

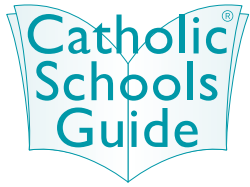
Catholic Schools Guide[®]

**MEDIA KIT
2023
CORPORATE**



Image credit: Genazzano FCJ College VIC

The leading guide to Catholic Education in Australia



About Us

First published in 2010, the Catholic Schools Guide is a wholly owned publication of Catholic Schools Guide Pty Ltd. Although the Guide maintains relationships with various Catholic Education Offices, it is a completely independent publication.

The Guide is designed as a showcase of Catholic education. It offers a unique and visionary way of promoting Catholic primary and secondary schools in an innovative and cost-effective strategy. Now, together with the integrated digital platform, the Guide provides parents the opportunity to access information instantly on any Catholic school that they may be considering for their child.



Features

Catholic Schools Guide offers one integrated platform which is exclusively for Catholic Schools!



Target Demographic

Our core focus is parents and families looking for a Catholic education. As an added bonus, we reach alumni and parents of the current advertising schools.



Each Year A Different Theme

Our annual Guide is released in February with a different theme being the focus each year. A full back catalogue is available for download on our website: www.catholicschoolsguide.com.au

Theme in 2023

Emerging from very challenging global times, a key educational interest for parents is to look at the way schools are delivering education and how they are delivering differently in today's world - our 'Reimagining Education' edition provides more information to parents.

2023: Reimagining Education

2022: Building Resilience

2021: Champions of Change

2020: Celebrating Australia's First Peoples

2019: Educating For The Future

2018: The Global Village

2017: Environment & Sustainability

2016: The Digital Classroom

2015: Leadership

2014: Achieving Excellence

2013: Faith & Spirituality

2012: Technology & Innovation

2011: Social Justice

2010: Gender Education

Image credit: St John Fisher College QLD



Greg Campitelli
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Meet Our Publisher

Gregory Campitelli is the director and publisher of Catholic Schools Guide. He has enjoyed an extensive 37 year career in education; the not-for-profit sector; and, in the early years, film and television.

Greg is also Director of Campitelli Consultancy which specialises in marketing, strategic fundraising, major gift philanthropy, capital campaigns and alumni development. Many of his clients are secondary Colleges and not-for-profit organisations. Furthermore, Greg is also Director of Enquiry Tracker the leading global platform for schools to manage their future enquiries.

For many years, Greg was Director of Development at one of Melbourne's oldest private Colleges, CBC St Kilda. He was a long serving Board member and a qualified teacher and was both a Subject and Year Level Coordinator. For six years Greg was Director of Development at International Centre for Eyecare Education (ICEE).

While at ICEE, Greg was one of the key architects behind the creation of the global organisation Optometry Giving Sight. Over the years Greg has served on a number of Boards including Christian Brothers College, Optometry Giving Sight, the Australian Anthrozoology Research Foundation and the Geelong Football Club Foundation.

Greg was Managing Director of an SMS company and developed the software and operations in utilising business-to-business systems. He has produced numerous events and in early years he worked as sound and picture editor in Australia's television and film industry. Greg is a recognised international speaker and is regularly engaged for keynote speaking, business, leadership, motivation and mentoring.

Our Team



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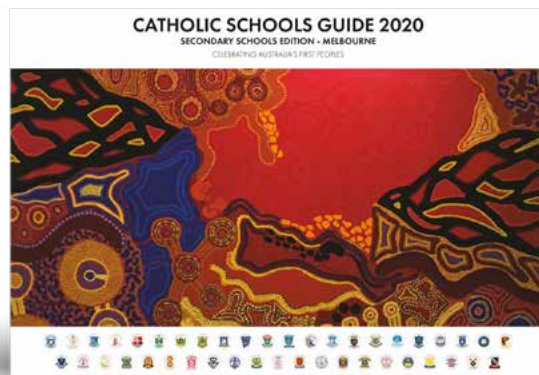
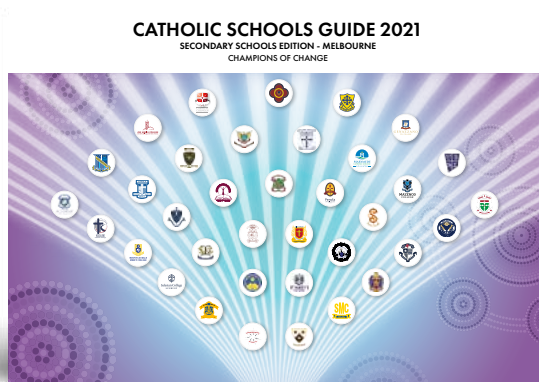
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Print

Catholic Schools Guide is printed in Australia by Ellikon to the highest quality standards - ISO 9001:2008 - and highest environmental management standard - ISO 14001:2004.

