

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.

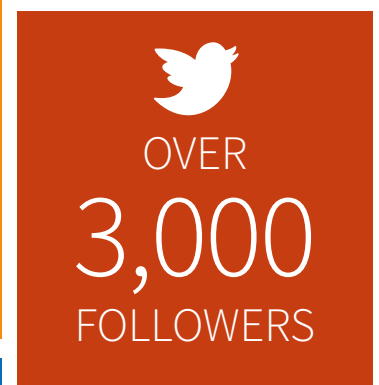
What our readers say

“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.”



ADVERTISING RATES



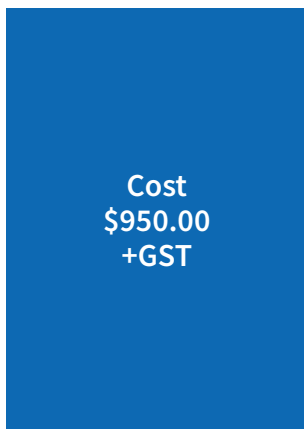
Cost
\$1150.00
+GST

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: 1 February 2020

Ad supply deadline: 8 February 2020

Winter Issue

Booking deadline: 19 April 2020

Ad supply deadline: 26 April 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.

theadvocate@spinal.com.au
or call 07 3435 3184.