



# Media Kit

## 2023

Print and digital  
advertising opportunities

**Arthritis Matters**  
Magazine

[arthritisnsw.org.au](http://arthritisnsw.org.au)

**eNews**

Our vision:  
*Freedom from arthritis*



## About us

Arthritis NSW is a charitable organisation that seeks to improve the quality of life of people living with arthritis 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 education 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, dance classes and Strength & Balance program. We deliver 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 and affiliate program, publications such as *Arthritis Matters*, eNews, 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 NSW gives 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.



## Arthritis Matters – magazine advertising

### Publication overview

*Arthritis Matters* is a high-quality, full-colour magazine delivered to our financial members and subscribers twice a year - in March and October. In addition to reaching people with arthritis and other musculoskeletal conditions, *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 2,400 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
- 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.



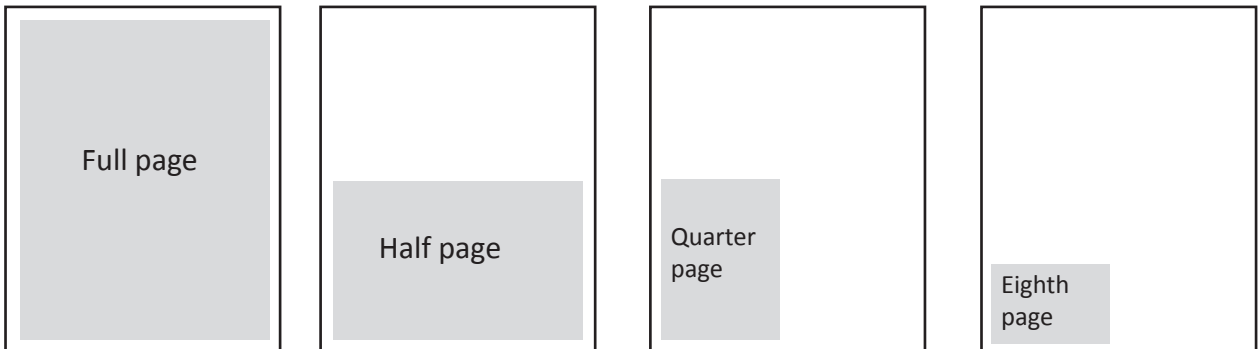
### Deadlines for *Arthritis Matters*

ISSUE	BOOKING DATE	MATERIAL DATE	DISTRIBUTION
#72 March 2023	24 January 2023	3 February 2023	March 2023
#73 October 2023	5 August 2023	24 August 2023	October 2023

## 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
Cost – casual	\$1000 (plus GST)	\$732 (plus GST)	\$453 (plus GST)	\$242 (plus GST)
Cost –2 ads	\$1840 (plus GST) <i>Saving \$160</i>	\$1347 (plus GST) <i>Saving \$117</i>	\$833 (plus GST) <i>Saving \$73</i>	\$445 (plus GST) <i>Saving \$39</i>
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

### 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: \$2,750 (plus GST) per issue

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

- Rate per insert: \$2,750 (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 are outlined (converted to curves). No responsibility can be taken for PDFs that are supplied in low resolution.

##### Adobe InDesign CC

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

##### Adobe Illustrator CC

All fonts to be outlined (converted to curves).

##### Adobe Photoshop CC

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

Email files to Marketing and Campaigns Co-ordinator, Lindy Sivyer at [lsivyer@arthritissnw.org.au](mailto:lsivyer@arthritissnw.org.au)

If the 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, which give advertisers 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
- eNews advertising
- dedicated eDMs
- Facebook posts (6,640 followers and rising).

