

THE Advocate

A VOICE FOR ACCESSIBLE, EQUITABLE AND EMPOWERED LIVES

The Advocate is a platform for people living with spinal cord damage to share their stories and life experience, combined with the latest news, advice from our experts, and much more.

As the quarterly magazine for Spinal Life Australia, it's a trusted source of information that is relevant to our audience, covering the issues that matter most to them.

Key features of the magazine include:

-  Profiles of our members and community, providing a personal insight into their daily lives and interests
-  Advocacy updates, focusing on Spinal Life's current efforts to improve access and inclusion
-  Health tips, supporting the wellbeing of our community with essential information
-  Reviews directly from our readers, via our Accessible Australia app and other channels

The magazine is printed in hard copy and is also available online as a digital edition.

OUR AUDIENCE

Our readers include people with spinal cord damage and other physical disabilities, their families and supporters, Spinal Life's personal support team, health professionals, government departments and community service providers.

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

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.

We partner with our advertisers to ensure we are reaching your audience in the most effective way, driving results and positive outcomes.

STATS

More than 3,500 hard copies printed quarterly
Digital edition published online (with ads hyperlinked)

 More than **8,800 followers**
(17% increase from 2020)

Highly engaged audience, with interactions up by 31.2% since 2020

 More than **1,600 followers**
Highly engaged audience made up of professionals within the disability supports sector (interactions up by 73% since 2020)

 More than **1,500 followers**



ADVERTISE WITH US

We can help you reach your goals, whether it's to grow your brand, engaging with existing and potential customers, or promote your products and services. All our advertisements are relevant to our audience, who are located across Australia and have a connection to the disability sector.

Pricing - including advertorials:

\$1,150 + GST	\$1,050 + GST	\$950 + GST	\$640 + GST	\$485 + GST	\$330 + GST
BACK COVER Full Page	INSIDE FRONT COVER Full Page	GENERAL Full Page	GENERAL Half Page	GENERAL 1/3 Page	GENERAL Quarter Page
210mm (w) x 297mm (h) + 3mm bleed	210mm (w) x 297mm (h) + 3mm bleed	210mm (w) x 297mm (h) + 3mm bleed	180mm (w) x 130mm (h) + 3mm bleed	70mm (w) x 297mm (h) + 3mm bleed	180mm (w) x 60mm (h) + 3mm bleed

HAVE YOU THOUGHT ABOUT AN ADVERTORIAL?

Advertorials are a great way to share more about your business and the customers you have helped.

Our editorial team will assist you to create an engaging article that connects with your audience and highlights your brand values.

- Full Page Advertorial \$1,050 + GST
- Double Page Spread (Full Page General + Full Page Advertorial) \$1,800 + GST

Book 4 full pages and receive a full page advertorial at not cost!

DEADLINES

- SPRING - Booking 9/8/21 | Artwork 16/8/21
- SUMMER - Booking 1/11/21 | Artwork 8/11/21
- AUTUMN - Booking 24/1/22 | Artwork 31/1/22
- WINTER - Booking 18/4/22 | Artwork 26/4/22

CONTACT US

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ABOUT SPINAL LIFE AUSTRALIA

For more than 60 years, Spinal Life has been committed to supporting people with spinal cord damage to live as independently as possible.

Founded by people with a disability, for people with a disability, we've never lost sight of why we're here – to support people to live accessible, equitable and empowered lives.

We support, champion, petition, discuss, debate, lead the way and set the standard for how people with disability are viewed, and are dedicated to creating equal opportunity for everyone in Australia.