- 12 mth high-end glossy coffee table style format
- A4 landscape full colour publication
- An annual publication released each February
- 85,000 copies
- Melbourne, Sydney and Brisbane Editions
- Readership 600,000+
- 2,500 destinations
- Delivered in bulk via courier
- All deliveries tracked
- Free to end-user
- 100% target reach

Circulation

Direct Impact to Catholic Schools (~65,000 units)

The bulk of the distribution is to Catholic Primary Schools. Schools receive copies to give families a complimentary copy.

- Sets of 100+ magazines via 600+ Catholic Primary Schools in Greater Melbourne, Sydney and Brisbane.

Reaching Catholics not at Catholic Primary Schools (~25,000 units)

Critical to many schools is reaching families who are not at Catholic primary schools.

Catholic Schools Guide applies a multi-pronged strategy that has been refined over many years.

- All churches requested to place these in narthex / foyer. These are well-received by older people especially grandparents wishing to have a say in where their grandchildren attend school, especially when many are contributing to fees.
- All advertising schools nominate 5 Early Learning Centres and 5 Government Primary Schools
- Sets of 15 magazines via
 - 600+ Catholic Parish Churches
 - 500+ State Government Primary Schools
 - 500+ Early Learning & Childcare Centres
 - 100+ Catholic Secondary Colleges

New Website



We are thrilled to announce the launch of our brand new website which is packed full of new features. Please visit www.catholicsschoolsguide.com.au. Our site provides an optimal user experience across a wide range of devices, including desktop, tablet and smartphone.

Visitors can take a closer look at their school of interest; browse articles on Catholic education by key feature writers; check out the latest offerings and specials from our corporate partners; view upcoming events; and download copies of the current and previous editions of the Guide.

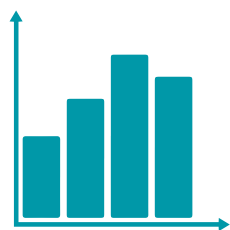
- Every Catholic School in Australia
- Handy 'Find A School' Search
- Compare Schools Tool
- Latest News
- School Open Day & Tours Calendar
- Feature Articles
- Latest News
- Principal/Captain's Messages

School Open Day Calendar

The perfect way for parents to engage and discover more about what Catholic schools offer, the promotion of your Schools Tours and Open Days is vital to any school. The Calendar on the Catholic Schools Guide website provides parents with information about all of your Open Days and Tours and even a direct link for them to register

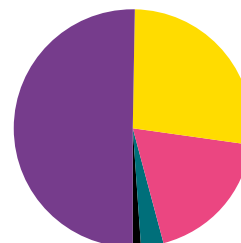
Ignite Virtual Forums

Offering professional development to Catholic school Marketers and Registrars. Watch our past forums via www.catholicsschoolsguide.com.au/the-ignite-series-virtual-forums/



Performance Data

- Appeared in 5.7 Million Google searches in 2021
- 116,000 unique page views
- 57% via a mobile or tablet
- Average visit to a featured school page is 3 mins
- Most schools over 300 page views



Visitor Acquisition Channel

- 49% Organic Search including ranking for thousands of Catholic School names and generic Catholic School searches
- 26% Display or Banner Advertising on sites like news.com.au, domain.com.au
- 18% Direct
- 3% Social Media
- 1% Paid Search



CSG Digital Magazine

The Guide is available as a handy digital flip-top book and is downloadable

- Free to download
- Every edition available in back catalogue
- Broadcast to subscriber database
- Posted in links via social media campaigns



CSG 'Ignite' E-newsletter

Every month our 3000+ subscribers receive an EDM featuring the latest news and tips.



CSG Facebook Page

The CSG Facebook page has over 2,000+ likes. It provides news snippets and fun facts on education, handy tips, articles and research.



Catholic Schools Guide

BUILD A TOWER TO WIN BIG FOR YOUR SCHOOL

Win an amazing prize worth over \$9,500 for your school.

