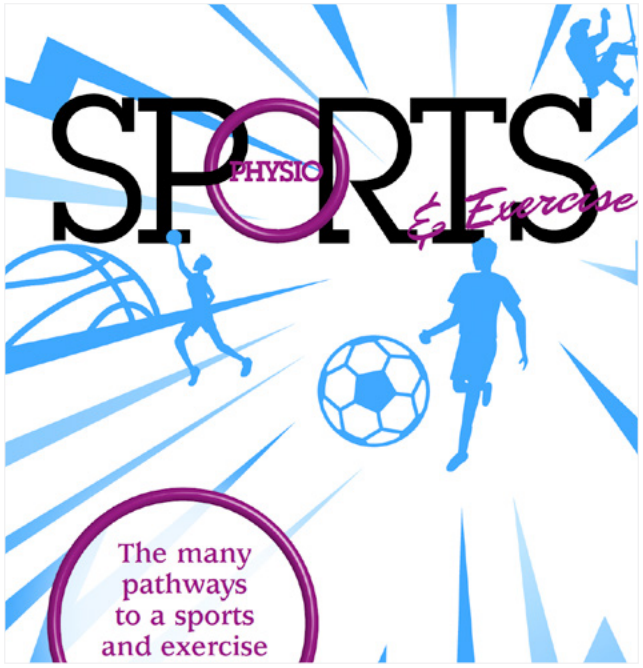
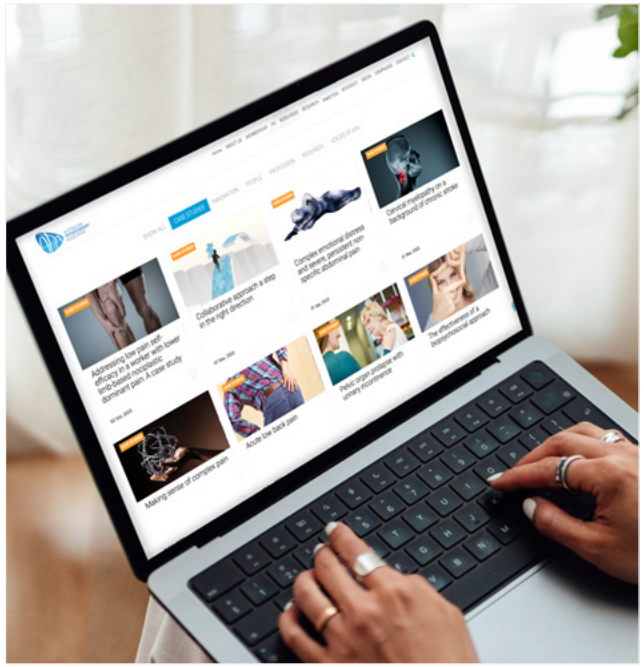
Print and Digital Advertising Media Kit 2027









AUSTRALIAN PHYSIOTHERAPY ASSOCIATION

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

At a glance

The APA website is the place physiotherapists and APA members turn to join or renew their membership, find the latest APA professional development opportunities, job prospects, changes to healthcare policy, physiotherapy-related media activity and a full directory of APA physiotherapists.

The APA website is mobile responsive and provides an easy-to-navigate experience to all users and seeks to further engage our members and other APA stakeholders on a digital platform.

Our website brings in over 294K visits per month.

Our audience and your business

The APA website **www.australian.physio** features navigation paths and content aimed at unique audiences with its primary market being APA members, physiotherapists and other health professionals.
Its secondary market includes government bodies, media and partners.

The pages that follow provide an overview of the different banner positions and a brief description of the page.



Digital advertising page options

Australian.physio

Ad types	Price*	Benefits
A: Homepage	$900	Located at the bottom of the homepage. Largest banner size available.
B: Homepage	$800	Central position on the homepage.
Homepage bundle AB combo	$1300	Get double the exposure with our homepage bundle.
C: Member only dashboard	$800	Strong dwell time on this page as members review their personal information.
E: Membership navigation landing page	$500	Dedicated information to APA membership.
F: About us navigation landing page	$500	Dedicated information about the APA.

