 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.

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.
- Fall under the regulatory definition of 'political advertising'.
- 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.

SPECIAL CONDITIONS FOR 'DONATION ASK' ADS

Standard rates apply for ads containing a donation ask (charity discount not available). Additionally;

ON RADIO:

- We allow a maximum of two campaigns of this type at any given time - first come, first served.
- Campaigns must not exceed 10 spots per day.
- Ads will not be run during block-out periods, generally starting 4 weeks prior to and ending 1 week after Vision's own major on-air fundraising campaigns.

IN PRINT:

- Only one ad of this type will be published in any edition, first come, first served.
- Advertisers cannot run 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.
- The response form must occupy not more than 1/3 page.

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



***“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 007 770



VISION
christian media
Helping You Look to God *Daily*

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