Your route into the 7.5 million UK and Ireland Catholic community
A trusted brand

• The Universe is a well-known and respected newspaper brand with an extremely solid reputation and a wide readership.
• Our readers represent a wide range of backgrounds, viewpoints and interests, built around family values and social awareness.
• Each week we provide analysis and summary of the major events and news of the week from the Catholic perspective.
• Contributors include numerous high profile and well known personalities from all walks of life, including many senior politicians, peers and field experts.
• Our readers are very regular donors to many charitable causes.

Media interaction

• Our readers have a keener than average interest in news and social affairs, and have high levels of media consumption.
• Their number one media choice is The Universe, followed by The Times, Telegraph and Guardian.
• Our readers are avid TV viewers with ITV being their most-watched channel. Arts, travel, lifestyle, drama and factual programmes are their top choices.

Our marketplace

• The Universe is available in selected WH Smith, Menzies and Easons wholesale newsagents, plus all UK and Ireland Catholic locations.

Renowned market leader since 1860
Our Community

• Putting you in touch with 7.5 million Catholics in the UK and Ireland, and more than a billion worldwide.

• In the UK we are prominent in all professions, and Universe readers are also an integral part of our British life at all levels.

• Our readers take a keen interest in all areas of public life, including commerce, the arts, sport, social care and vocations and politics.

• Our readers come from a wide range of backgrounds but share a predominantly ABC12 demographic.

• Our readers have larger than average families with high levels of disposable income.

• Our readers are independent-minded, outgoing and optimistic, and are a fully integrated and multi-cultural part of the UK landscape.

Your route to a highly-engaged, lucrative market
Our readers:

Our 2015 independent survey confirmed that we visit all major known branded stores and restaurants, drive cars, take regular holidays and have high levels of disposable income.

AGE PROFILE:
21% age 16-40
46% age 40-60
33% age 60+

the power of 50+

- Control 76% of the nation’s financial wealth and assets.
- More than half of consumer spending comes from 50+.
- 80% of all leisure travel is 50+.
- 50+ have £175 billion in disposable income.
- The ‘grey pound’ accounts for £320 billion a year.

The Universe is the most cost-effective way for your brand to harness the purchasing power of this powerful and lucrative market.

The Universe - a powerful marketplace that delivers results
Digital Universe

The full digital edition of The Universe, including supplements and pullouts, has a worldwide readership. Our most rapidly expanding area of activity and fast becoming the first point of promotion for advertisers. We have a loyal UK digital readership, and our global reach is particularly strong in America, India, the English-speaking countries and China.

Social Media

We use the full range of social media platforms to publicise our work, opinions, stories and news across boundaries. All our social media channels carry advertising with a high user response to placements.

Websites

We run five separate websites for our main publications, attracting more than half a million hits per week. Banner and other slots are available, including audio and video adverts.

Daily Newsletter

Sent to our 10,000+ targeted subscriber base every day. Latest news, information and offers with selected advertising slots and opportunities.

Universe Catholic Radio

Universe Catholic Radio (UCR) is our 24/7 online radio station delivering music, news and feature programmes 24/7 into the global community of more than one billion Catholics.

Linking with one billion Catholics worldwide
Our formats

Impact where it counts ... The Catholic Universe is printed weekly at the Guardian Print Centre, Manchester in the European standard Berliner format.

Our state-of-the-art press offers a wide range of sub-formats and innovative presentations that can enhance your impact with our readers ...

- Saddle-stitched supplements
- Loose inserted slip sheets
- Cover wraps and partial cover wraps
- Variety of paper weights available

Multi-format advertising that works

Full Berliner – main paper
440mm h X 287mm w (image area)
slightly taller and marginally wider than tabloid; narrower and shorter than broadsheet. The new, radical standard format for newsprint across Europe and North America.

Half Berliner – supplements
202mm h X 287mm w (image area)
Can be saddle-stitched to create pull-outs; gloss covers available.

Full Berliner ribbon sheet
A single Berliner sheet printed both sides and then folded to give a four page half Berliner pull-out.

During the period of the Jubilee of Mercy (until 20th November 2016), every Universe reader who purchases an international or intercontinental ticket to Rome from the Alitalia website www.Alitalia.com, once the purchase is finalised, will be able to obtain a special discount to buy the OMNIA CARD from www.omniakit.org/en (Valid for purchases until 20th November 2016)

TRAVELLING TO ROME

A vibrant energy flows through the streets of Rome, captivating its visitors. Every year, millions of travellers wander down its cobbled avenues and witness the splendour of a modern city at the heart of an ancient empire. Fly to Rome with Alitalia, and experience its artistic treasures, the charm of its culture, and the awe of its enduring monuments.