Marketing communications

Ad types	Price*	Benefits
Digital InMotion eDM banner	$1000	11 sends per year.

Ad banner sizes

728 x 210 px LARGE LEADERBOARD
Only available for ad type B

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

*All prices are ex. GST

Terms and conditions applicable to all digital advertisements

* All prices are ex GST. Prices listed above include both a desktop (leaderboard or large leaderboard) and mobile (half banner) advertisement.

All prices are for a 30-day display period.

Discounts

- 10 per cent discount is given to current financial APA members and agency bookings (discounts cannot be grouped).
- Discounts cannot be guaranteed.
- The APA can provide invoices for agencies and payment terms are strictly 30 days.
- The APA will consider discounts for multi-month bookings.

Professional development advertisers

The APA has a strict policy regarding the advertising of professional development, learning and education activities from external providers.

To receive a copy of the policy to ascertain your eligibility to advertise, please contact **advertising@australian.physio**

The APA will not accept ads that combine both display and professional development content. Final determination of all ad placements is at the discretion of the of the APA and subject to approval.

Artwork specifications applicable to all advertisements

- Artwork with a white background needs to have a 1 pixel grey keyline
- For animated gifs, include a static image as a safeguard for unsupported browsers —key information should be on first gif panel
- One logo per piece of artwork
- All artwork should be saved as 72dpi using RGB colour palette
- All banners must be supplied in JPG format

Banner rotation

- Multiple advertisers may appear on advertising banners (max. of two)
- All artwork will be approved prior to upload —APA decision is final
- **URLs must not be included in artwork.** Please submit this along with your artwork.
- Cancellation charges will apply if advertising is terminated before the due date (please refer to Terms and Conditions on booking forms).

Editorial profile

InMotion

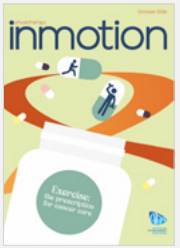
InMotion is the flagship publication of the APA and provides access to the entire APA membership albeit via printed copy or the on line version.

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.



Print circulation:

13,000*

* Approximate. Monthly frequency (except January)

Rates: InMotion display ads

Size	Insertions	Cost	Saving
Full page	1	$3375	
	3	$3135	7%
	6	$3037	10%
	11	$2936	13%
Half page	1	$1660	
	3	$1543	7%
	6	$1494	10%
	11	$1444	13%
Quarter page & banners	1	$1099	
	3	$1022	7%
	6	$990	10%
	11	$956	13%

Deadlines: Artwork submission

Month	Bookings	Artwork
Feb	23 Nov 2026	30 Nov 2026
Mar	4 Jan 2027	11 Jan 2027
Apr	2 Feb	9 Feb
May	4 Mar	12 Mar
Jun	7 Apr	14 Apr
Jul	6 May	13 May
Aug	7 Jun	15 Jun
Sep	8 Jul	15 Jul
Oct	9 Aug	16 Aug
Nov	6 Sep	13 Sep
Dec	6 Oct	13 Oct

Commission
10% discount is given to accredited media agencies.

Discount
10% discount for a single ad booking.

Note: All rates shown exclude GST. Prices effective from 1 January 2027.

Editorial profile

InTouch

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.



For subscribed Musculoskeletal Physios

Frequency:
February, May, August, November

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.

Deadlines: Artwork submission

Month	Bookings	Artwork
Feb	16 Dec 2026	23 Dec 2026
May	31 Mar 2027	7 Apr 2027
Aug	30 Jun	7 Jul
Nov	28 Sep	6 Oct

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	$1450
Half page	$800
Quarter page	$525
Inserts	$1250

Commission
10% discount is given to accredited media agencies.*

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

Note: All rates shown exclude GST. Prices effective from 1 January 2027.

Editorial profile

Sports & Exercise Physio

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.



For subscribed Sport & Exercise Physios

Frequency:
March, June, September, December

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.

