

Digital Media Kit

as at 1 January 2021

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 fully 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 former APA website ranked number one on Google for 'physio' and 'physiotherapy', bringing a growing 60k visits per months.

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.

In addition, the APA consumer website **www.choose.physio** will be accessible via the APA's main website and is a central product in the APA's national consumer advertising campaign—Choose Physio.

These unique markets open up opportunities for advertisers to choose their intended audience and deliver targeted advertising.

The pages that follow provide an overview of each of areas on the APA website (including **www.choose.physio**) and the associated advertising options available.



Choose where to advertise



1. www.australian.physio

Primary audience: APA members, non-APA physiotherapists and other health professionals.

Secondary audience: government bodies, media and APA partners.

This website features content related to APA membership, professional development, the latest physiotherapy news, research and APA activities in areas covering everything from consumer activities to advocacy priorities. In addition, content regarding partnership with the APA and our latest submissions to government bodies will also be featured.

APA members have a dedicated 'member dashboard' where they can access and update their personal records at any time. An ad on this page provides the opportunity to advertise direct to our membership.

Users will also have access to a dedicated 'Find a Physio' platform, with filters ranging from location to experience level and treatment areas. This will form an important tool for GPs looking to refer their patients to a physiotherapist as well as APA members looking to find a colleague with similar interests.

What does the audience look like?

Total APA members:

29,162

(As of 31 October 2020)

Total physiotherapists
in Australia:

37,113

(As at 31 October 2020)

APA Membership

Male: **39%** | Female: **61%**

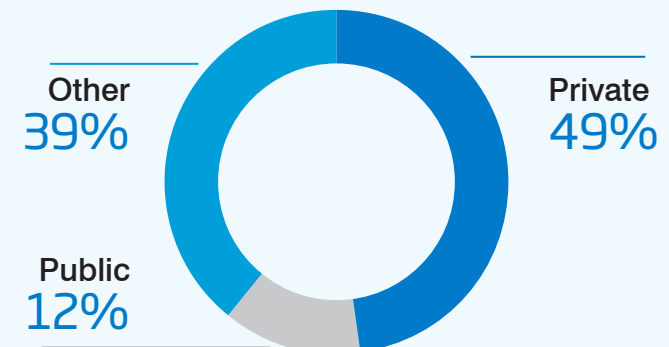
Age group demographics:

25 & Under	8077
26 – 30	5463
31 – 35	3659
36 – 40	2434
41 – 45	1779
46 – 50	1479
51 – 55	1235
56 & Over	2917
Unknown	574

