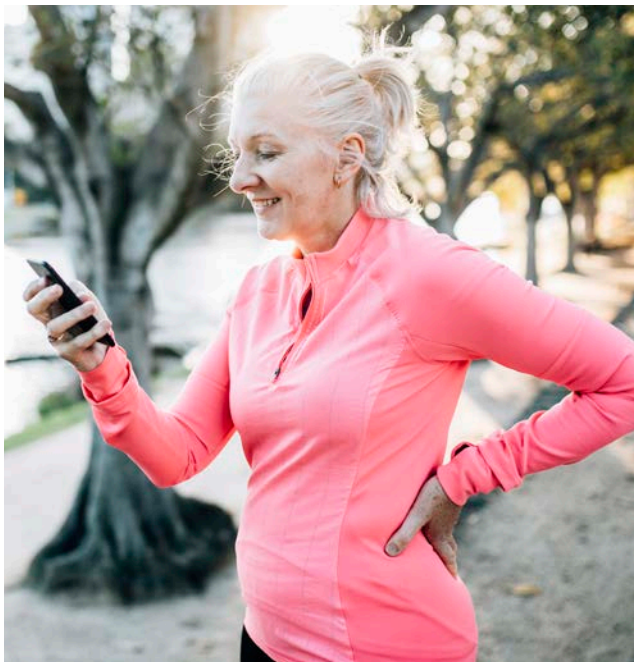




AUSTRALIAN  
PHYSIOTHERAPY  
ASSOCIATION



**Print  
Media Kit  
2024**



The Australian Physiotherapy Association (APA) is the peak body representing the interests of Australian physiotherapists and their patients.

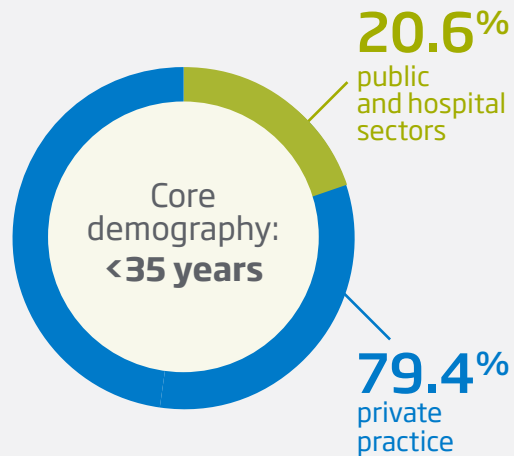


## Our readers

Educated

Well informed

Engaged



## The profession

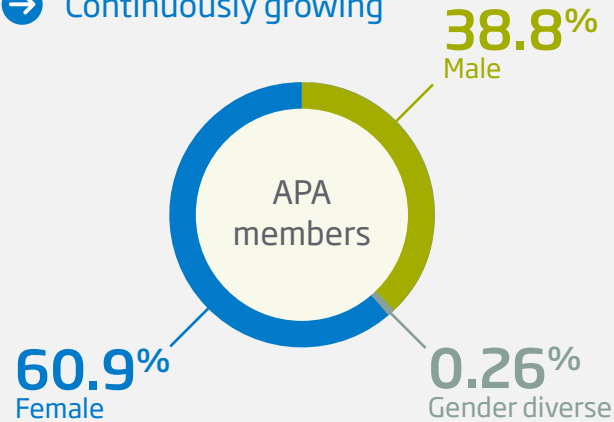
42,641

Registered physiotherapists\*

32,630

APA members\*\*

→ Continuously growing



1% of members identify as Aboriginal and/or Torres Strait Islander

## Employment areas



Private practice



Hospitals



Residential aged care



Education & research institutes



Community health centres



Sports clinics

\* Physiotherapy Board of Australia June 2023.

\*\* Australian Physiotherapy Association membership November 2023.

Editorial profile

# InMotion


*InMotion* is the flagship publication of the APA and provides access to a dedicated and passionate group of young health professionals.

The editorial elements of *InMotion* combine to inform and engage, deliver value, provide knowledge and give voice to our members.

