

THE Advocate

A VOICE FOR ACCESSIBLE, EQUITABLE AND EMPOWERED LIVES







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

In addition to providing high-quality support services, we are dedicated to improving access and inclusion for all Australians.

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, it's a trusted source of information that is relevant to our audience, covering topics 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

On average we distribute 4,000 hard copies of the magazine each issue. A digital edition is uploaded and promoted online.

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.

 More than 10,500 followers and growing. Spinal Life also manages a closed Peer Support Facebook group with more than 2,400 members.

 More than 3,000 followers. Highly engaged audience which includes professionals within the disability sector

 More than 750 followers. Recently-established account with steady organic growth and reach of 48.8% in 2024.

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 25	24 January	31 January
WINTER 25	11 April	17 April
SPRING 25	4 July	11 July
SUMMER 25	26 September	3 October

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

CONTACT US

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