Breakdown by state

NSW	VIC	QLD
7986	6606	5698
WA	SA	ACT
3384	2284	761
TAS	NT	National
384	118	307

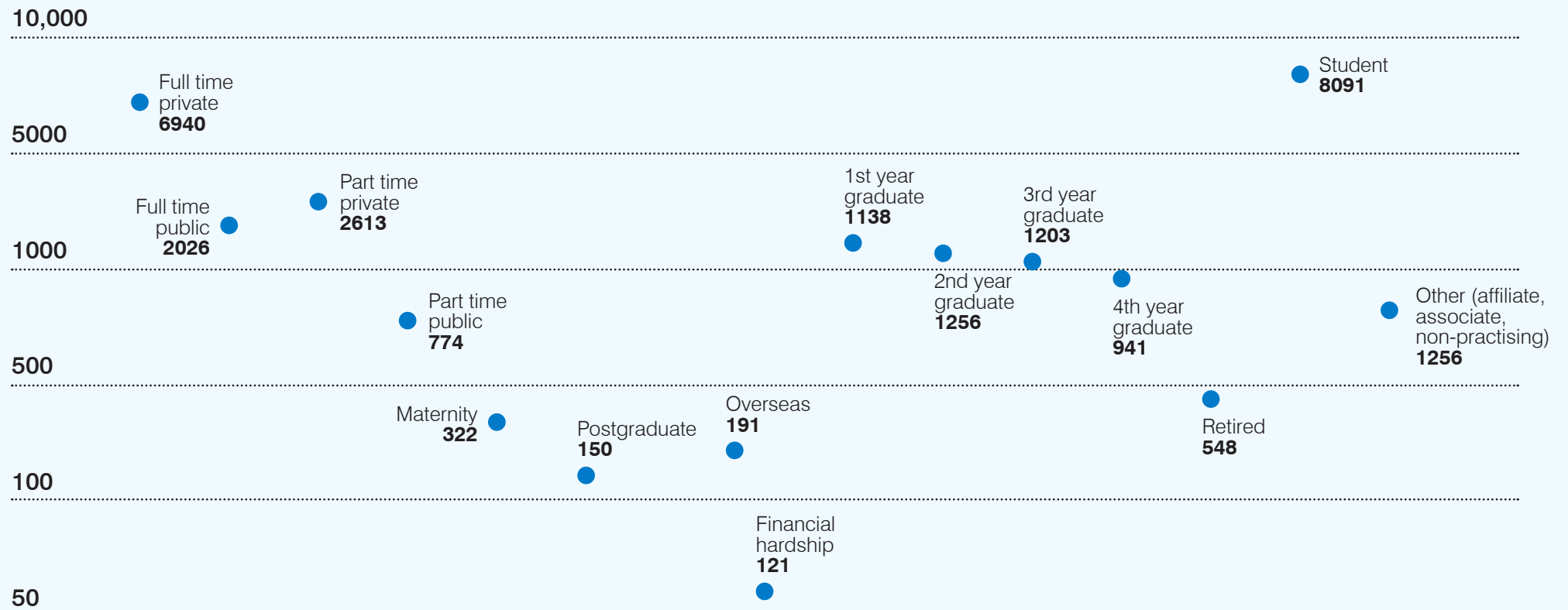
Breakdown by roles



as at April 2020

APA Membership

Membership categories



as at April 2020

Advertising

Rates and options

Ad types	Price*	Benefits
A: Homepage leaderboard (desktop) and half banner (mobile)	\$800	High impact advertising space on the homepage towards the bottom of the page. Largest banner size available.
B: Homepage large leaderboard (desktop) and half banner (mobile)	\$800	High impact advertising space in a central position on the homepage.
C: Member only dashboard leaderboard (desktop) and half banner (mobile)	\$500	Estimating strong dwell time on this page as members will be able review their personal information.
D: Find a Physio leaderboard (desktop) and half banner (mobile)	–	Temporarily unavailable.
E: Membership navigation landing page leaderboard (desktop) and half banner (mobile)	\$400	Provides a high level of dedicated information in relation to APA membership (estimated to be high level traffic to this page).
F: About us navigation landing page leaderboard (desktop) and half banner (mobile)	\$400	Provides a high level of dedicated information in relation to the APA (estimated to be high level traffic to this page).

Ad types	Price*	Benefits
L: (Temporary option only) Renew my membership page	\$700	Limited banner for the membership renewal campaign, strong traffic flow.
M: Update your details page	\$400	Pop up banner option where members enter the site to update their details, CPD, etc..
N: Member purchases page	\$400	Pop up banner option where members check out for their purchases on line
O: Member tools page	\$400	Banner positioned in a sort after area that contains key information and tools for members to access for their business purposes.
P: Member question page	\$400	Link between members and the APA for on-line correspondence.
Q: Contact us page	\$400	Pop up banner option where members view the contact details for each branch.

*All prices are ex. GST

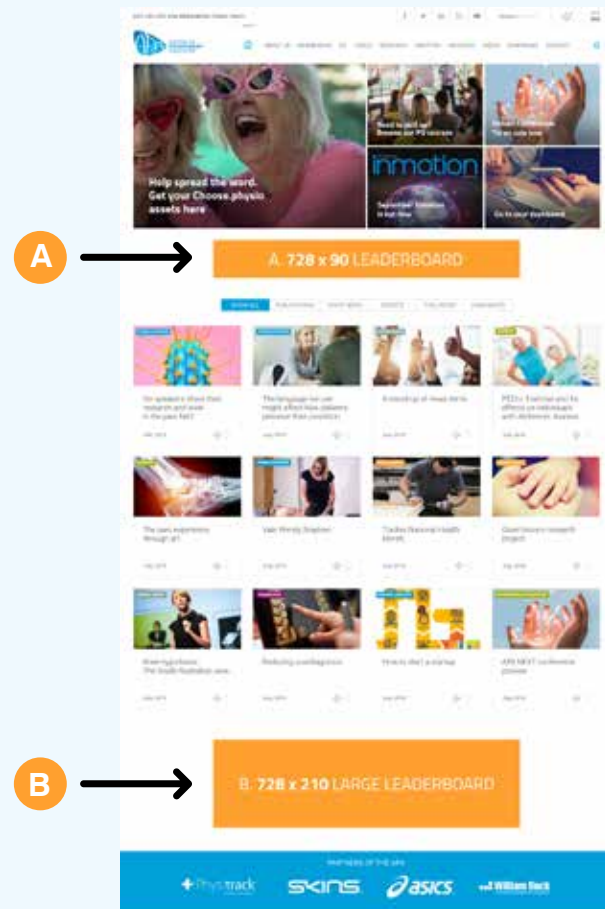
Bundle

Ad types	Price*	Benefits
Homepage bundle AB combo	\$1200	Get double the exposure to members and health professionals with our homepage bundle, inclusive of ad A and B.



Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

A

Homepage leaderboard (desktop) and half banner (mobile)

Functionality: static ad.

728 x 210 px LARGE LEADERBOARD

234 x 60 px HALF BANNER

B

Homepage large leaderboard (desktop) and half banner (mobile)

Functionality: static ad.

All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 27 for full artwork specifications.

Advertising

Ad sizes and artwork specifications

The image displays two screenshots of the Australian Physiotherapy Association (APA) website. The left screenshot shows a desktop view of a member's dashboard for 'Eddy'. It features a '728 x 90 px LEADERBOARD' ad at the top and a '234 x 60 HALF BANNER' ad at the bottom. The right screenshot shows a mobile view of a member's profile for 'Melanie'. It also features a '728 x 90 px LEADERBOARD' ad at the top and a '234 x 60 HALF BANNER' ad at the bottom. A 'C' icon with an arrow points to the bottom banner location on both screens.

728 x 90 px LEADERBOARD

234 x 60 HALF BANNER

C. 234 x 60 HALF BANNER

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

C
**Member only dashboard
leaderboard (desktop) and
half banner (mobile)**

Functionality: slides in from bottom of screen
and disappears when a user scrolls.

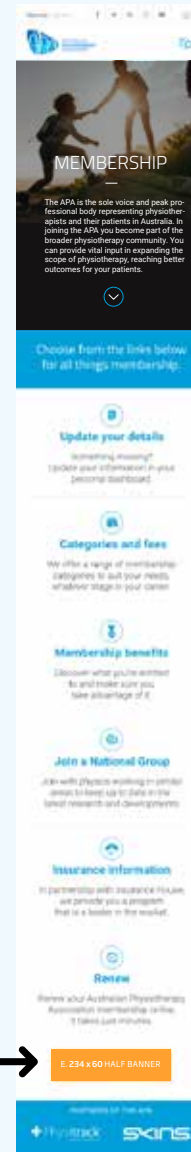
All artwork should be saved as 72dpi using
RGB colour palate. Please refer to page 27
for full artwork specifications.

Advertising

Ad sizes and artwork specifications



E 728 x 90 LEADERBOARD



E 234 x 60 HALF BANNER

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

E

Membership navigation landing page leaderboard (desktop) and half banner (mobile)

Functionality: static ad appearing on desktop
and mobile responsive website.

All artwork should be saved as 72dpi using
RGB colour palate. Please refer to page 27
for full artwork specifications.

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

F

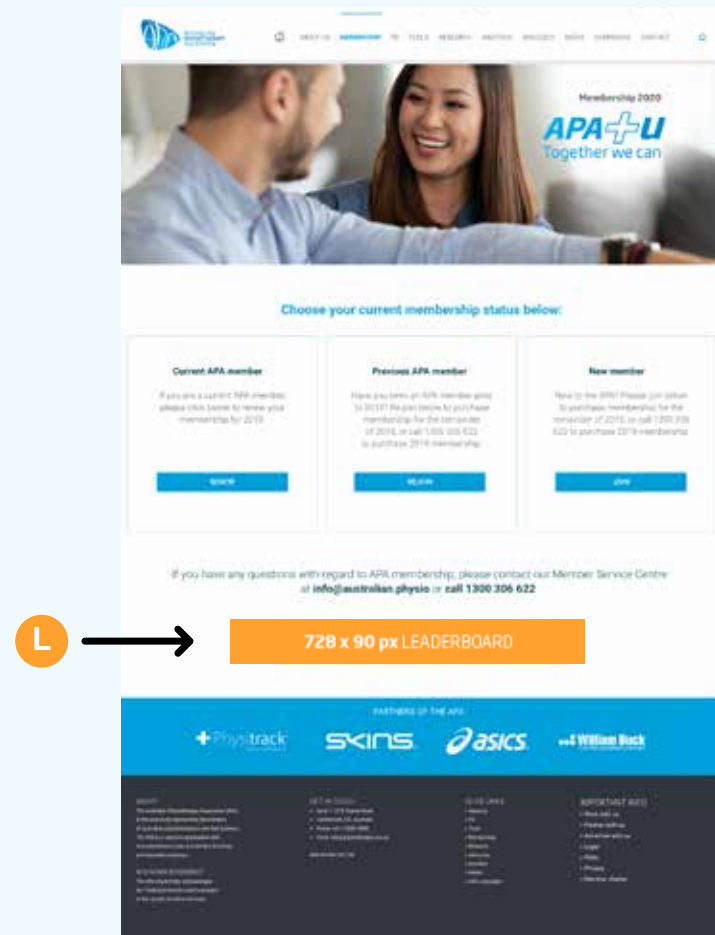
**About us navigation landing page
leaderboard (desktop) and
half banner (mobile)**

Functionality: static ad appearing on desktop
and mobile responsive website

All artwork should be saved as 72dpi using
RGB colour palette. Please refer to page 27
for full artwork specifications.

