



Media Kit

2020

Print and digital
advertising opportunities

Arthritis Matters
Magazine



Our vision:
Freedom from Arthritis

About us

Arthritis & Osteoporosis NSW is a charitable and membership-based organisation that seeks to improve the quality of life of those affected by arthritis, osteoporosis and other musculoskeletal conditions. We work to empower the individual to manage their own condition and health, towards achieving their personal meaning of our vision: *Freedom from Arthritis*.

The organisation is a trusted source of evidence-based and up-to-date information on arthritis and its treatment, with education programs delivered across a number of platforms such as our website and community awareness sessions. Our health services team develops and delivers exercise programs tailored to the needs of people affected by arthritis, such as the popular Warm Water Classes and the Strength & Balance program. We deliver two annual camps for children affected by juvenile arthritis: Camp Twinkletoes for children under 8 years old and their families, and Camp Footloose for children and young people aged 9 to 18 years.

We engage with the community through our membership program, publications such as *Arthritis Matters*, eNewsletter subscriptions, social media platforms such as Facebook and LinkedIn, and our toll-free Arthritis Infoline which connects callers with health professionals via a call-back service.

Benefits of advertising with us

Advertising with Arthritis & Osteoporosis NSW provides your business access to our membership and subscriber base through a range of trusted media options.

As a charitable organisation, we rely on the generosity of our donors, sponsors, members and other supporters to help us deliver our valuable services. The revenue we raise via advertising helps to cover the costs of our services and publications.



Faces of Arthritis

Arthritis does not discriminate

It is the major cause of chronic pain and disability in Australia

1 in 4 Australians. 1 in 800 kids

Please join us in improving the quality of life of people affected by arthritis

Arthritis
& Osteoporosis
NEW SOUTH WALES

Arthritis Matters – magazine advertising

Publication Overview

Arthritis Matters is a high-quality, full-colour magazine delivered to our financial members and subscribers three-times per year - in February, June and October. In addition to reaching people with arthritis and osteoporosis, *Arthritis Matters* provides a valuable opportunity to advertise directly to their carer-givers and health professionals, including GPs, physicians, rheumatologists and pharmacists.

Each issue provides information and resources to help readers take control of their health and condition and learn how to improve the quality of their life. Key content areas are health, exercise, nutrition, assistive aids and research.

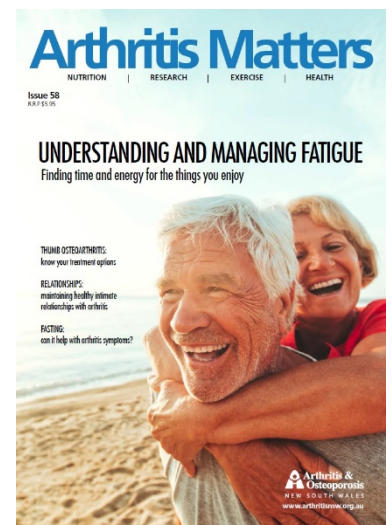
We feature information on condition management, products and services to inform, educate and engage readers seeking to understand and manage their condition, or that of someone close to them.



Reader Profile

With a distribution of 3,000 per issue, *Arthritis Matters* is a well-regarded resource with a long shelf life. The readership is considerably wider than the distribution, encompassing:

- A majority with arthritis and/or osteoporosis
- A majority of women
- A high number of retired individuals/couples aged 55-75 who live in the metro area
- Younger families and individuals of school and working age
- People throughout NSW
- GP surgeries, rheumatologists and health care providers



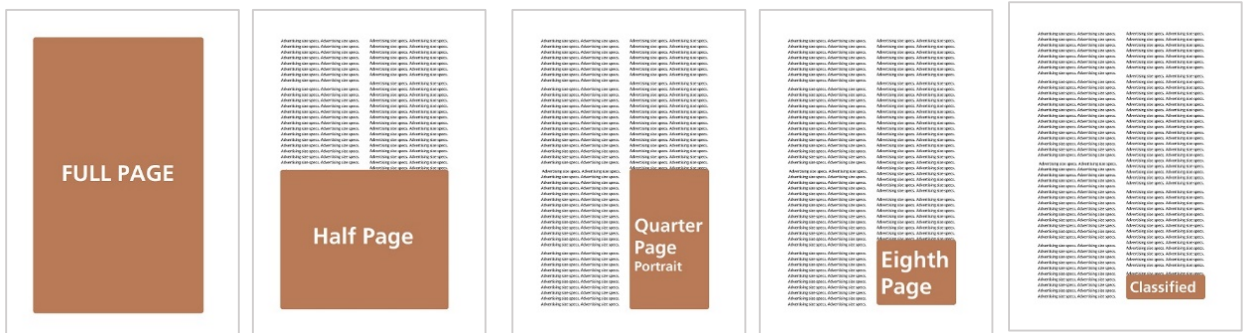
Deadlines for *Arthritis Matters*

Issue	Booking Date	Material Date	Distribution
#65 February 2020	23 January 2020	3 February 2020	28 February 2020
#66 June 2020	9 April 2020	7 May 2020	15 June 2020
#67 October 2020	6 August 2020	27 August 2020	1 October 2020

