

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 9,700 followers and growing. Highly engaged audience, with scores up by 211.9% compared to 2021



More than 2,106 followers. Highly engaged audience made up of professionals within the disability supports sector



More than 1,700 followers



New account with a steady growth of organic audience

PRICING

Advertisements

\$1,400 + GST	\$1,300 + GST	\$1,150 + GST	\$800 + GST	\$600 + GST	\$400 + 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	202mm (w) x 130mm (h)	70mm (w) x 297mm (h) + 3mm bleed	202mm (w) x 65mm (h)

Advertorials

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

Deadlines

	BOOKING	ARTWORK
AUTUMN 23	6 February 23	13 February 23
WINTER 23	1 May 23	8 May 23
SPRING 23	24 July 23	31 July 23
SUMMER 23	16 October 23	23 October 23
AUTUMN 24	5 February 24	12 February 24
WINTER 24	29 April 24	6 May 24

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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