Website: [arthritisnsw.org.au](http://arthritisnsw.org.au)

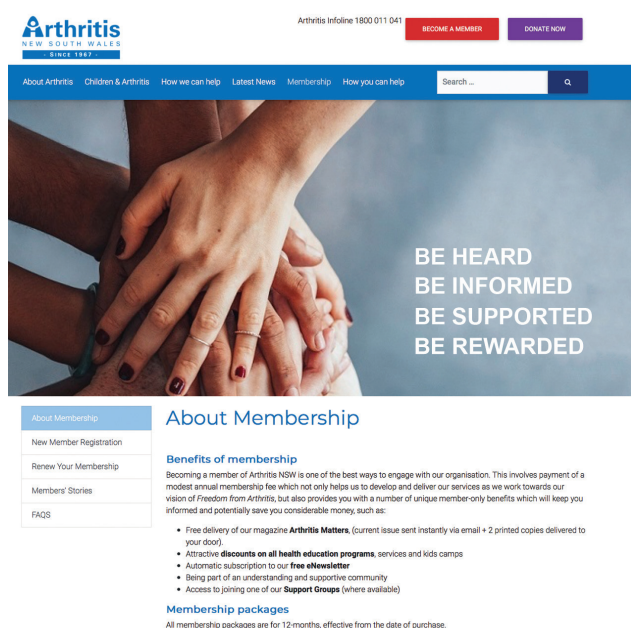
Page views: 50,000 per month

Users: 14,600 per month

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. Information can be viewed online or downloaded in PDF format.

The website functions as our online booking engine for members and consumers to book into our health education and exercise programs. It is also the online platform for consumers to subscribe to our fortnightly eNews, 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.



Arthritis NSW website homepage. The header includes the Arthritis NSW logo, contact information (1800 011 041), and buttons for 'BECOME A MEMBER' and 'DONATE NOW'. The main navigation bar lists: About Arthritis, Children & Arthritis, How we can help, Latest News, Membership, and How you can help. A search bar is also present. The hero image shows hands clasped together with the text: 'BE HEARD BE INFORMED BE SUPPORTED BE REWARDED'. The left sidebar contains links: About Membership, New Member Registration, Renew Your Membership, Members' Stories, and FAQs. The main content area is titled 'About Membership' and lists 'Benefits of membership' and 'Membership packages'.



Arthritis NSW website 'For Health Professionals' section. The header includes the Arthritis NSW logo, contact information (1800 011 041), and buttons for 'BECOME A MEMBER' and 'DONATE NOW'. The main navigation bar lists: About Arthritis, Children & Arthritis, How we can help, Latest News, Membership, and How you can help. A search bar is also present. The hero image shows a man and a woman looking at each other. The main content area is titled 'For Health Professionals' and includes a list of 'Arthritis Information Booklets' and 'Arthritis Information Sheets'.

## Website advertising – specifications and rates

### Footer advertising – all pages

#### Subscribe to *Arthritis Matters*

Three issues for \$22 by post, \$11 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

\$365 per week (plus GST)

#### Who We Are

Arthritis 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 eNewsletter

First Name

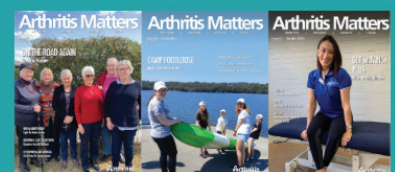
Last Name

Email Address

SUBMIT

#### Subscribe to Arthritis Matters

3-issues for \$22, \$11 by email. Click here for details



## Other formats for website advertising

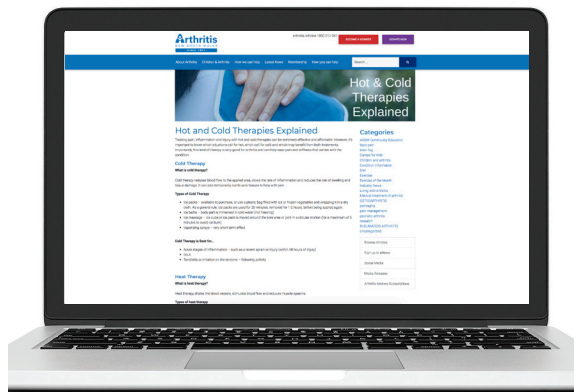
If your organisation would like to advertise on a particular page or pages of our website, or eNews, please contact our Social Media and Digital Marketing Co-ordinator Penny Lambert on 02 9577 3300 or [plambert@arthritissnw.org.au](mailto:plambert@arthritissnw.org.au).

