



Print Media Kit 2021

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

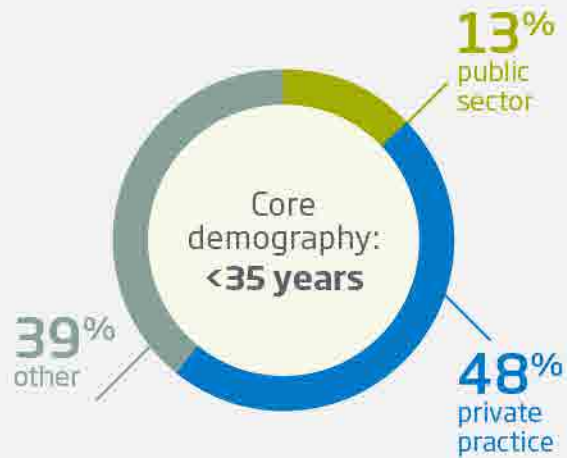


Our readers

Educated

Well informed

Engaged



The profession

37,113

Registered physiotherapists*

29,162**

APA members

→ Continuously growing



Employment areas



Private practice



Hospitals



Nursing homes



Medical practices



Community health centres



Sports clinics

* Figure from Physiotherapy Board of Australia October 2020.

** Australian Physiotherapy Association Membership October 2020.

Editorial profile

InMotion

InMotion is the flagship publication of the APA. It serves as a key platform for communicating the latest national and local news within the APA and the broader physiotherapy profession.

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

InMotion provides access to a dedicated and passionate group of young health professionals.

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
- reviews
- APA partners and endorsed products.

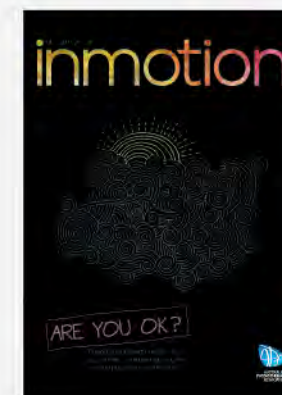
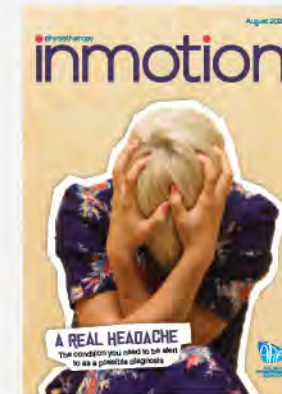


8,300

Circulation printed



Monthly
frequency
(except January)