Each issue of *InMotion* presents articles and columns that cover the latest and most interesting aspects of physiotherapy and the broader healthcare scene.

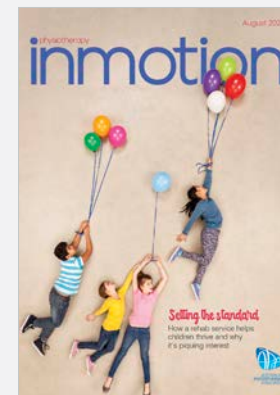
## Content includes:

- features and profiles
- national and state-based news
- advocacy updates
- research and clinical case studies
- commentary and opinion pieces
- business-related articles
- Reconciliation initiatives
- professional development opportunities
- APA partners and endorsed products.

  
**12,000**  
Print circulation



**Monthly  
frequency**  
(except January)



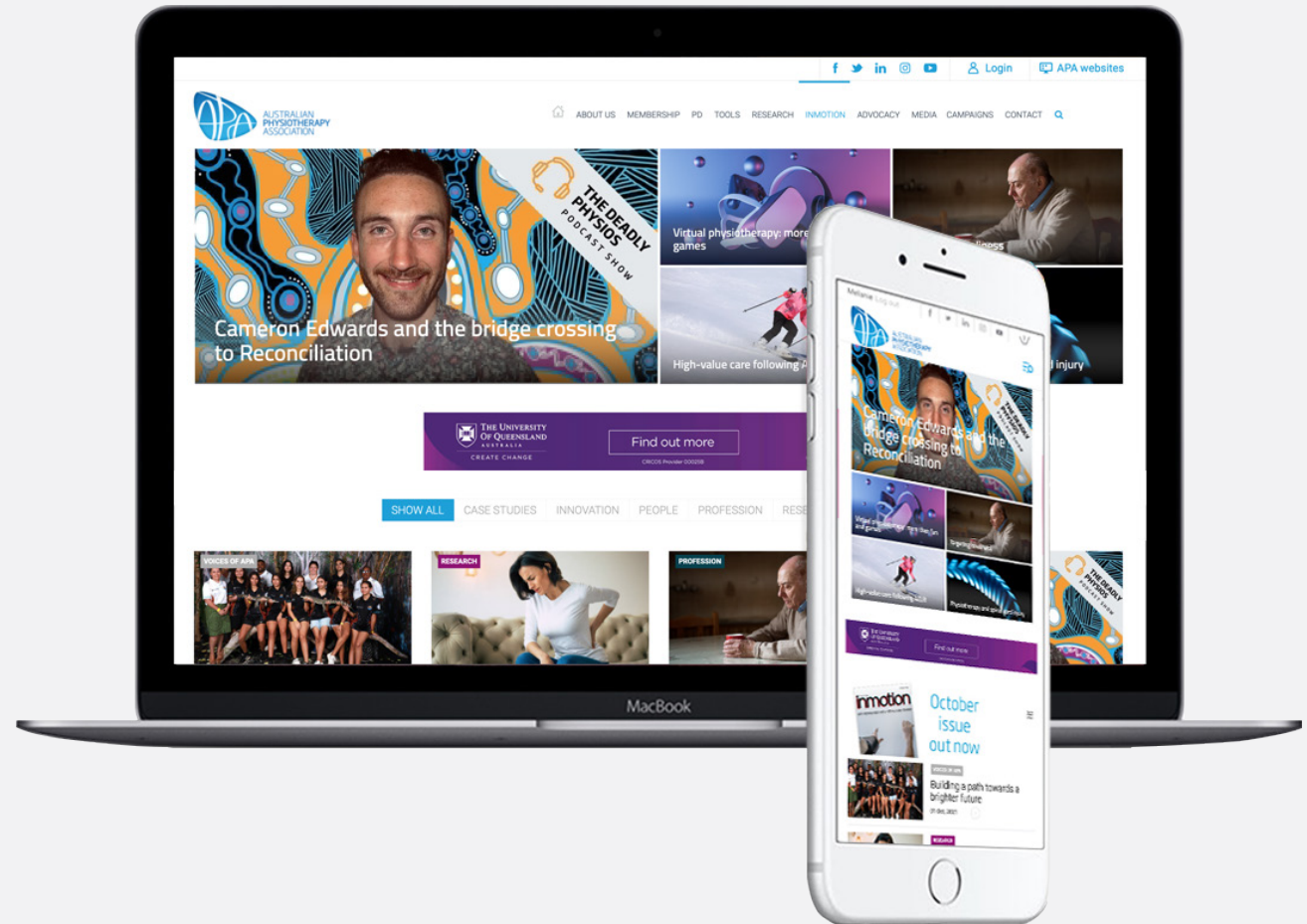
# Digital InMotion

APA members can access *InMotion* online at [australian.physio/inmotion](http://australian.physio/inmotion).

Individual stories are published along with a whole-issue flipbook version, which allows direct link-outs from displayed ads.

Access to archived content is also available on the dedicated *InMotion* homepage.

Please contact [advertising@australian.physio](mailto:advertising@australian.physio) to find out more about digital advertising opportunities and to request a copy of the digital media kit.





Specialty publications

APA members have the option of joining one or more specialty subgroups called National Groups. Members of the Musculoskeletal group and Sports and Exercise group receive a quarterly magazine targeted to their particular area of interest.

## InTouch

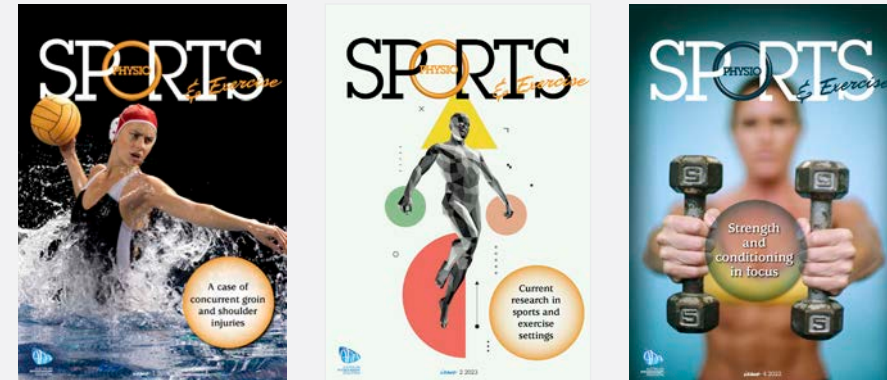