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

#### Rate

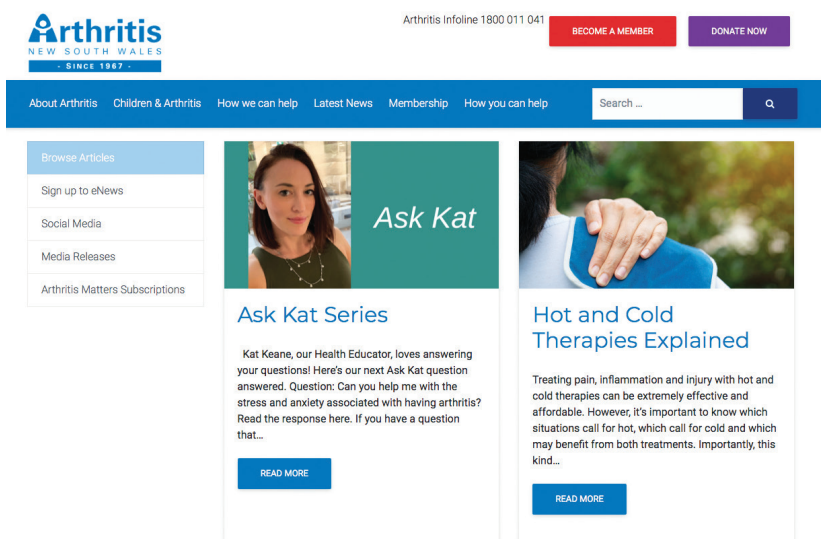
\$910 per blog article (+ GST)

#### Additional promotion of article

\$305 via eNewsletter Key Story (+ GST)

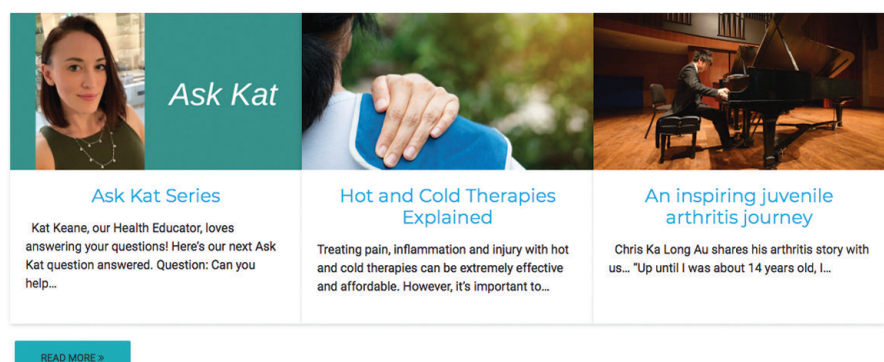
\$305 via Social Media post (+ GST)

### BLOG appearance on News Stories page



### BLOG appearance on Home page as 'Latest News' most recent three stories

#### Latest News





## eNews advertising and EDMs

### eNews

Subscribers: 7300  
Average open rate: 48%

Our eNews is delivered fortnightly to two consumer groups: our financial members and digital subscribers. Our digital audience consists of consumers, health professionals and affiliates.

We cover a range of topics to empower people to manage their health and condition, from the latest research and treatments, to updates on our health programs and fundraising campaigns.

Our digital newsletters display an introduction that engages our audience and drives them to 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: 728px wide x 180px high, hi-res JPG or PNG file
- 50 words
- Phone number or email plus URL

#### Rate

\$305 per issue (+ GST)

### Dedicated eDMs

Where advertisers have products or services relevance to the NSW audience, we may agree to publish a dedicated eDM to our database on their behalf. The rate is \$2,400 per eDM (+ GST).



#### Welcome to eNews - 18 June

There is so much in this edition with the launch of [Camp Footloose 2021](#), [Winter class vacancies](#) for Term 2 plus our Webinar series on both conventional and complementary medications. We have also confirmed the location of our [next Rural Seminar](#) which will be held at Shoalhaven on Thursday 28 July. Be sure to register early to secure your spots for all our wonderful programs.

