

DID YOU KNOW?

Our Website Traffic
Up by 134%!

More than 40% of the Australian
population moved address in the
last 5 years!

Engage with these families as they
search for a new school through
Catholic Schools Guide.

Image credit: San Sisto College, QLD

The leading guide to Catholic Education in Australia

Connecting Our Partners



Reaching Catholic Schools

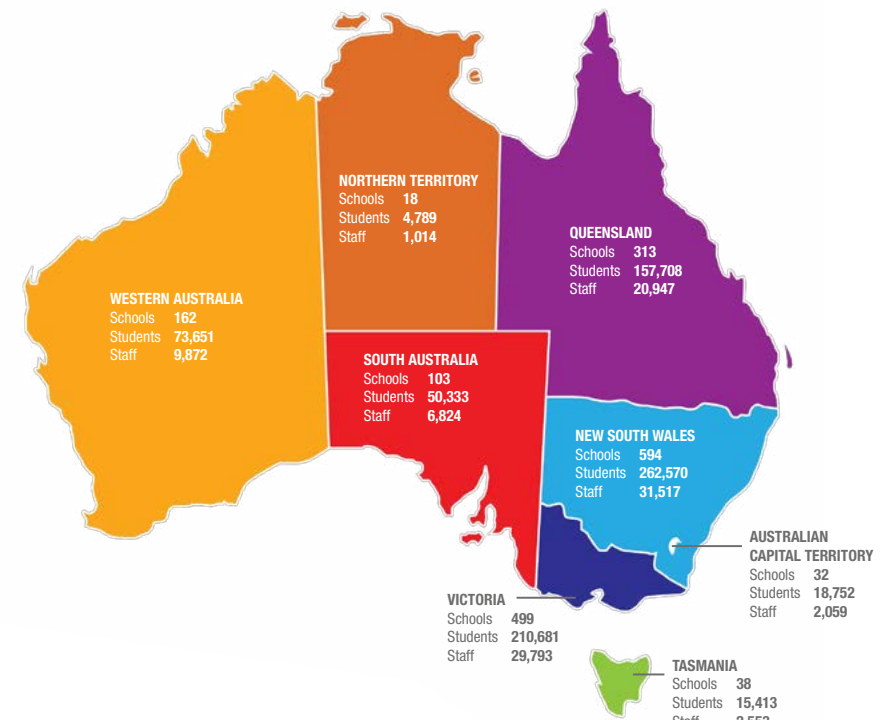
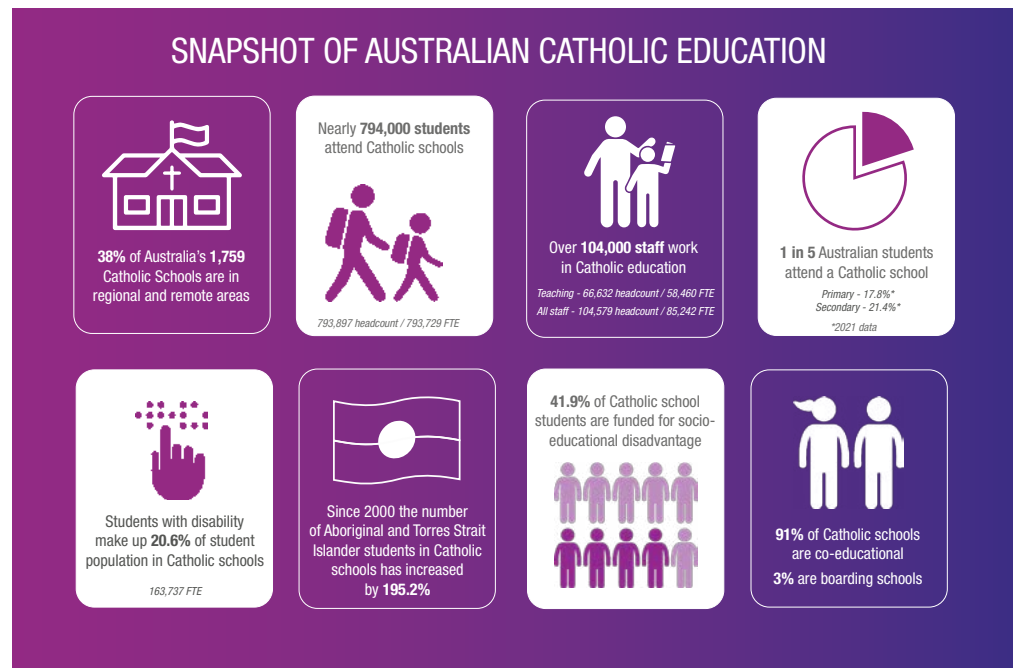
Our corporate partners are seeking to have a conversation with key decision makers in schools such as Principals, Business Managers and Directors of Marketing.