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

L

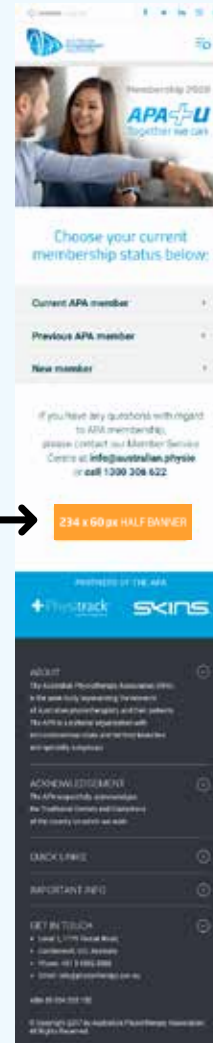
(Temporary option only) Renew my membership page leaderboard (desktop) and half banner (mobile)

Functionality: static ad appearing on desktop and mobile responsive website

L



234 x 60 px HALF BANNER

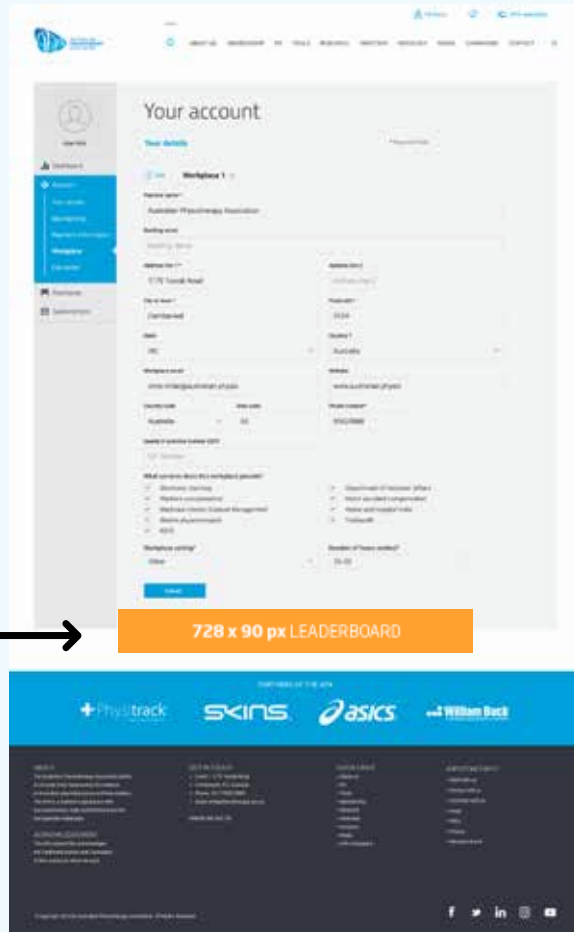


All artwork should be saved as 72dpi using RGB colour palette. Please refer to page 27 for full artwork specifications.