We encourage you to give a [tax deductible donation](#) so we can continue provide free services and provide scholarships for children living in regional areas to participate and attend our kids camps.



#### Camp Footloose Applications now open!

Camp Footloose is an educational sport and recreational camp for children and young people with juvenile arthritis aged 9 to 18 years. It provides a valuable opportunity for older children and young people with arthritis to have fun, meet others facing similar challenges, and share experiences in a supportive environment. It also helps them gain a sense of control over their condition and their lives. We are so excited to announce the return of Camp Footloose to its weeklong format in 2021.

[Find out more](#)



Can you help children with juvenile arthritis take part in our camps? Miriam lives with more than the burdens of pain and stiffness of juvenile arthritis. She also works hard to catch up on lost class time and schoolwork, and to connect with friends and teachers who understand her limitations. You can help change her life through our children's camps where she can connect to others, share her experiences and make new friends.

[Read Miriam's story](#)

### Banner advertisement

#### Material spec

1195px wide x 195px high  
hi-res JPG or PNG file

#### Rate

\$152 per issue (+ GST)



#### Rural Health Program

We are delighted to be resuming our face to face Rural Health Program Seminars... first stop Wagga!

Date: Friday, 21 May, 2021  
Venue: Wagga RSL Club  
Time: 10am - 2pm (refreshments provided)  
Cost: Free

[Register or learn more here](#) or call us on 02 9857 3300.



Forward eNews to a Friend



Arthritis Infoline: 1800 011 041  
Phone: 02 9857 3300  
Email: [info@arthritisnsw.org.au](mailto:info@arthritisnsw.org.au)  
[www.arthritisnsw.org.au](http://www.arthritisnsw.org.au)



We welcome your feedback! Please email us here.

#### Critical Issues for Juvenile Arthritis JAFA ON-LINE SYMPOSIUM

Tuesday 2 March 2021: 7pm to 9pm (ESDT)

What you'll hear:

Ages & Stages, Schools & Rules,  
Transitioning to

Adulthood & Update COVID-19 Vaccines  
talks by Professors Singh-Grewal & Munro,  
& Dr Whitehead

Panel Discussions on Practical Issues

plus An open Q&A with the Experts & A 'For  
Parents Only' Meeting with the JAFA Board

[Learn more & book here](#)



JAFA SYMPOSIUM

# 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 email or post:

Attention: Lindy Sivyver, Marketing and Campaigns Co-ordinator

Arthritis NSW

Email: [lsivyver@arthritisnsw.org.au](mailto:lsivyver@arthritisnsw.org.au) | Post: Locked Bag 2216, North Ryde NSW 1670

MAGAZINE ADVERTISING	March 2023	October 2023		Agreed rate per placement
Printed insert	<input type="checkbox"/>	<input type="checkbox"/>		\$
DL insert and sample	<input type="checkbox"/>	<input type="checkbox"/>		\$
Full page	<input type="checkbox"/>	<input type="checkbox"/>		\$
Half page	<input type="checkbox"/>	<input type="checkbox"/>		\$
Quarter page	<input type="checkbox"/>	<input type="checkbox"/>		\$
Eighth page	<input type="checkbox"/>	<input type="checkbox"/>		\$

DIGITAL ADVERTISING	No of placements	Dates	Agreed rate per placement
eNews key story ad per fortnightly issue			\$
eNews banner ad per fortnightly issue			\$
Dedicated eDM			\$
Website: page footer ad			\$
Website: dedicated blog			\$

# Advertising Booking Form

Page 1 of 2

## ADVERTISER DETAILS

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

## OFFICE 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 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

Email: [info@arthritisnsw.org.au](mailto:info@arthritisnsw.org.au)

Web: [arthritisnsw.org.au](http://arthritisnsw.org.au)



Authority to fundraise CFN12845 | ABN 64 528 634 8193 4