

# 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.

Alongside delivering high-quality support services, we are committed to improving access, inclusion and opportunity for all Australians.

The Advocate is Spinal Life Australia's quarterly magazine and a trusted platform for people living with spinal cord damage and physical disability. It shares real stories and lived experience, alongside the latest news, practical advice from our expert team, and insights that matter most to our community.

With a highly engaged and loyal readership, The Advocate inspires people to take life back – and offers advertisers a meaningful opportunity to connect with an audience that values quality, relevance and impact.

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

More than 4,500 hard copies of the magazine are printed each issue, and 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 11,000 followers and growing. Spinal Life also manages a closed Peer Support Facebook group with more than 2,600 members.



More than 900 followers. Recently-established account with steady organic growth and reach.



More than 650 subscribers and growing. Engaged audience looking for quality information.



More than 3,700 followers. Highly engaged audience which includes professionals within the disability sector.



Monthly email newsletter delivered to more than 2,300 subscribers.



Additional promotion of the magazine through our partners Move Mobility and Sporting Wheelies.

## 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>
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) No bleed	70mm (w) x 297mm (h) + 3mm bleed	202mm (w) x 65mm (h) No bleed

## Advertorials

<b>\$1,300 + GST</b>	<b>\$1,800 + GST</b>
SINGLE 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

**GREAT VALUE!**  
Book full page adverts in four issues  
and receive a complimentary  
full page advertorial.

Ask about our digital  
opportunities today!

## Deadlines

	BOOKING	ARTWORK
AUTUMN ISSUE 26	30 January	6 February
WINTER ISSUE 26	24 April	1 May
SPRING ISSUE 26	17 July	24 July
SUMMER ISSUE 26	9 October	16 October

## Contact us

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