**Circulation: 1300**

**Frequency: February, May, August, November**

Filled with features on clinical advances, research and case studies, profiles and up-to-date news, *InTouch* is produced for APA physiotherapists with an interest in all areas of musculoskeletal practice.

## Sports & Exercise Physio




**Circulation: 1400**

**Frequency: March, June, September, December**


Containing case studies, the latest in clinical practice and research, profiles and relevant news, *Sports & Exercise Physio* is distributed to APA physiotherapists who treat sports injuries and are involved with sporting teams or organisations.

# Rates

## InMotion display ads

Size	Insertions	Cost	Saving
 Full page	1	\$3150	
	3	\$2960	6%
	6	\$2865	9%
	11	\$2770	12%

 Half page	1	\$1605	
	3	\$1505	6%
	6	\$1460	9%
	11	\$1410	12%

 Quarter page & banners	1	\$1055	
	3	\$995	6%
	6	\$960	9%
	11	\$930	12%

Final determination of ad placement is at the discretion of the editor.

## InMotion inserts

Prices for inserts are available on request; please email [advertising@australian.physio](mailto:advertising@australian.physio) for further information. All inserts must be posted to the APA for approval prior to confirmation.

## Preferred positioning (for all print magazines)

Position	Loading
Inside front cover & inside back cover	20%
Outside back cover	20%

Preferred positioning is not guaranteed and subject to availability. A 5% loading fee will be applied for the first 10 pages (right hand side) of the magazine.