Advertising

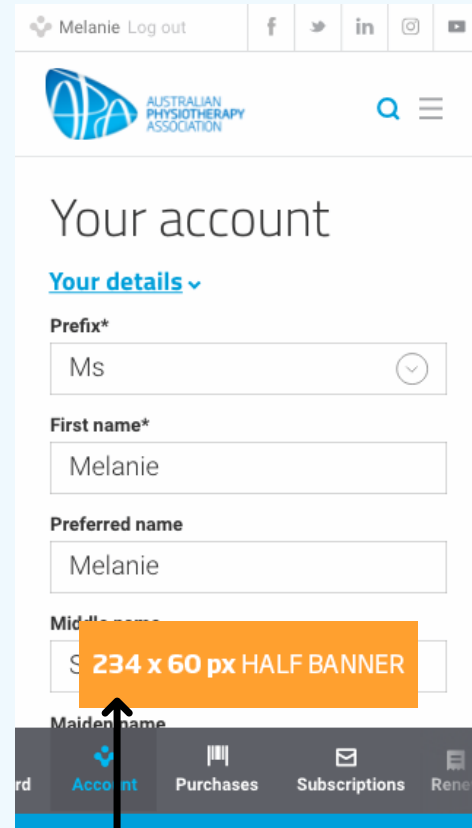
Ad sizes and artwork specifications

M



728 x 90 px LEADERBOARD

M



234 x 60 px HALF BANNER

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

M

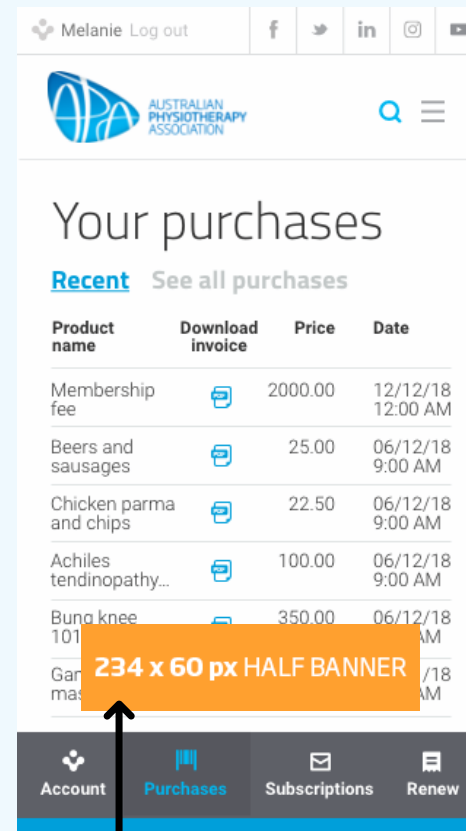
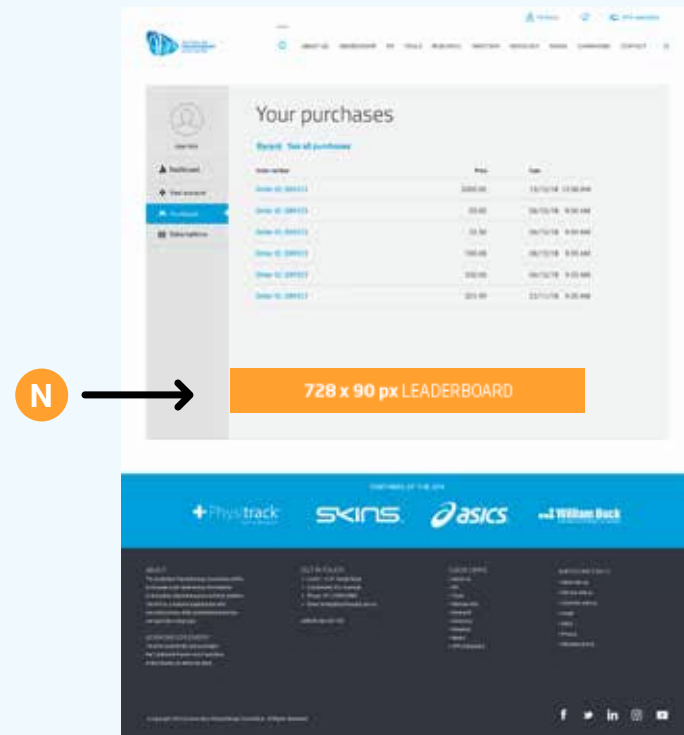
Update your details page leaderboard (desktop) and half banner (mobile)

Functionality: slides in from bottom of screen and disappears when a user scrolls.

All artwork should be saved as 72dpi using RGB colour palette. Please refer to page 27 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