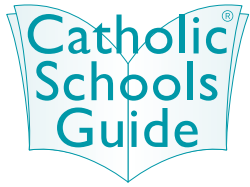
We are the only website of its kind solely dedicated to promoting the 1,759 Catholic schools in Australia. By partnering with Catholic Schools Guide you can literally open the door. Show them the difference between your company and your competitors: *"we support Catholic Education through Catholic Schools Guide - can we meet?"*.

Reaching Families

Many of our corporate partners are seeking to connect directly to families. Around 800,000 students or 1 in 5 Australian students attend a Catholic school.

Based on the average family size, this gives your company a direct reach into 3.2 million people. And don't forget Catholic schools employ more than 104,000 teaching and non-teaching staff who also have their own families! This now gives you a direct audience reach of 4 million people.





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.

Our Approach

The core philosophy of the Guide is underpinned by equity. Every College featured in the Guide is given one page and is listed in alphabetical order. Significantly, no College can 'buy' position. Further, the Guide follows an easy-to-follow template and is packed with useful information that parents need when making key decisions about their child's education. This enables the reader to compare and contrast each College in a fair and consistent manner.

The Colleges provide the information and photos, while our graphic team designs the layout which allows every school to be treated with equal pride and care. We make no commentary about any school, rather each school signs off and approves their own page.



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 2024

Where we are now and where we are going has been and will always be informed by where we have come from. Our Past gives us our roadmap to Our Present and to Our Future - the 2024 edition of Catholic Schools Guide celebrates that educational journey.

2024: Our Past, Our Present, Our Future

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

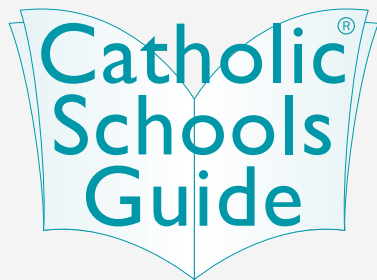
2013: Faith & Spirituality

2012: Technology & Innovation

2011: Social Justice

2010: Gender Education

Image credit: St John Fisher College QLD



Readership



Direct impact to Catholic Schools



Reaching families considering a Catholic education for their child

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.

- A4 landscape full colour publication
- Released each February
- 70,000 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

Sets of magazines via 600+ Catholic Primary Schools in Greater Melbourne, Sydney and Brisbane. Direct Impact to families considering an education for their child - Schools give families a complimentary copy of the Guide.

Reaching Catholics not at Catholic Primary Schools

Critical to many schools organisations 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 magazines via:
 - 600+ Catholic Parish Churches
 - 500+ State Government Primary Schools
 - 500+ Early Learning & Childcare Centres
 - 100+ Catholic Secondary Colleges

DID YOU KNOW?

More than 40% of the Australian population moved address in the last 5 years!
Engage with these families as they search for a new school through Catholic Schools Guide.

Our Website



We are proud to unveil the 2023 website with loads 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 'Thought Leadership'**
- **Editorial**

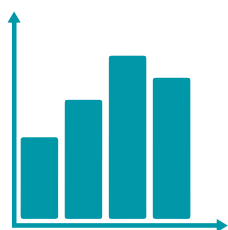
School Open Day Calendar

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

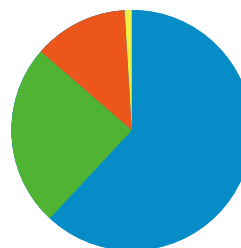
Offering professional development to Catholic school Marketers and Registrars. Watch our past forums via

www.catholicsschoolsguide.com.au/the-ignite-series-virtual-forums/



Performance Data

- Appeared in 5.7 Million Google searches in 2022
- Averaging 13,000 unique page views per month
- Page views increased 134% in Jan & Feb 2023
- Most schools over 400 page views
- 'Find A School' most popular landing page



Visitor Acquisition Channel

- **62%** Organic Search including ranking for thousands of Catholic School names and generic Catholic School searches
- **24%** Social Media
- **13%** Direct
- **1%** Referral



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 3500+ subscribers receive an EDM featuring the latest news and tips.



CSG Socials

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



FIND THE TREASURE AND WIN BIG!

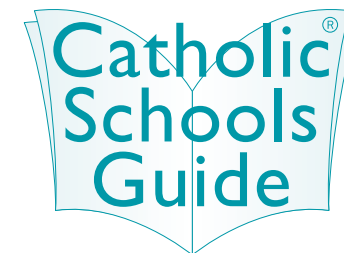
The Catholic Schools Guide and Integrate AV are giving one lucky entrant the opportunity to win 2 amazing prizes worth over \$2,000!