Arthritis Matters – magazine advertising

Size Specifications and Advertising Rates

The size, specifications and rates for advertisements in *Arthritis Matters* magazine are as follows:



	Full Page	Half Page	Quarter Page	Eighth Page	Classified
Cost (Casual)	\$825 (plus GST)	\$605 (plus GST)	\$375 (plus GST)	\$200 (plus GST)	\$125 (plus GST)
Cost (3 ads)	\$2,180 (plus GST) <i>Saving \$295</i>	\$1600 (plus GST) <i>Saving \$215</i>	\$990 (plus GST) <i>Saving \$135</i>	\$530 (plus GST) <i>Saving \$70</i>	\$330 (plus GST) <i>Saving \$45</i>
Preferred Placement (subject to availability)	Inside Front or Back Cover: \$1,250 per ad (plus GST) Other sections: +20% loading	Specific section: +20% loading	Specific section: +20% loading	Specific section: +20% loading	Specific section: +20% loading
Size Spec	(incl. Bleed) Width: 220mm Height: 307mm Trim Size Width: 210mm Height: 297mm	Width: 184.5mm Height: 131mm (no bleed)	Width: 90.5mm Height: 131mm (no bleed)	Width: 90.5mm Height: 64mm (no bleed)	Up to 25 words, plus contact number and either web address OR email

Magazine Inserts

Subject to availability – and suitability and relevance of content to our readership - advertisers may have their own pre-printed material – such as a flyer or product catalogue (up to A4 size) – inserted within *Arthritis Matters*.

- Rate per insert: \$2,500 (plus GST), per issue

For a DL insert printed by AOSNSW to advertiser's approved artwork plus attachment of sample sachet via hot-dots:

- Rate per insert: \$2,500 (plus GST), per issue

Arthritis Matters – magazine advertising

Material Specifications

Accepted file formats

PDF

Please ensure all elements are in CMYK and that all fonts have been outlined (converted to curves). No responsibility can be taken for PDFs that are supplied in low resolution.

Adobe InDesign CS6

All fonts and images must be supplied with the packaged file.

Adobe Illustrator CS6

All fonts to be outlined (converted to curves).

Adobe Photoshop CS6

Ensure files are in bitmap, greyscale or CMYK mode and the resolution is 300dpi or higher.

Files should be saved as JPEG, EPS or TIFF.

Supplying files

Email

Please email files to Lindy Sivyer at lsivyer@arthritismsw.org.au

If files are too large to send via email, please provide via a secure file hosting and sharing service.



Digital Advertising Opportunities

We engage and communicate with our members, subscribers and consumers via a variety of digital assets, each of which provides advertisers with the opportunity to connect with our community. These are covered in the following pages and include:

- Website advertising
- Dedicated blogs – promoted via eNewsletters and/or social media
- eNewsletter advertising
- Dedicated eDMs
- Facebook posts

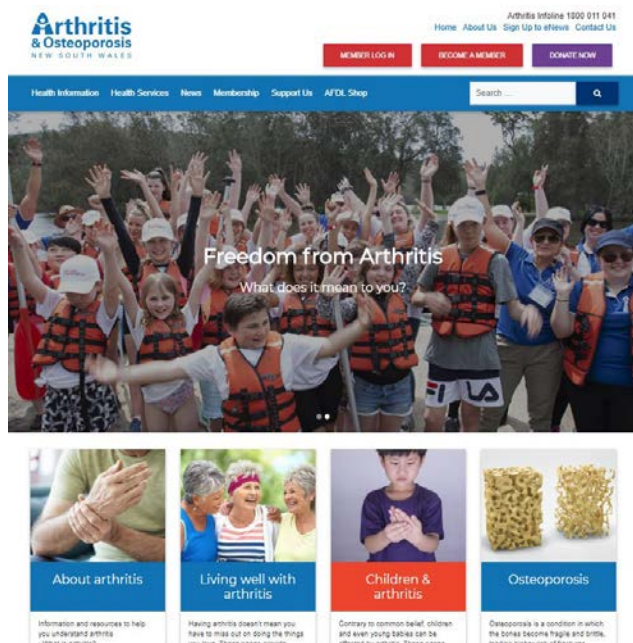
Website: www.arthritisnsw.org.au

Our website is the central hub for our trusted and highly demanded information resources. We use it to promote and provide evidence-based information to help people understand and manage their condition.

