



There's a rich seam of  
**potential  
customers**  
you've not tapped into...

They're not just  
**reachable** and  
**affordable** but  
**desirable** too.

**The Universe is a printed newspaper, digital newspaper and website reaching people who just happen to be Catholics.**

You'll know a huge number of Catholics. They include the politicians you recognise, the footballers you admire, the celebrities you follow, the public figures you respect, the broadcasters you listen to, the friends and colleagues you mix with.



**In fact, Catholics are just a cross section of the people you meet in everyday life.**

**So why isn't your media schedule targeting them?**

Maybe it's because you think you don't need to. That you can reach them through your ads in the daily press, the Sunday supplement, the roadside poster, the broadcast ad etc. To a certain extent this is true, but if we show you an additional way to reach them, in a media where they dwell longer and an environment they trust more, then such a media must be worthy of a serious trial and a place on your schedule, especially if the advertising costs are low and competitive.

The Universe has a mass market editorial appeal recognising that its audience includes keen gardeners, holidaymakers, car buyers, hotel visitors, food buyers, home improvers, air and rail passengers, fashion buyers and so on.

It includes a supplement – the **Catholic Times** – where the serious in-depth news on the Catholic faith and its practitioners appears.



Whilst the Universe has mass appeal, the typical reader is a 40+, high disposable income, empty nester. Newspapers in general have a higher dwell time than other media. This newspaper not only has that, it has a high trust factor. Its editorial is trusted and respected, and by association its advertisers are too.

The newspaper has a high pass-on readership which includes family members of all ages.

The Universe website complements the print. Compiled by our team of professional journalists it provides up to the minute news coverage with a Catholic angle. Its loyal audience turns to us with frequency. It's a trusted authoritative environment perfect for the advertiser.

Behavioural tracking analytics gives us a detailed picture of readership and invaluable feedback for the advertiser, we will be able to provide you with in-depth data of how your ad is received enabling us to customise CTA if necessary for maximum CTR. This also enables us to offer A/B testing if required.



Our audience is building whilst the average local press readership is declining. Their audience is turning to other media – including ours, and we're making the effort to encourage that and welcome them.

**Our Facebook doubled the number of likes during June 2020.**

It's accelerating more through the months ahead. Not only are we offering our website for you to advertise on, we are also offering Social Media shout outs, take overs & boosts to reach further audiences.

## Advertising opportunities with Universe Media Group

- Press advertising – run of paper
- Press advertising – specific positions
- Inserts
- Website banners and skyscrapers
- Universe social media shout outs, takeovers and boosts

● *The Catholic*  
**universe**

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