N

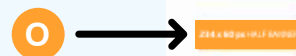
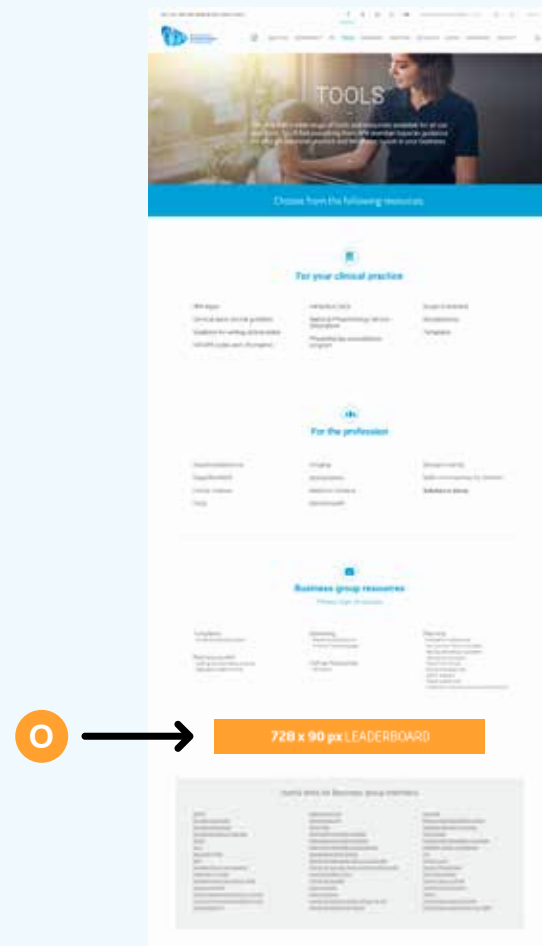
Member purchases page leaderboard (desktop) and half banner (mobile)

Functionality: slides in from bottom of screen and disappears when a user scrolls.

All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 27 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

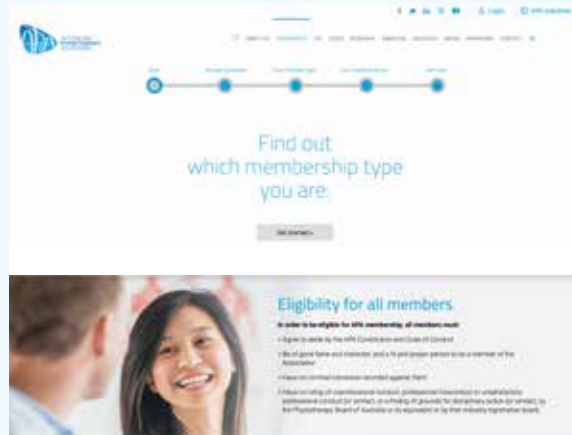
234 x 60 px HALF BANNER

- Member tools page leaderboard (desktop) and half banner (mobile)**
Functionality: static ad appearing on desktop and mobile responsive website.

All artwork should be saved as 72dpi using RGB colour palette. Please refer to page 27 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



P → 728 x 90 px LEADERBOARD



P → 234 x 60 px HALF BANNER



728 x 90 px LEADERBOARD

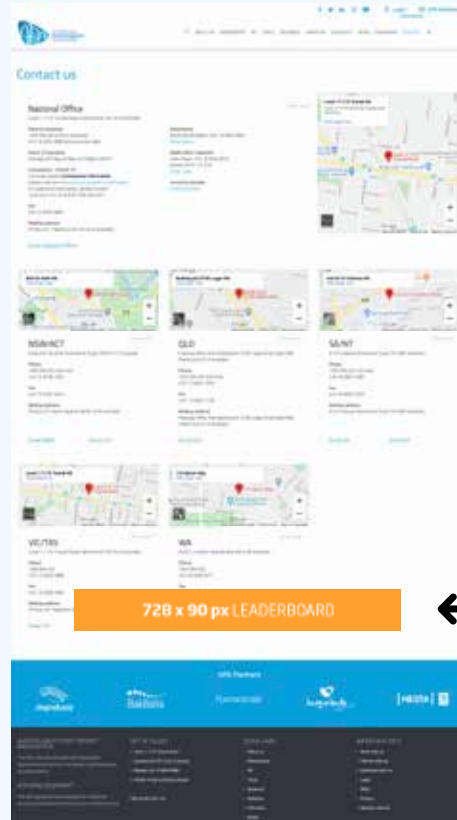
234 x 60 px HALF BANNER

P
Member question page leaderboard (desktop) and half banner (mobile)
Functionality: static ad appearing on desktop and mobile responsive website

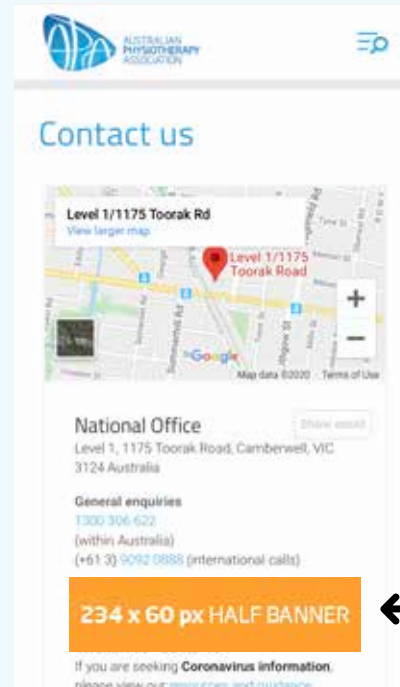
All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 27 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD



234 x 60 px HALF BANNER



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER



Contact us page leaderboard (desktop) and half banner (mobile)

Functionality: slides in from bottom of screen and disappears when a user scrolls.