Deadlines: Artwork submission

Month	Bookings	Artwork
Mar	27 Jan 2027	3 Feb 2027
Jun	29 Apr	6 May
Sep	30 Jul	6 Aug
Dec	28 Oct	5 Nov

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	$1450
Half page	$800
Quarter page	$525
Inserts	$1250

Commission
10% discount is given to accredited media agencies.*

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

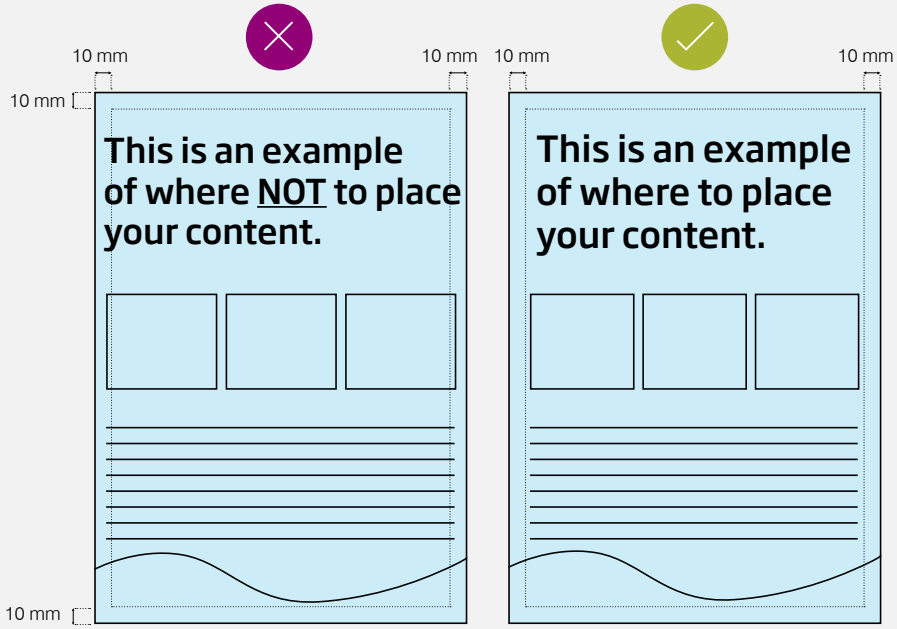
Note: All rates shown exclude GST. Prices effective from 1 January 2027.

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.

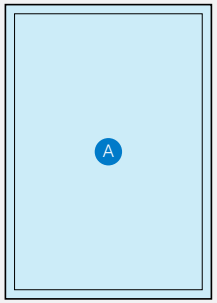
Width: 216 mm
Height: 303 mm*

Page trim size A4 (297 mm x 210 mm)
* Includes 3 mm bleed on all sides



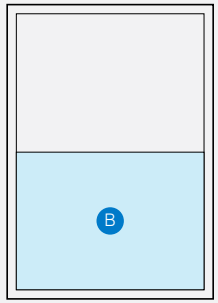
Ad sizes

A Full page



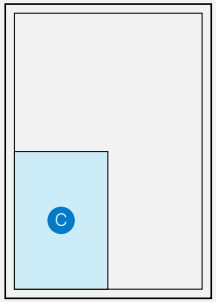
Width: 216 mm
Height: 303 mm*

B Half page



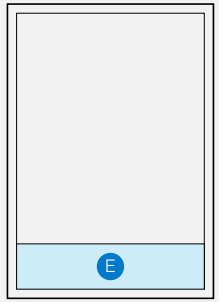
Width: 191 mm
Height: 128.5 mm

C Quarter page



Width: 93 mm
Height: 128.5 mm

D Banner: horizontal



Width: 191 mm
Height: 41.5 mm

Artwork specs

Supply of artwork

All artwork must be supplied in digital CMYK format. 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.

File size is no more than 20 MB. Please ensure that all submitted artwork complies with the relevant ACCC/AHPRA/TGA guidelines.

Display advertisements must be clearly distinguishable from editorial content to avoid being misconstrued as editorial content by the reader. **Advertorials will not be accepted** and advertising artwork must not resemble editorial.

File format

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.

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** 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.

Booking form

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

Visit **australian.physio/ad** 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 booking.

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 theese 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.

For more information please contact

Advertising representative,
(+61) 3 9092 0834
advertising@australian.physio