EXPLORE ROME'S TREASURES

When you first travel to Rome, you will discover marvels like the Trevi Fountain and the looming Pantheon on almost every street corner. A fast-paced Vespa tour of Rome's streets is the perfect adventure for returning visitors. Rome's bohemian neighbourhoods are a joy to explore. Browse specialty made-to-measure footwear in Trastevere, or explore the open-air culinary markets of Testaccio.

TIPS FROM TRAVEL EXPERTS

While there is never a bad time to travel to Rome, April to June and late September to October are commonly thought of as the best months to visit the city; temperatures are usually mild and the crowds are not quite so dense. It is recommended that visitors purchase event and museum tickets ahead of time to avoid lines.

TRAVEL TO ROME WITH ALITALIA

Alitalia offers up to 4 daily direct flights from Heathrow and London City Airport to Rome Fiumicino. High quality service and competitive fares are the perfect formula to take unforgettable memories home.

• Don't forget to check www.alitalia.com for the latest flight deals to Rome.

Rome – the Eternal City

OMNIA 72 hour     NORMAL PRICE    DISCOUNTED ALITALIA PRICE
Adult €108 €88
Children €75 €62

OMNIA 24 hour  NORMAL PRICE     DISCOUNTED ALITALIA PRICE
Adult €50 €41
Children €32 €26

What is an Omnia card?
An Omnia Card offers you easy access to Rome's principal places of worship, religious sites and tourist attractions during the Jubilee of Mercy. It is designed to allow you to avoid queuing. It also lets you travel on the Roma Cristiana Open Bus circuit. Further information can be found at http://www.omniakit.org/en

Enjoy the perfect trip to Rome with Alitalia, The Universe and the Omnia Card ...
Our weekly newspapers

The Universe
Market leader since 1860 and one of the world’s most accomplished and influential Catholic publications. Best gateway to the UK and global Catholic community.

The Catholic Times
The Catholic Times is our sister broadsheet newspaper. This religious newspaper provides the clergy and others who follow our faith with the latest information, news and opinions.

Universe Supplements

Companion supplement
Our regular weekly non-religious pullout supplement, featuring a wealth of articles and helpful information on topics such as health, personal finance, travel, food and wine, music and the arts, motoring, gardening and much more.

Universe Education supplement
The authoritative pull-out guide for education and Catholic schools and an ideal medium for reaching the parents of children, and educators.

Special supplements

We can offer a comprehensive range of supplement formats and styles to suit your requirements, as well as pullouts, wraparounds and slipsheets.

Magazine titles

Church Building & Heritage Review
Founded in 1964, and distributed to leading architects and decision-makers, Church Building is the definitive guide to church and historic restoration projects.

The Vatican, Past & Present
Our quarterly glossy magazine for all matters to do with the Vatican, its senior figures and daily life, including many exclusive interviews.

From the Archives
Since 1860 the archives of The Universe have been a unique and intriguing record of Catholic life and culture in these islands. Our regular Archives magazine includes rare and historic photographs supported by well-researched articles.

Respected and widely-read publications
Annual publications

Catholic Who’s Who
An annual reference book providing advertisers access to some 4,000 of the most influential people in the UK and Ireland. An ideal vehicle to target an affluent, intelligent audience.

Catholic Directory of England & Wales
The official annual record of the Catholic Church in England and Wales. In continuous publication since 1839, this invaluable, high quality directory is the standard reference book for all those seeking general information on the Catholic Church.

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targeted and cost-effective campaigns
Testimonials

DWS Advertising “We are the advertising agency for Peacocks as well as for a number of other advertisers who use The Universe regularly. We have found The Universe to be a very useful niche publication in terms of generating sales leads and increasing awareness among this very useful key niche market.”

Wyngates Care Services “We have had a long association with The Universe and have found them to been extremely helpful and efficient. We are pleased that our advertising reaches such a wide range of readers and the enquiry response we receive is greater than from other national newspapers and magazines.”

Thai Children’s Trust “Can I take the opportunity to thank Universe readers for their magnificent support over the years, especially those who have brought joy to children in Thailand through sponsorship. We are a tiny charity, and there is a very direct connection between our sponsors and the children they sponsor.”

7.5m Catholics in the UK and Ireland ... with UMG you’re connected!