Our online services allow for 24/7 viewing of up-to-date information to those in need. Information can be accessed and viewed online or downloaded in easy to read PDF format.

The website functions as our online booking engine for members and consumers to book into our upcoming health education and exercise programs. It is also the online platform for consumers to register as financial members of the organisation, subscribe to the monthly eNewsletter, and to make donations.

We have a fully populated blog and news feed that is kept up-to-date with the latest information on research and medical advancements related to arthritis and musculoskeletal conditions.



Website Advertising – specifications and rates

Footer advertising – all pages

Subscribe to Arthritis Matters

3-issues per year for \$20 by post, \$10 by email. Click here for details



Image Dimensions:

510 pixels wide by 222 pixels high

Ad Heading

Up to 30 characters (including blanks)

Copy Line

Up to 100 characters total, with click-through URL

Acceptable Image File Formats

JPG, PNG or GIF

Rate

\$300 per week (plus GST)

Who We Are

Arthritis & Osteoporosis NSW is a charitable and membership-based organisation that seeks to improve the quality of life of those affected by arthritis, osteoporosis and other musculoskeletal conditions. We work to empower the individual to manage their own condition and health, towards achieving their personal meaning of our vision, Freedom from Arthritis.

[READ MORE](#)

Stay in Touch

- Arthritis Infoline 1800 011 041
- About Membership
- Arthritis Matters magazine

Connect via our free monthly eNewsletter

First Name

Last Name

Email Address

[SUBMIT](#)

Subscribe to Arthritis Matters

3-issues per year for \$20 by post, \$10 by email. Click here for details



Other formats for website advertising

If your organisation would like to advertise on a particular page or pages of our website, please contact our Marketing & Campaigns Manager on 02 9577 3300.

Customised solutions in terms of format and placement can be discussed.

Website Advertising – specifications and rates

Dedicated blog article



Content requirements

- Banner image, JPG or PNG, 1400 pixels by 300 pixels
- Feature image, JPG or PNG, 700 pixels by 375 pixels
- Blog article – 400 to 800 words
- Subject to approval by AONSW

Rate

\$750 per blog article (+ GST)

Additional promotion of article

\$250 via eNewsletter Key Story (+ GST)

\$250 via Social Media post (+ GST)

BLOG appearance on
News Stories page:



BLOG appearance on
Home page as
'Latest News' (most
recent three stories):



eNewsletter Advertising and eDMs

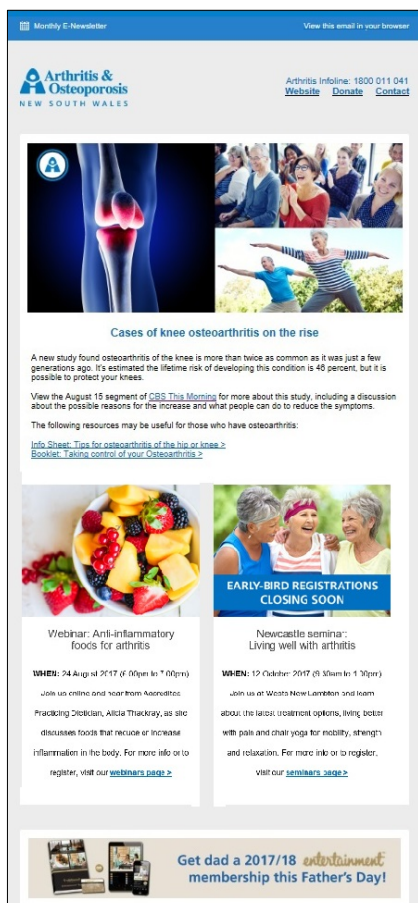
Monthly eNewsletter

Our monthly digital newsletter is delivered to two main consumer segments: our financial members and digital subscribers. Our digital audience is represented by consumers, health professionals and affiliates.

Each month we deliver to over 2,300 inboxes and rising. We cover a range of topics to help empower people to manage their own health and condition, from the latest findings in research and treatment options, as well as informing people of upcoming health education programs and fundraising campaigns.

Our digital newsletters display a snippet of information that engages our audience and drives them onto our online channels where full information is on display.

With a large membership base and our focus on digital data collection, our online database is increasing daily.