ENTER NOW

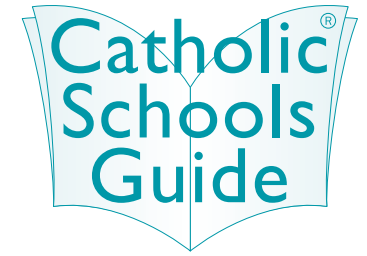
The advertisement features a background of colorful building blocks and a small image of a computer monitor displaying the competition details.

Every Catholic school in Australia is invited to enter this competition to win an All New CommBox Interactive Touch Screen from Integrate AV.



Image credit: St Josephs Nudgee College QLD

Option #1: Platinum Partner Package



- Maximum of 3 x Platinum Partners

Website

- Dedicated Company Container on Home Page - 12 months
- Featured Partner of the Month (1st choice of allocated month)
- Company Logo hyperlinked on Home Page - 12 months
- Dedicated Profile Page on the website
- 400 word Topical Editorial provided by Company in agreed area of interest

Facebook

- 2 x Facebook Shout-Outs

EDMs

- 2 x Featured in Monthly EDMs to Catholic Secondary Schools
- 2 x Featured in Monthly EDMs to Subscriber Database

Lunch & Learn Webinar Series

- Co-present a professional development session for 30 minutes in a digital forum to Catholic Secondary Schools

Special

- Ability to offer unique specials to 470 Catholic Secondary Schools
- Ability to offer unique specials to Subscribers
- Ability to cross promote and refer to *'Our company is a proud Platinum partner of Catholic Schools Guide'*

Print Magazine

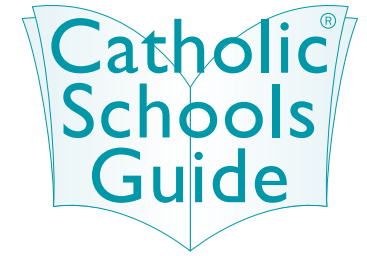
- Full Page Colour A4 Landscape Ad
- Featured in all three print editions
 - Melbourne Edition - 35,000 units
 - Sydney Edition - 25,000 units
 - Brisbane Edition - 25,000 units
- Preferred Positions
 - Full Page Ad - First Right Hand Page
 - Full Page Ad - Inside Back Cover
 - Back Cover

Your Total Investment = \$12,000

(Prices exclude GST)

Option #2: Gold Package

- Maximum of 4 x Gold Supporters



Website

- Featured Partner of the Month (Next choice of allocated month)
- Company Logo hyperlinked on Home Page - 12 months
- Dedicated Profile Page on the website
- 400 word Topical Editorial provided by Company in agreed area of interest

Facebook

- 1 x Facebook Shout-Out

EDMs

- 1 x Featured in Monthly EDM to Catholic Secondary Schools
- 1 x Featured in Monthly EDM to Subscriber Database

Special

- Ability to offer unique specials to 470 Catholic Secondary Schools
- Ability to offer unique specials to Subscribers
- Ability to cross promote and refer to 'Our company is a proud Gold partner of Catholic Schools Guide'

PLUS then Select in Print Magazine From

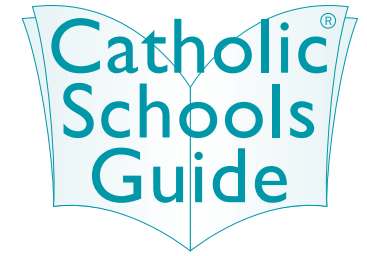
- Company Ad in all Three Editions
 - Full Page Colour A4 Landscape Ad (\$5,000)
 - Half Page Colour Ad (\$3,000)
- Company Ad in One Edition of Your Choice
 - Full Page Colour A4 Landscape Ad (\$3,000)
 - Half Page Colour Ad (\$1,500)

Your Total Investment = \$4,500 from Digital + one selected option from Print

(Prices exclude GST)

Option #3: Silver Package

- Maximum of 5 x Silver Supporters



Website

- Company Logo on Home Page Slider - 2 weeks
- Company Logo hyperlinked on Home Page - 12 months
- 400 word Topical Editorial provided by Company in agreed area of interest

Facebook

- 1 x Facebook Shout-Out

EDMs

- 1 x Featured in Monthly EDM to Catholic Secondary Schools
- 1 x Featured in Monthly EDM to Subscriber Database

