

# THE Advocate

A VOICE FOR ACCESSIBLE, EQUITABLE AND EMPOWERED LIVES







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

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.

The Advocate is a platform for people living with spinal cord damage and other physical disabilities to share their stories and life experience, combined with the latest news, advice from our experienced team, 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 and inspiring people to take life back.

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

We are keen to partner with our advertisers and develop long term relationships to help reach your audience in the most effective way to generate a return on your investment.

## Stats

Digital edition published online with ads hyperlinked (672% increase in 2021).



More than 9,800 followers and growing  
Highly engaged audience, with interactions up by 64.5% since 2021



More than 1,800 followers  
Highly engaged audience made up of professionals within the disability supports sector



More than 1,700 followers



Newly created account

# PRICING

## Advertisements

<b>\$1,400 + GST</b>	<b>\$1,300 + GST</b>	<b>\$1,150 + GST</b>	<b>\$800 + GST</b>	<b>\$600 + GST</b>	<b>\$400 + GST</b>
<b>BACK COVER Full Page</b>	<b>INSIDE FRONT COVER Full Page</b>	<b>GENERAL Full Page</b>	<b>GENERAL Half Page</b>	<b>GENERAL 1/3 Page</b>	<b>GENERAL Quarter Page</b>
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

## Advertorials

<b>\$1,300 + GST</b>	<b>\$1,800 + GST</b>
<b>FULL PAGE ADVERTORIAL</b>	<b>DOUBLE PAGE SPREAD Full Page General + Full Page Advertorial</b>
210mm (w) x 297mm (h) + 3mm bleed	210mm (w) x 297mm (h) + 3mm bleed

## Deadlines

	<b>BOOKING</b>	<b>ARTWORK</b>
<b>SPRING -</b>	11 July 22	18 July 22
<b>SUMMER -</b>	3 October 22	10 October 22
<b>AUTUMN -</b>	23 January 23	30 January 23
<b>WINTER -</b>	17 April 23	24 April 23

Book full page adverts in five issues and receive a complimentary full page advertorial. Digital opportunities may also be available upon request.

## CONTACT US

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