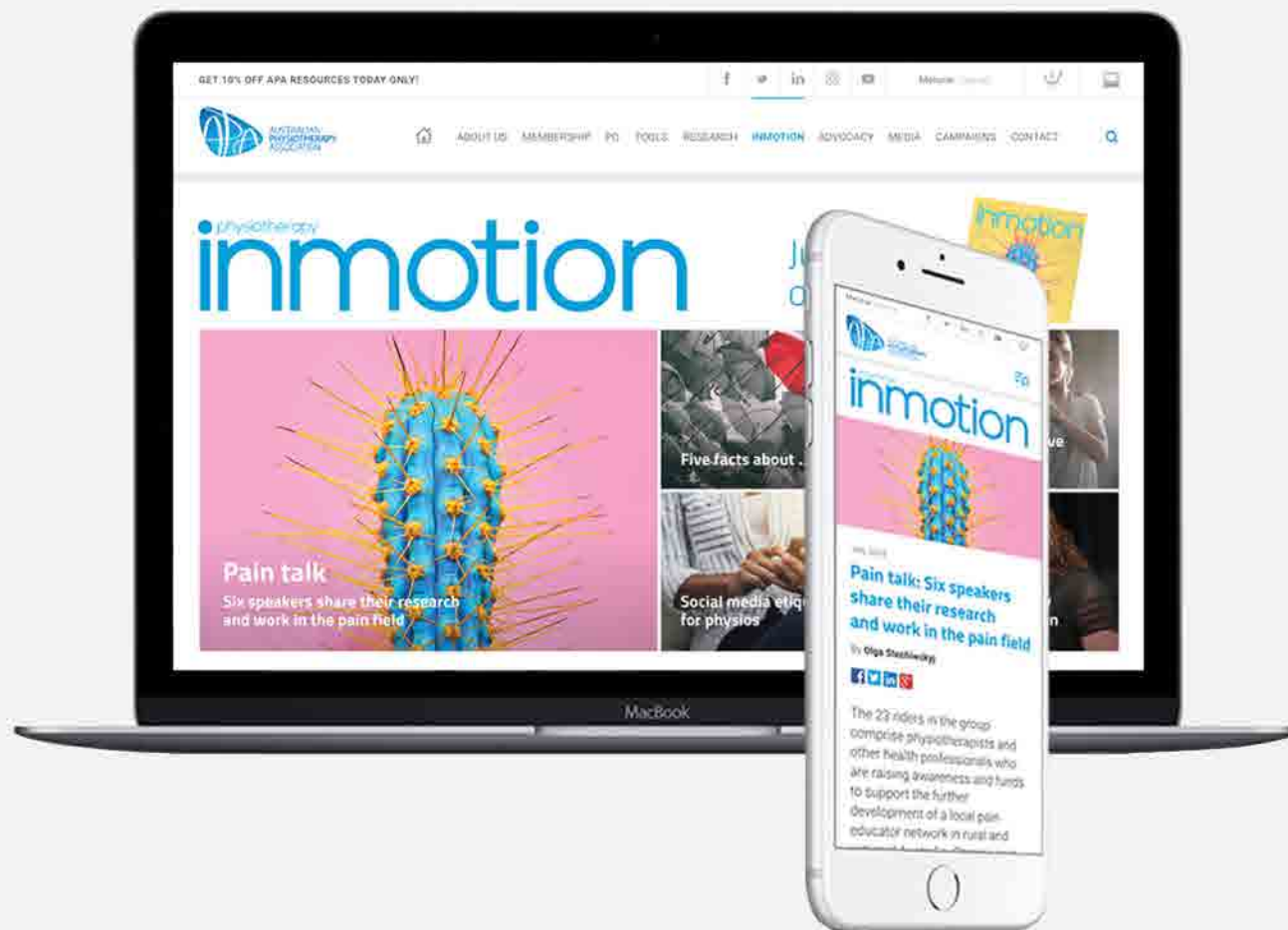
Digital InMotion

APA members can access *InMotion* online at australian.physio/inmotion.

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

Access to past *InMotion* content is also available through archived issues located on this dedicated homepage.

Advertising is available. Please contact advertising@australian.physio to find out more and 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: 1600

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: 1750

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	\$2945	
	3	\$2770	6%
	6	\$2680	9%
	11	\$2590	12%
 Half page	1	\$1500	
	3	\$1410	6%
	6	\$1365	9%
	11	\$1320	12%
 Quarter page & banners	1	\$990	
	3	\$930	6%
	6	\$900	9%
	11	\$870	12%

InMotion inserts

Prices for inserts on demand, please email advertising@australian.physio for further information. All inserts must be posted to the APA for approval prior to confirmation.

Preferred positioning

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

Preferred positioning is not guaranteed and subject to availability. Loading fees apply to other preferred positioning. Contact the advertising coordinator for details.

National Group publications (InTouch & Sports & Exercise Physio)

Size	Cost
Full page	\$1110
Half page	\$625
Quarter page	\$400
Inserts	\$1175

Commission

10% discount is given to accredited media agencies.

Discount

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

Professional development advertisers

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

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 determination of ad placement is at the discretion of the editor. Final approval of any ad featuring a course is at the discretion of the APA.

Note: All rates shown exclude GST. Prices effective from January 2021.

Deadlines

InMotion

Month	Bookings	Artwork
Feb	2 Dec 2020	9 Dec 2020
Mar	7 Jan	14 Jan
Apr	9 Feb	16 Feb
May	10 Mar	17 Mar
Jun	12 Apr	19 Apr
Jul	11 May	18 May
Aug	11 Jun	18 Jun
Sep	13 Jul	20 Jul
Oct	11 Aug	18 Aug
Nov	9 Sep	16 Sep
Dec	11 Oct	18 Oct

InTouch

Month	Bookings	Artwork
Feb	6 Jan	13 Jan
May	8 Apr	15 Apr
Aug	8 Jul	15 Jul
Nov	7 Oct	14 Oct

Sports & Exercise Physio

Month	Bookings	Artwork
Mar	4 Feb	11 Feb
Jun	7 May	14 May
Sep	9 Aug	16 Aug
Dec	8 Nov	15 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

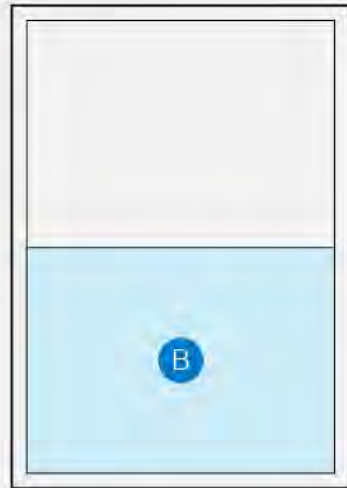
Ad sizes

A
Full page



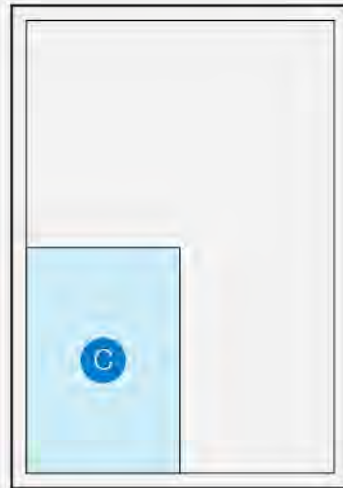
Width: 216 mm
Length: 303 mm*

B
Half page



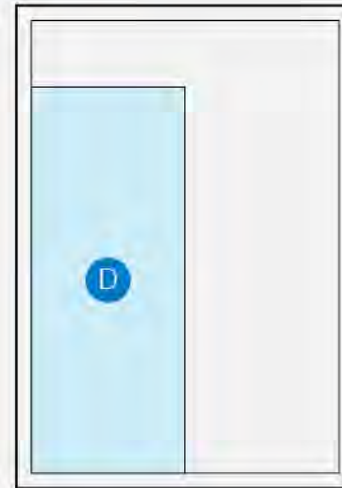
Width: 191 mm
Length: 128.5 mm

C
Quarter page



Width: 93 mm
Length: 128.5 mm

D
Banner:
vertical



Width: 60.5 mm
Length: 227.5 mm

E
Banner:
horizontal



Width: 191 mm
Length: 41.5 mm

Page trim size A4 (297mm x 210mm)
* (size includes 3 mm bleed 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 poor 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 format

PDF

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

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.

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

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