



Media Kit

Podiatry is a branch of medicine devoted to the study, diagnosis and medical and surgical treatment of disorders of the foot and ankle. At UVWA students study for a Doctor of Podiatric Medicine degree.

Podiatry WA is a member based organisation promoting good foot health and the podiatry profession in WA. We provide access to resources and information on our website, a printed magazine titled *Footfiles* four times a year, regular emailed news and email blasts as well as a healthy presence on social media.

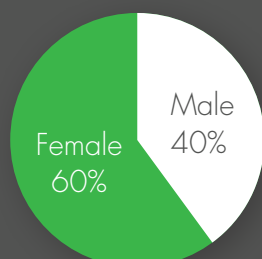
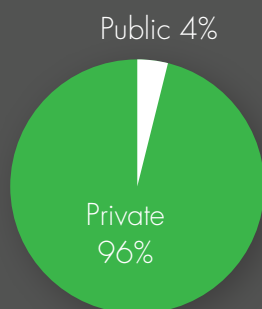
This media kit is designed to outline sponsorship and advertising opportunities available through Podiatry WA.



At A Glance

Our members

- Educated
- Well informed
- Engaged
- 200 members in WA *
- More than half are aged between 25-44



The profession

- Private practice
- Hospitals – private and public
- Sports clinics
- Research
- Community health centres
- Domiciliary
- Government
- Consultants
- 4,500 podiatrists in Australia

Areas of Expertise

- Surgical
- Paediatrics
- Sports
- Footwear prescription
- Diabetes and high risk
- Aged Care
- Disability
- Biomechanics
- Orthotic Prescription
- Rehabilitation

Advertising and sponsorship opportunities are available in many ways and can be tailored to your needs. These include:

- Advertising and sponsorship via magazine, inserts and fliers to members
- Opportunities at our CPD (continuing professional development) events. We host a large mix of webinar and face-to-face events over 10 months every year
- Marked exposure through our bi-annual state conference
- Sponsored promotion at other events with trade stall opportunities
- Electronic mail out, website advertising, social media promotion and advertising, exclusive emails and/or mailouts
- Attractive pricing ranging from as little as \$65 upwards depending on your requirements

*This is the expected membership by the end of 2017

Footfiles



Footfiles is the flagship magazine of Podiatry WA reaching our members across Australia. It serves as a key platform for communicating the latest national and local news within Podiatry WA and the broader podiatry profession.



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

Footfiles provides direct access to a dedicated and passionate group of 200 health professionals.

Each issue of *Footfiles* presents articles that cover the latest and most interesting aspects of podiatry and the broader healthcare scene.

Content includes:

- Features and profiles
- National and state based professional news
- Advocacy
- Education opportunities
- Reviews partners and endorsed products

Ad Rates & Sizes

Advertising Rates

Ad Sizes	Rate	Details
Full page	\$500	Per ad
Half page	\$275	Per ad
Quarter page	\$200	Per ad
Full page single insert		
A4 size supplied by sponsor	\$440	Per ad

*(10% discount for 4 consecutive issues)

Dimensions

	Width (mm)	Length (mm)
A: Full page + bleed	216	303*
B: Half page	191	128.5
C: Quarter page	93	128.5
D: Banner – vertical	60.5	227.5
E: Banner – horizontal	191	41.5

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

Preferred positioning

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

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

Bookings

Contact us on info@podiatrywa.com.au to find out how to book.

The acceptance of an advertisement does not indicate Podiatry WA endorsement of the product or service. Podiatry WA reserves the right to refuse any advertisement that does not fit with Podiatry WA policy or standards, or that is inconsistent with publication style and/or content.

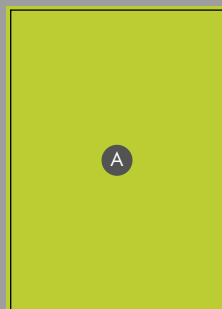
Cancellations

Cancellation after the booking deadline will incur a cancellation fee of 100% of the advertised rate.

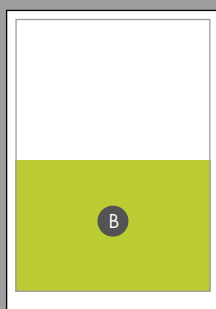
If artwork is not supplied by the specified date, Podiatry WA reserves the right to cancel a booking without refund. Podiatry WA must be notified of any anticipated delays. Contact us at info@podiatrywa.com.au



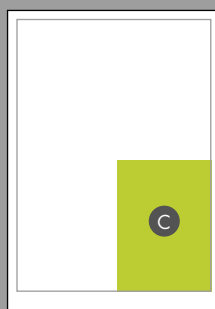
Ad Sizes



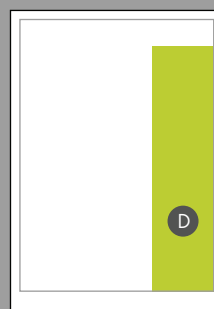
Full page



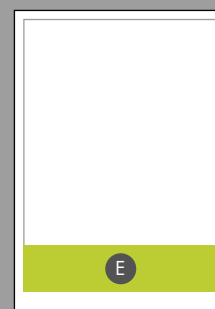
Half page



Quarter page



Vertical
Banner



Horizontal
Banner

Sponsorship & Promotion

Events	Rate	What's Included
Professional Development Podiatry WA education session	\$550	The event is branded with your logo with all promotional material and promoted in eNews, website and social media
	\$150	CPD webinar includes logo on opening and closing during live broadcast and remains on there for playback
Sponsored Promotion Exclusive event to promote your products and services	\$880	Up to 25 people (attendees). 1 hour presentation time. Venue hire, event organisation, promotion and hosting your products and services
	\$1,000	Up to 50 people. 1 hour presentation time. Venue hire, event organisation, promotion and hosting your products and services

Format	Ad Sizes	Rate	Details
Exclusive mailout	see conditions*	\$525	Advertiser supplies ad
Website	Classified	\$65	30 days (< 200 words)
	Sponsor	\$850	Per annum
Social media	see conditions**	\$80	30 days (single image, <50 words)
eNews (circulation 500+) email all WA podiatrists	Classified	\$85	1 insert (< 200 words)
	Sponsor	\$850	12 months
eBlast	Page	\$350	1 mail out
Packages	Classifieds	\$130	Website and eNews classifieds
	Alert (exclusive)	\$900	eBlast + Insert (or a full page ad)
	High profile		
	12 months	\$3,900	1 page Footfiles inside cover, eNews + website sponsor

* Dependent on postage charges which may incur a higher charge

** One brand per month (image supplied by brand but must meet a certain standard), links to brand's preferred social media account/s or website

Artwork Specs

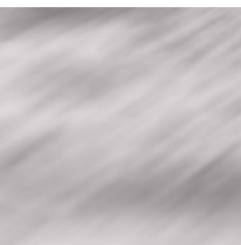
All artwork needs to be provided in:

- a minimum of 300dpi
- 3mm bleed added to full page ad
- crop marks added to full page ad
- PDF format

Further details are available on our website



Should you wish to
become a valued supporter
of our organisation through
advertising or sponsorship
please contact us below



info@podiatrywa.com.au

0468 450 405 or (08) 6245 0405

podiatrywa.com.au

The information contained within this document is
subject to updating, deletion or amendment at any
time at the discretion of Podiatry Western Australia.
Any changes made are immediately applicable.