Special

- Ability to offer unique specials to 470 Catholic Secondary Schools
- Ability to offer unique specials to Subscribers
- Ability to cross promote and refer to 'Our company is a proud Silver partner of Catholic Schools Guide'

PLUS then Select in Print Magazine From

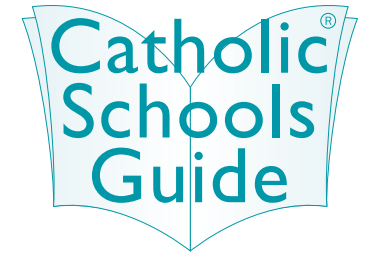
- Company Ad in all Three Editions
 - Full Page Colour A4 Landscape Ad (\$5,000)
 - Half Page Colour Ad (\$3,000)
- Company Ad in One Edition of Your Choice
 - Full Page Colour A4 Landscape Ad (\$3,000)
 - Half Page Colour Ad (\$1,500)

Your Total Investment = \$3,000 from Digital + one selected option from Print

(Prices exclude GST)

Option #4: Bronze Package

- Maximum of 5 x Bronze Supporters



Website

- Company Logo hyperlinked on Home Page - 12 months
- 400 word Topical Editorial provided by Company in agreed area of interest

Facebook

- 1 x Facebook Shout-Out

EDMs

- 1 x Featured in Monthly EDM to Subscriber Database

Special

- Ability to offer unique specials to Subscribers
- Ability to cross promote and refer to 'Our company is a proud Bronze partner of Catholic Schools Guide'

PLUS then Select in Print Magazine From

- Company Ad in all Three Editions
 - Full Page Colour A4 Landscape Ad (\$5,000)
 - Half Page Colour Ad (\$3,000)
- Company Ad in One Edition of Your Choice
 - Full Page Colour A4 Landscape Ad (\$3,000)
 - Half Page Colour Ad (\$1,500)

Your Total Investment = \$1,500 from Digital + one selected option from Print

(Prices exclude GST)



Key Information

Invoice

Full amount invoiced on booking.

Bookings

Bookings must be completed online at
www.catholicschoolsguide.com.au/corporate-booking/
Subject to Terms and Conditions stated.

Production Dates

Final Bookings Close:	1 November 2022
Final Deadline for Artwork:	14 November 2022
Distribution Week:	6 February 2023

Promotion & Advertising Campaigns

Catholic Schools Guide is promoted across a wide range of platforms including:

Google Search (SEO)

We are proud of our rankings, every year our website appears in over 6 million searches worldwide and over 4.5 million in Australia including searches for many Catholic Schools names. We probably even rank for your school!

Google Search (Paid)

In addition to our excellent rankings we also invest in paid marketing within the Google Search Network.

Facebook

Ever-expanding campaigns are run in each market segment across Australia. We promote our own activities like the popular competition in addition to "shout out" for our featured advertisers. We use a mix of paid and organic promotion for this.

Google Ads

In 2023 we will continue to run extensive banner advertising campaigns.

Print

A print and digital campaign is run with Australian Catholics Magazine.

Competition

Every year we offer a fabulous prize to students at or about to attend a Catholic school. This model drives traffic to the site and creates increased interactive experiences.

Catholic Schools Guide has key relationships with



Testimonials

“The Catholic Schools Guide has continually delivered a fantastic return on investment for so many Catholic Secondary Colleges. It is an outstanding publication.”

David Formosa

Chair Catholic Development Network
Director Of Development
St Bernard's College VIC

“The Catholic Schools Guide is a high quality publication delivered straight into the hands of our target audience, making it a definite part of our future marketing mix.”

Majella Thompson

Communications and Marketing Coordinator
Southern Cross Catholic College QLD

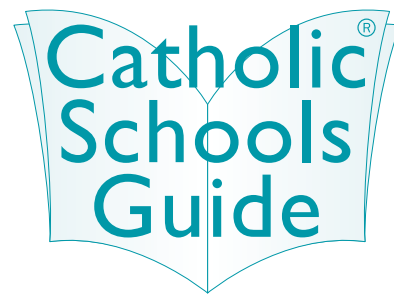
“If we were to only choose one publication to promote our school, it would be Catholic Schools Guide. Its a most impressive publication which directly reaches the parents of our future students.”

Therese May

Careers Adviser and Marketing
St Andrews College NSW



Image credit: Loreto Normanhurst NSW



www.catholic-schools-guide.com.au