All artwork should be saved as 72dpi using RGB colour palette. Please refer to page 27 for full artwork specifications.

2. choose.physio

Audience: Consumers

The APA's choose.physio website is a dedicated consumer platform, which sits alongside the APA's national advertising campaign launched in 2017.

The website features content demonstrating the breadth and depth of physiotherapy as well as a dedicated search platform for consumers to find APA physiotherapists—Find a Physio.

Consumers will find themselves on www.choose.physio either as a direct result of campaign traffic or via the homepage navigation when they visit www.australian.physio.

Average
monthly users

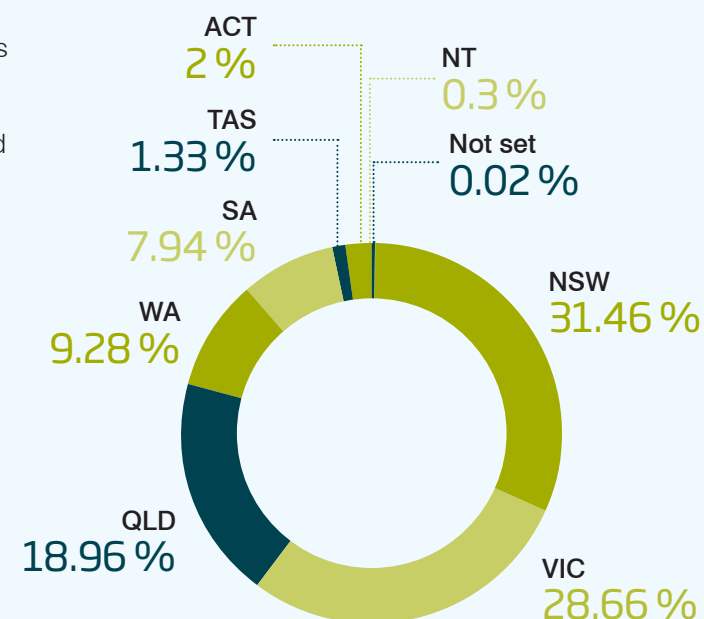
10,012

Average number of
sessions/month:

12,223

What does the audience look like?

choose.physio users are spread across the world, with 61% in Australia, followed by 9.47% in the United States.



Advertising

Rates and options

Ad types	Price*	Benefits
G: Choose Physio for your body third level navigation leaderboard (desktop) and half banner (mobile)	\$500	The only advertising medium offered by the APA to a consumer audience. Banners align with dedicated body condition and wellbeing topic.
H: Find a Physio leaderboard (desktop) and half banner (mobile)	\$600	Find a Physio section will be very popular as this provides a directory to your local physiotherapist.

*All prices are ex. GST



Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

G

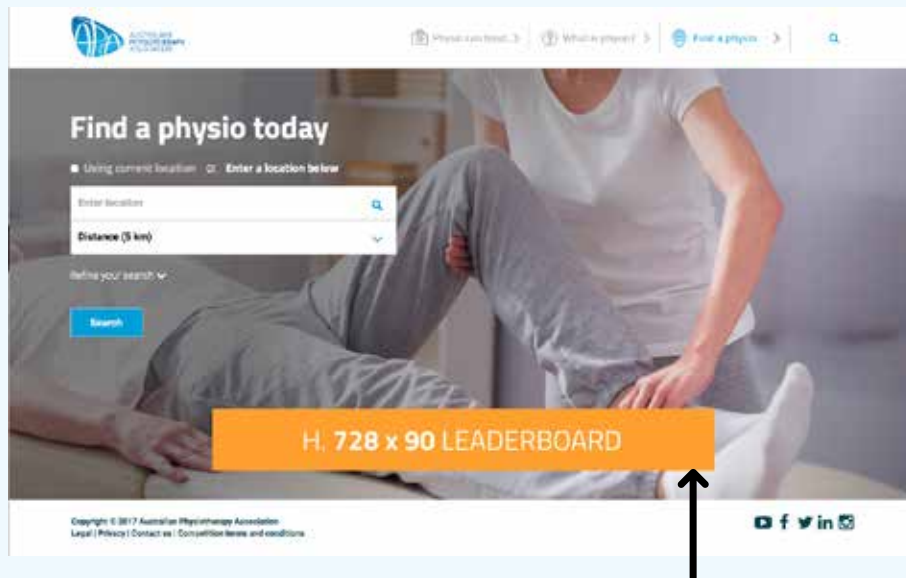
Choose Physio for your body third level navigation leaderboard (desktop) and half banner (mobile)

Functionality: slides in from bottom of screen and disappears when a user scrolls.

