

# the advocate

A voice for accessible, equitable and empowered lives

## A trusted leader in the spinal cord damage community

The Advocate is the voice of Spinal Life Australia and its members and clients, capturing the key issues that matter most to people living with a physical disability across Australia.

Our publication features aspirational, informative editorial supported by quality photography and design, along with advertising that is relevant to readers and their daily lives.

We continually receive positive feedback and have a close working relationship with our advertising partners to effectively reach their target audience.

## Our audience

Our readers include people with spinal cord damage and physical disabilities, their families and supporters, health professionals who provide care and advice to the community, government departments and community service providers.

We have a highly engaged audience that actively contribute to the magazine and our social media.

Our readership demographic spans across many different age groups and backgrounds across the disability sector, and our articles are written to cater for this wide audience.

## What our readers say

*"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."*



2,500  
PRINTED  
QUARTERLY

10,000  
READERS EACH  
QUARTER

f  
MORE THAN  
7,500  
FOLLOWERS  
(an increase  
of 14% on 2019)

  
MORE THAN  
1,500  
FOLLOWERS

93%  
of readers are our  
members and clients  
who recognise  
Spinal Life Australia  
as a trusted resource  
for information\*

 Spinal Life  
AUSTRALIA

# Advertising rates



Cost  
**\$1150.00**  
+GST

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



Cost  
**\$1050.00**  
+GST

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



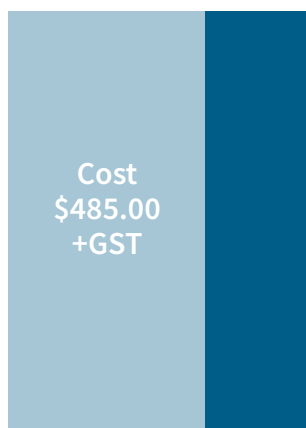
Cost  
**\$950.00**  
+GST

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



Cost  
**\$640.00**  
+GST

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



Cost  
**\$485.00**  
+GST

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



Cost  
**\$330.00**  
+GST

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

## Extras

Promotional inserts are available with our printed magazine. Please contact us for more information.

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

Discounts apply for Spinal Life Australia members.

## Book early!

### Autumn Issue

Booking deadline: 13 January 2020

Ad supply deadline: 20 January 2020

### Winter Issue

Booking deadline: 30 March 2020

Ad supply deadline: 6 April 2020

### Spring Issue

Booking deadline: 29 June 2020

Ad supply deadline: 6 July 2020

### Summer Issue

Booking deadline: 5 October 2020

Ad supply deadline: 12 October 2020

## 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 PDFS CREATED FROM MICROSOFT WORD ETC. WILL NOT BE ACCEPTABLE FOR PRINT.**

For further details, please contact  
theadvocate@spinal.com.au or call 07 3435 3184.

*We can design your advertisement. Contact us for a quote.*

For all advertising enquiries contact:  
theadvocate@spinal.com.au or call 07 3435 3184.