## National Group publications (InTouch and Sports & Exercise Physio)

Size	Cost
Full page	\$1220
Half page	\$690
Quarter page	\$440
Inserts	\$1200

### Commission

10% discount is given to accredited media agencies.

### Discount

10% discount is given to current APA members. Discounts cannot be grouped.

## Professional development

**The advertising of professional development, learning and education activities offered by external providers is subject to APA policy.**

Please contact [advertising@australian.physio](mailto:advertising@australian.physio) to receive a copy of the policy to determine your eligibility to advertise.

The APA will not accept ads that combine both display and professional development content. Final approval of any ad featuring a course is at the discretion of the APA.

**Note:** All rates shown exclude GST. Prices effective from 1 January 2024.

# Deadlines

## InMotion

Month	Bookings	Artwork
Feb	4 Dec 2024	11 Dec 2024
Mar	9 Jan	16 Jan
Apr	6 Feb	13 Feb
May	5 Mar	13 Mar
Jun	10 Apr	17 Apr
Jul	8 May	15 May
Aug	11 Jun	18 Jun
Sep	11 Jul	18 Jul
Oct	8 Aug	15 Aug
Nov	10 Sep	17 Sep
Dec	9 Oct	16 Oct

## InTouch

Month	Bookings	Artwork
Feb	2 Jan	9 Jan
May	28 Mar	8 Apr
Aug	28 Jun	5 Jul
Nov	30 Sep	7 Oct

## Sports & Exercise Physio

Month	Bookings	Artwork
Mar	1 Feb	8 Feb
Jun	3 May	10 May
Sep	2 Aug	9 Aug
Dec	31 Oct	18 Nov

## Booking form

A booking form must be completed and returned by the displayed dates. Late bookings will not be accepted.

Visit **australian.physio** or email **advertising@australian.physio** to obtain a booking form.

## Cancellation

Cancellation after the booking deadline will incur a cancellation fee of 100% of the advertised rate.

If artwork is not supplied by the specified date, the APA reserves the right to cancel a booking without refund. The APA must be notified of any anticipated delays by emailing **advertising@australian.physio** as soon as possible.

The acceptance of an advertisement does not indicate APA endorsement of the product or service. The APA reserves the right to refuse any advertisement that does not fit with APA policy or standards, or that is inconsistent with publication style and/or content.

A quota on the number of advertisements per issue may apply, in which case bookings will be accepted on the basis of order of receipt, notwithstanding the displayed deadlines.