FIND OUT MORE

**COMPETITION CLOSING
5PM 1ST SEPTEMBER 2023**

Option #1: Platinum Partner Package



- Maximum of 5 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

Personal Introduction and Endorsement

- Catholic Schools Guide will broadcast a personal introduction and endorsement of your business to all advertising school Business Managers
- Catholic Schools Guide will also promote your company services and contact information to Business Managers

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'

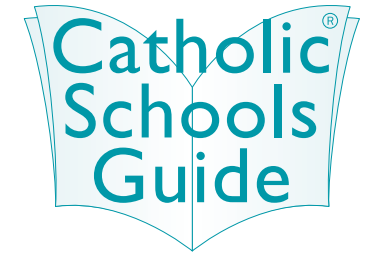
Print Magazine

- Full Page Colour A4 Landscape Ad
- Featured in all three print editions
 - Melbourne Edition - 30,000 units
 - Sydney Edition - 20,000 units
 - Brisbane Edition - 20,000 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 5 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)

Personal Introduction and Endorsement

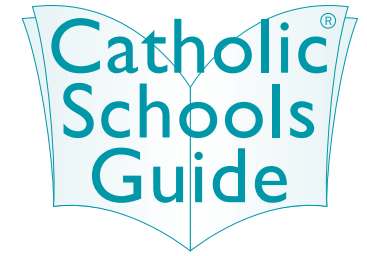
- Catholic Schools Guide will broadcast a personal introduction and endorsement of your business to all advertising school Business Managers
- Catholic Schools Guide will also promote your company services and contact information to Business Managers

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'

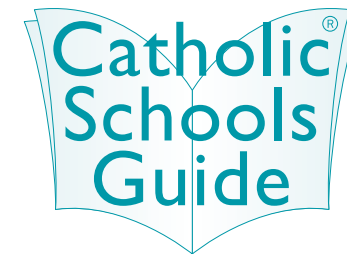
PLUS then Select in Print Magazine From

- 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: Digital Only Package



Website

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

Social Media

- 1 x Facebook Shout-Out Boosted
- 1 x Instagram Shout-Out
- 1 x LinkedIn Shout-Out

EDMs

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

Special

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



Image credit: Emmaus College, VIC

Your Total Investment = \$2,500 Digital Only Package

(Prices exclude GST)



Image credit: Loreto Kirribilli NSW

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 October 2023 |
| Final Artwork Approval: | 1 November 2023 |
| Distribution Week: | 12 February 2024 |

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 & Instagram

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 2024 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





OUR CSG STORY

Kolbe Catholic College, Greenvale Lakes VIC

Direct to our Market

We know that the Catholic Schools Guide is reaching our specific target audience of families seeking a Catholic education. It is the most impactful way we have found to reach the families in our area. It places us at the top of mind when choosing the right school for their child.

The Whole Package

I love the fact it is a 12 month high-end coffee table style publication. We find that families keep the Guide as a 'go-to' reference they can come back to throughout the year. Everything else has a short life span. Backed up with a beautiful page on the CSG website, it gives us the whole package.

My OMG moment!

In my previous school we also advertised in the guide. The one year I chose not to, I had so many phone calls from families asking if we were closing!! It became apparent that potential families expected us to be in the Guide and it was glaringly obvious when we weren't in it.

WHAT WE LOVE

Online Presence

Our feature page on the new CSG website helps us stand out and tells a powerful story about Kolbe and its place in Catholic education.

Free Value Adds

Our prospective families loved the bonus branded postcards CSG gave us this year. They were a super popular on our College Tours.

Broader Reach

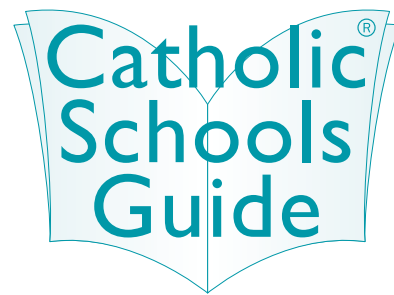
Not only do we reach all Catholic Primary Schools, we also nominate Government Primary Schools and ELCs in our area who receive a package of Guides. A brilliant way to reach families in non-Catholic schools.

"Catholic Schools Guide is the only school guide we advertise in. In fact it's the only print advertising we do. This combined with its online reach is incredible.

I absolutely recommend the Guide to other Catholic Schools."

ROBYN HERRERA

Marketing & Enrolments



www.catholicsschoolsguide.com.au