

# the advocate

A voice for accessible, equitable and empowered lives

## Beyond advertising

The Advocate magazine is the voice of Spinal Life Australia, reflecting the concerns and priority interests of people living with a physical disability.

Our printed quarterly magazine is distributed throughout Queensland and Western Australia.

Through our marketing expertise, our reach extends nationally beyond the printed edition to our online digital magazine, social media, awareness campaigns, email newsletters and more including:

- readership of more than 10,000 people
- close to 6,500 Facebook followers
- 1,500 Twitter followers

Our publication is guided by an ethos of quality printing and presentation, as shown by our attention to detail, quality photography and design.

By working together, we can achieve a seamless advertising campaign to reach your target audience across all of our available channels.

## Audience

Our readers include people with spinal cord damage and related physical disabilities, along with their families and supporters.

The magazine is also distributed to community service providers, health professionals, government departments and our key stakeholders in the business community.

Our readers seek out information that is relevant to their situation and needs.

Our audience is engaged and actively contribute to the magazine and our social media pages.

Our demographic spans across many different age groups and backgrounds, and the content is written to cater for a wide audience.

We continue to receive positive feedback, and always endeavour to improve each and every issue.

Read by 92%  
of Spinal Life  
Australia's  
members and  
clients\*



*"I mostly love the broad spread of news and ads."*

*"I enjoy the medical and inspirational stories."*

*"Reading about developments in research and technology keeps me up-to-date."*

*"A colourful and appealing magazine that I enjoy."*

## Advertising rates



Cost  
**\$1100.00**  
+GST

Full Page Back Cover  
210mm (w) x 297mm (h)



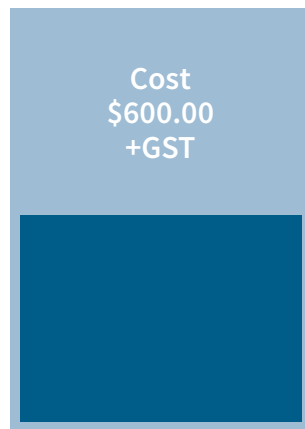
Cost  
**\$1000.00**  
+GST

Full Page Inside Cover  
210mm (w) x 297mm (h)



Cost  
**\$900.00**  
+GST

Full Page General  
210mm (w) x 297mm (h)



Cost  
**\$600.00**  
+GST

1/2 Page H  
180mm (w) x 130mm (h)



Cost  
**\$450.00**  
+GST

1/3 Page V  
70mm (w) x 297mm (h)



Cost  
**\$300.00**  
+GST

1/4 Page H  
180mm (w) x 60mm (h)

## Material specifications

3mm bleed required on full page and 1/3p advertisements.

No bleed required for 1/2p or 1/4p advertisements.

Text should not be closer than 5mm to trim or fold.

All images must be in CMYK and should have a minimum resolution of 300 DPI.

**ALL ARTWORK TO BE SUPPLIED AS A HIGH QUALITY PDF CONVERTED TO CMYK WITH BLEED AND TRIM MARKS OR 300dpi CMYK JPG FILE WITH BLEED AT 100% SIZE.**

**LOW RESOLUTION PDF'S CREATED FROM MICROSOFT WORD WILL NOT BE ACCEPTABLE FOR PRINT.**

We can assist in the design of your advertisement.

Quotes will be given after consultation.

For further details, please contact [theadvocate@spinal.com.au](mailto:theadvocate@spinal.com.au) or call 07 3435 3184.

Supplied materials to be inserted with the magazine for delivery to members, clients and stakeholders will be considered from \$300 per issue. Please contact the Advertising Coordinator to arrange.

Full page and half page advertorials are available and will be charged at the same rate as the corresponding advertisement size.

Discounts apply for Spinal Life Australia members.

Before booking please read our full Terms of Agreement, which will accompany your contract.

## DEADLINES

### Autumn (March/April/May)

Booking deadline: 14 January 2019 |

Ad supply deadline: 21 January 2019

### Winter (June/July/August)

Booking deadline: 8 April 2019 |

Ad supply deadline: 15 April 2019

### Spring (September/October/November)

Booking deadline: 8 July 2019 |

Ad supply deadline: 15 July 2019

### Summer (December/January/February)

Booking deadline: 30 September 2019 |

Ad supply deadline: 7 October 2019

For all advertising enquiries contact:  
[theadvocate@spinal.com.au](mailto:theadvocate@spinal.com.au) or call 07 3435 3184.