## Recommended art area (Full page ads)

### Important:

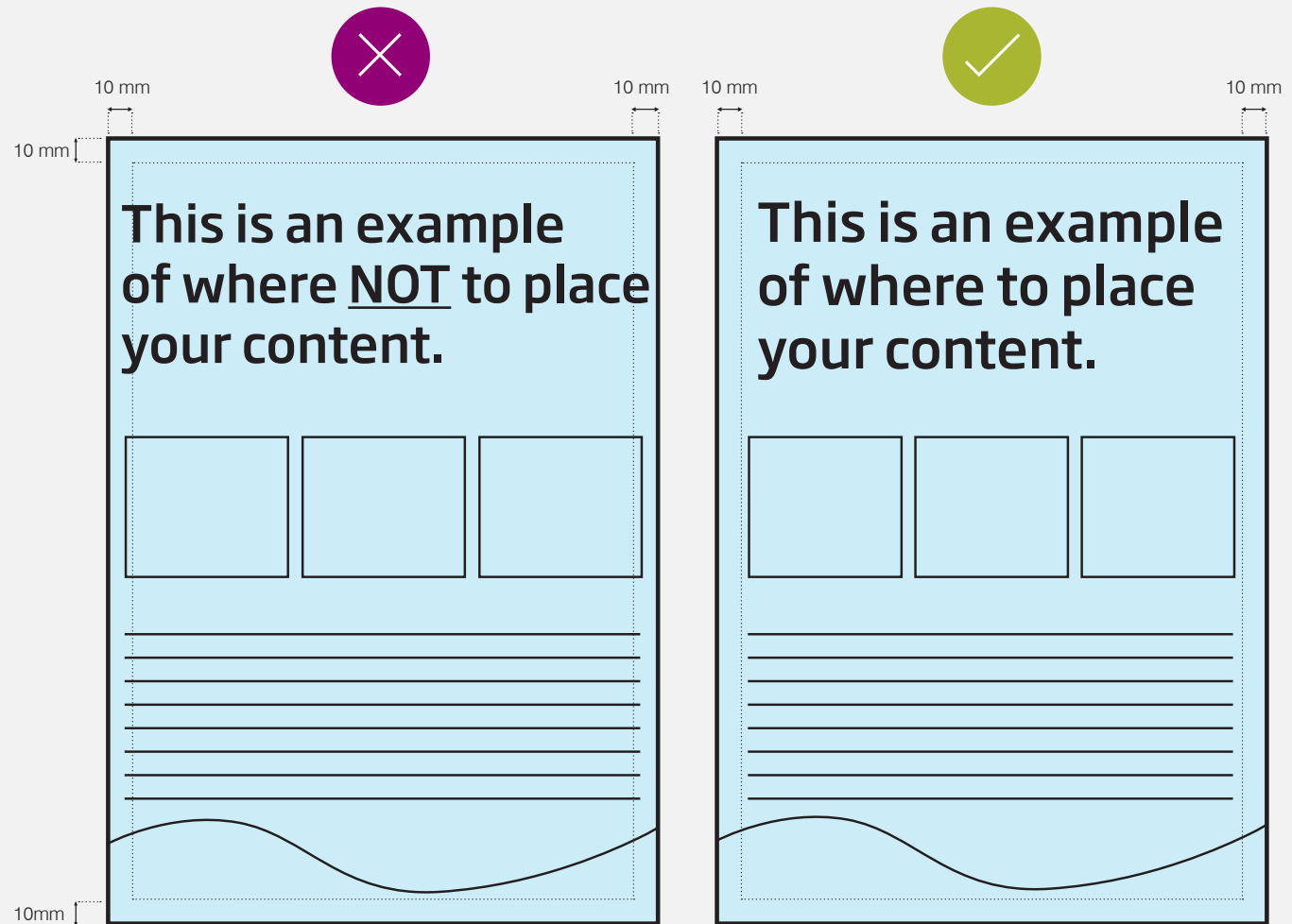
Please allow at least 10 mm space from the edge of the page for the placement of all text, headings, and pictures. If they're too close to the edge of the page they may be lost in the spine of the publication.

**Width:** 216 mm

**Length:** 303 mm\*

Page trim size A4 (297mm x 210mm)

