Podiatry WA 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 UWA 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 - Facebook, Instagram & Linkedin.

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

We have access to over 600 podiatrists on our database.

### At A Glance

**Our members**

- Educated
- Well informed
- Engaged
- Database of over 600 podiatrists
- More than half are aged between 25-44

**Public Sector 4%**  
- Private Practice 96%
- Female 60%
- Male 40%

### The profession

- Private practice
- Hospitals – private and public
- Sports clinics
- Research
- Community health centres
- Domiciliary
- Government
- Consultants
- 5,243 podiatrists in Australia (effective Dec 2018)

### 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 annual state event

- 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 depending on your requirements
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
## Podiatry WA
### Sponsorship & Promotion

<table>
<thead>
<tr>
<th>Offer Description</th>
<th>PLATINUM ($10,000)</th>
<th>GOLD ($5,000)</th>
<th>SILVER ($2,500)</th>
<th>BRONZE ($1,250)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual conference presentation timeslot &amp; video footage</td>
<td>Included</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual conference logo displayed on digital and print marketing</td>
<td>Included</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual conference trade stand</td>
<td>Prime position</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
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<tr>
<td>Webinar events (20 per year) logo, photos or video pre and post slide</td>
<td>Included</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Interactive events (10 per year) logo, photos or video promoted</td>
<td>Included</td>
<td>Included</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your logo on the event marketing graphics as the sponsor - #per year</td>
<td>4/year</td>
<td>2/year</td>
<td>1/year</td>
<td></td>
</tr>
<tr>
<td>Footfiles magazine published in print and digital version, quarterly</td>
<td>Full page advert, prime position</td>
<td>Full page advert, middle pages</td>
<td>Half page advert</td>
<td>Banner size advert</td>
</tr>
<tr>
<td>Mailouts of brochures (once a year)</td>
<td>Included</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website - <a href="http://www.podiatrywa.com.au">www.podiatrywa.com.au</a></td>
<td>Home page, main</td>
<td>End page</td>
<td>Sponsors tab</td>
<td>Sponsors tab</td>
</tr>
<tr>
<td>eNews fortnightly advert (600 plus subscribers)</td>
<td>Top of email</td>
<td>Bottom</td>
<td>Bottom</td>
<td>Bottom</td>
</tr>
<tr>
<td>eBlast biannually advert (exclusive to sponsor)</td>
<td>Included</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Footfiles magazine</td>
<td>1 copy</td>
<td>1 copy</td>
<td>1 copy</td>
<td>1 copy</td>
</tr>
<tr>
<td>Facebook, Instagram promotion (social media)</td>
<td>Monthly</td>
<td>Bimonthly</td>
<td>Quarterly</td>
<td>Annually</td>
</tr>
</tbody>
</table>
Advertisement Specifications

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

Dimensions

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Width (mm)</th>
<th>Length (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: Full page + bleed</td>
<td>216</td>
<td>303*</td>
</tr>
<tr>
<td>B: Half page</td>
<td>191</td>
<td>128.5</td>
</tr>
<tr>
<td>C: Quarter page</td>
<td>93</td>
<td>128.5</td>
</tr>
<tr>
<td>D: Banner – vertical</td>
<td>60.5</td>
<td>227.5</td>
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<tr>
<td>E: Banner – horizontal</td>
<td>191</td>
<td>41.5</td>
</tr>
</tbody>
</table>

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

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

info@podiatrywa.com.au
(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.