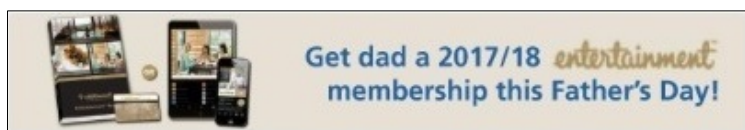
Key Story advertisement

Material Spec

- Image: 270px wide x 200px high, hi-res JPG or PNG file
- 50 words
- Phone number or email plus URL

Rate

\$250 per month/issue (+ GST)



Banner advertisement

Material Spec

- 536px wide x 86px high, hi-res JPG or PNG file

Rate

\$125 per month/issue (plus GST)

Dedicated eDMs

Where advertisers have products or services of particular relevance to the AONSW audience, we may agree to broadcast a dedicated eDM to our database on their behalf. The applicable rate is \$2,000 per dedicated eDM (plus GST)

Advertising Booking Form

Page 1 of 2

Completion of this form must include the signature of the person authorised to sign on behalf of the advertiser. It also confirms your booking of advertising space inside *Arthritis Matters* and/or digital platforms and your acceptance of the terms and conditions detailed on page 12. Once completed and signed, please return this booking confirmation via either email or post to:

Attention: Lindy Sivyer, Marketing and Campaigns Co-ordinator
 Arthritis NSW

Email: lsivyer@arthritissnw.org.au | Post: Locked Bag 2216, North Ryde NSW 1670

MAGAZINE ADVERTISING	Feb. 2019	Jun. 2019	Oct. 2019	Agreed rate per placement
Printed insert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
DL insert & sample	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
Full page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
Half page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
Quarter page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
Eighth page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
Classified	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$

DIGITAL ADVERTISING	No. of placements	Dates/months	Agreed rate per placement
Monthly eNewsletter: Key Story ad			\$
Monthly eNewsletter: Banner ad			\$
Dedicated EDM:			\$
Website: Dedicated Blog			\$
Website: Page Footer advertising			\$

Advertising booking form

Page 2 of 2

ADVERTISER DETAILS

Company name / advertiser	
Address (no PO boxes)	
Booking authorised by: (Full name please)	
Position in company:	
Phone no.:	
Email address:	
Date:	
Signature:	
Additional information (if applicable)	

INTERNAL USE ONLY

Total Booking Cost:	
Booked by:	
Date:	
Invoiced on:	
Renewal date:	

Terms & Conditions

Booking confirmations and acceptance of advertising

THESE TERMS AND CONDITIONS APPLY TO ALL ADVERTISEMENTS

Advertisements are only accepted on the basis that the advertiser agrees and accepts the following terms and conditions for advertising. Receipt of a signed confirmation and/or advertising materials supplied by the advertiser signifies such agreement.

1. The payment terms for all Arthritis & Osteoporosis NSW advertising is PIA – Payment in Advance. Advertising must be paid for in advance of final layout in the case of print materials, and in advance of the go-live publish date in the case of digital advertising.
2. The placement and position of any advertising is solely at the publisher's discretion unless otherwise agreed in writing and/or set out on the signed booking confirmation.
3. The publisher reserves the right to reject any advertising which it considers as making unreasonable or misleading claims, or is unsuitable or inappropriate to its readers.
4. Advertisers and their agents warrant that any statements or claims made within their advertisements meet all relevant provisions of the Competition and Consumer Act and any other legal requirements for such material.
5. Advertising materials are required to be supplied for all confirmed bookings to the publisher by the material deadline which, unless specified otherwise, is no later than four weeks prior to the publication date in the case of printed publication, and five working days prior to publication in the case of digital material.
6. Where advertising material is not supplied by the material deadline, the publisher may at its sole discretion repeat any previous advertisement or simply charge the advertiser (or agent) for the space booked, regardless of what material is used to fill the space. In the event that a previous advertisement is used in this way, the publisher accepts no responsibility for any outdated or inaccurate information which may be published.
7. The publisher reserves the right to apply (and charge for) any pre-print processing required in relation to advertising material supplied which does not meet the publication's technical production requirements.
8. When advertising material has been supplied in a ready-to-print form (eg. print-ready PDF) the publisher cannot accept any responsibility for errors, omissions or any other pre-print production problems which may result.
9. Cancellations will only be accepted if made in writing and received no later than four weeks prior to the publication date in the case of both print and online placements. Any design or pre-print preparation carried out to that point in relation to the space booked will be chargeable. Surcharges may apply where cancellation affects any discounts or other benefits provided to the advertiser or where the publisher is forced to fill the space within anything other than editorial.
10. Although every care will be taken to ensure otherwise, where any advertisement fails to appear within the edition(s) set out on the signed confirmation, no liability will be accepted by the publisher for any loss which may ensue.
11. The publisher may at its sole discretion add the word "Advertisement" above, below or adjacent to any advertising material which it feels may be perceived as editorial rather than advertising.
12. The advertiser agrees to indemnify the publisher against all and any actions, cost claims, damages and/or losses of any kind resulting from or relating to the publication of the advertiser's material. (END)

Arthritis

NEW SOUTH WALES

- SINCE 1967 -

Locked Bag 2216, North Ryde NSW 1670
Phone: (02) 9857 3300 Fax: (02) 9857 3399

Email: info@arthritisnsw.org.au
www.arthritisnsw.org.au