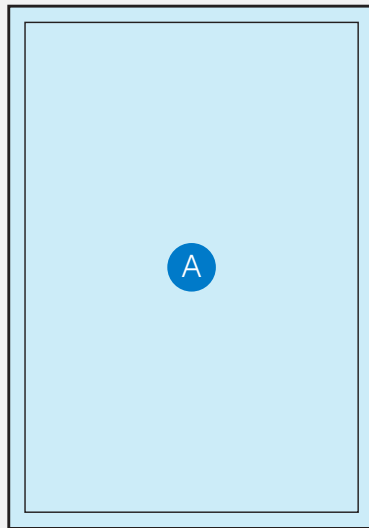
\* Includes 3 mm bleed on all sides



# Ad sizes

A

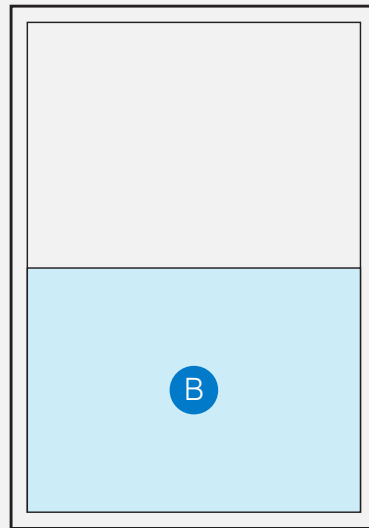
Full page



**Width:** 216 mm  
**Length:** 303 mm\*

B

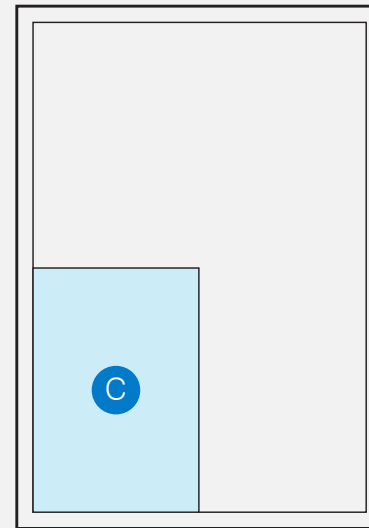
Half page



**Width:** 191 mm  
**Length:** 128.5 mm

C

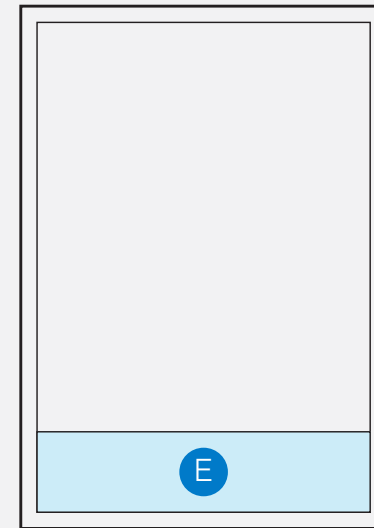
Quarter page



**Width:** 93 mm  
**Length:** 128.5 mm

D

Banner:  
horizontal



**Width:** 191 mm  
**Length:** 41.5 mm

Page trim size A4 (297mm x 210mm)

\* Includes 3 mm bleed on all sides)

# Artwork specs

## Supply of artwork

All artwork must be supplied in digital CMYK format.

For artwork less than 20 MB in size, email directly to: **advertising@australian.physio**

For artwork more than 20 MB in size, send an FTP email link to: **advertising@australian.physio**

Artwork must be supplied to the specifications outlined. If not, the APA reserves the right to refuse publication or otherwise accept responsibility for the poor reproduction of ads that:

- contain images or graphics with low resolution
- contain images that have not been converted to CMYK
- are supplied to the wrong specifications
- contain clipping paths that do not reproduce properly.

Please ensure that all submitted artwork complies with the relevant ACCC/AHPRA/TGA guidelines.

## File format

Any of the following format options is acceptable for receiving artwork, although PDF is preferred.

### PDF

If you are using your own distiller setting, ensure the following options are adhered to:

- PDFs must be supplied in high resolution. Choose the 'press optimised' option in distiller or select 'maximum' quality in the 'compression' option.
- Select 300 dpi as your target resolution for colour and greyscale images.
- Select 2400 dpi for monochrome images.
- RGB images and any Pantone colours must be converted into CMYK.
- All fonts must be embedded into the document
- If supplying ads with bleed, ensure crop marks are included on PDFs, with 3 mm bleed on all sides.
- When preparing your artwork please ensure you embed a URL which can then be used as a hyperlink within your ad from the digital version of InMotion.

### JPEG

Although high-resolution JPEG files are acceptable, ensure all images are supplied at 300 dpi for CMYK and greyscale, and 600 dpi for monochrome.

### Microsoft Word

A conversion fee will apply to any ads that are supplied in Microsoft Word. Costs are subject to sighting of Microsoft Word file.



#### Design service

If you are unable to provide your ad to the correct specifications, we offer a design service to format your ad for you. Costs are subject to sighting of material and text.



AUSTRALIAN  
PHYSIOTHERAPY  
ASSOCIATION

For more information please contact

**Vanessa Moran**

Partnership and Business  
Development Representative  
(+61) 03 9092 0834  
[advertising@australian.physio](mailto:advertising@australian.physio)