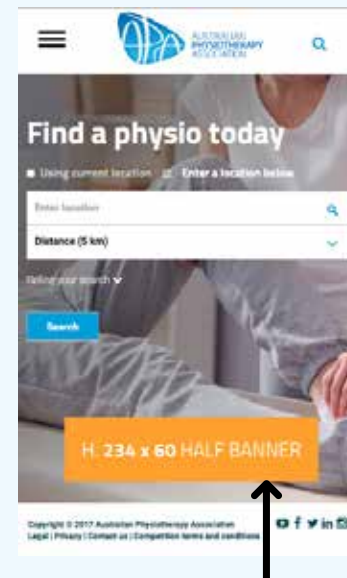
All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 27 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



H



H

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

H

**Find a Physio leaderboard (desktop)
and half banner (mobile)**

Functionality: slides in from bottom of screen and disappears when a user scrolls.

All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 27 for full artwork specifications.

3. Digital InMotion

InMotion is the flagship publication of the APA, reaching all members across Australia. 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 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



Advertising

Rates and options

Ad types	Price*	Benefits
I: InMotion landing page leaderboard (desktop) and half banner (mobile)	\$600	Dedicated news area on the APA website, advertising towards the bottom of the page. Largest banner size available.
J: InMotion landing page large leaderboard (desktop) and half banner (mobile)	\$600	Dedicated news area on the APA website, advertising in a central location on the page.
K: InMotion feature content piece leaderboard (desktop) and half banner (mobile)	\$400	Provides the opportunity to align your advertisement with specific content being featured in the magazine.

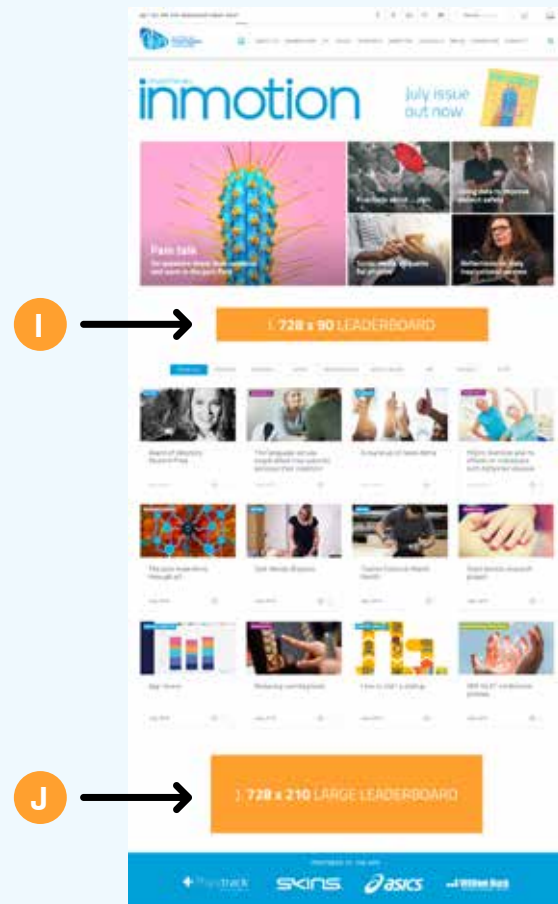
Bundle

Ad types	Price*	Benefits
InMotion landing page bundle	\$900	Get double the exposure via our dedicated news area on the APA website with our InMotion Bundle, inclusive of I and J.

*All prices are ex. GST

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

I

InMotion landing page leaderboard (desktop) and half banner (mobile)

Functionality: static ad

728 x 210 px LARGE LEADERBOARD

234 x 60 px HALF BANNER

J

InMotion landing page large leaderboard (desktop) and half banner (mobile)

Functionality: static ad

All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 27 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



728 x 210 px LARGE LEADERBOARD

234 x 60 px HALF BANNER

K
InMotion feature content piece large
leaderboard (desktop) and
half banner (mobile)
Functionality: static ad

All artwork should be saved as 72dpi using
RGB colour palate. Please refer to page 27
for full artwork specifications.

Terms and conditions applicable to all 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 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 palate
- 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).

Contact

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Senior Accounts Coordinator,
Partnerships and advertising
advertising@australian.physio
03 9092 0834