

MASSAGE & MYOTHERAPY

JOURNAL

2024 ADVERTISING INFORMATION



The *Massage & Myotherapy Journal* has a wide and varied readership that includes massage and myotherapists, allied health professionals, students and others interested in complementary health. It has a print run of approximately 8,700 and an estimated pass-on readership of more than 21,000 clients, patients and students.

The *Journal* provides an ideal opportunity for advertisers to reach a large audience of professionals interested in the massage and complementary health industry.

Advertising Enquiries

NICK RICHARDS
ADVERTISING MANAGER

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MASSAGE &
MYOTHERAPY
AUSTRALIA



PLEASE NOTE
DISCOUNTS APPLY
FOR MULTIPLE
BOOKINGS!
TWO ISSUES - 2.5%
THREE ISSUES - 3.5%
FOUR ISSUES - 5%

2024 Advertising Deadlines

ISSUE NUMBER	BOOKING DEADLINE	MATERIAL DEADLINE	APPROX. DELIVERY*
Autumn 2024 (Issue No. 1)	31 January	07 February	10 March
Winter 2024 (Issue No. 2)	08 March	14 March	24 April
Spring 2024 (Issue No. 3)	17 July	26 June	26 July
Summer 2024 (Issue No. 4)	23 September	02 October	04 November

* The Journal is mailed to members, and while print dates are firm, delivery dates are subject to postal services conditions. The 'Approx. Delivery' date refers to the week commencing from that date.

Advertising Rates (ALL RATES INCL GST.)

Advert Size	Standard Rate
Outside Back Cover	\$3,300
Inside Covers	\$1,980
Full page	\$1,395
Half page	\$730
Third page	\$540
Quarter page	\$470
INSERT †	\$1,500

Preferred placement loading: plus 10%.

†All Insert artwork to be provided by the advertiser.

Special Discounts (SELECT ONE ONLY)

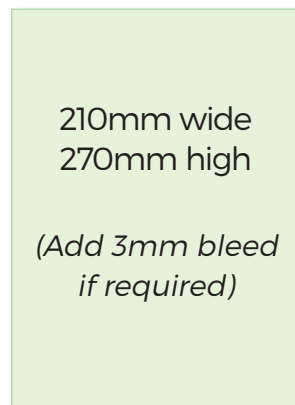
- » **Membership Discount:**
 Supply your five digit Massage & Myotherapy Australia Membership number to receive 10% discount off the standard rate.
- » **Multiple Bookings Discount:**
 Place an advertising booking for multiple issues you will receive discounts off the standard rate. Advertising material can be updated for each issue.
 - Two issues: 2.5%
 - Three issues: 3.5%
 - Four issues: 5%
- » **Endorsed Education Activities Program members, schools and approved educators:** schools and approved educators advertising courses or workshops receive 10% discount.

Advertising Artwork Specifications

- All artwork must be supplied as a high-resolution (300dpi) PDF file with all fonts 'embedded'.
- All artwork is to be supplied in CMYK (not RGB).
- Include 3mm bleed (if required).
- We **DO NOT ACCEPT** adverts supplied in: *Microsoft Word, Publisher or Powerpoint.*
- **If UNDER 10Mb** in size, please email direct to: nick@privaro.com.au
- **If OVER 10Mb** please use our *DropBox* account, email Nick Richards for *DropBox* access details.

Advertising Artwork Dimensions (mm)

FULL PAGE (Trim size)	210 wide x 270 high (add 3mm)
1/2 PAGE (Horizontal)	183 wide x 115 high
1/3 PAGE (Horizontal)	183 wide x 70 high
1/3 PAGE Vertical)	58 wide x 235 high
1/4 PAGE (Horizontal)	183 wide x 50 high
1/4 PAGE (Vertical)	88 wide x 115 high



FULL PAGE



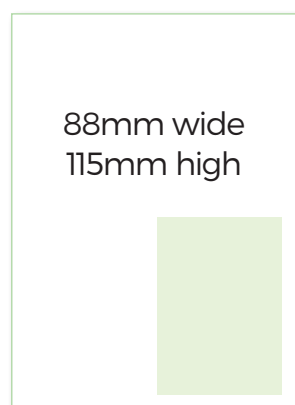
HALF PAGE
(Horizontal)



THIRD PAGE
(Vertical)



THIRD PAGE
(Horizontal)



QUARTER PAGE
(Vertical)



QUARTER PAGE
(Horizontal)

Branding Guidelines

Please note that the brand 'Massage & Myotherapy Australia' must always be used in full and not abbreviated. Advertising material which uses the abbreviations M&M or M&MA will be returned and resetting requested.

- Please **DO NOT** use the acronym 'M&MA', 'MMA' or 'M&M'.
- Always use 'Massage & Myotherapy Australia' in full.
- Please do not use 'and' within the name e.g. Massage and Myotherapy Australia.
- Use the ampersand symbol '&'. e.g. Massage & Myotherapy Australia.

Advertiser Company Details

Business name: _____

Contact name: _____

Address: _____

Postal address: _____

Tel: _____

Email: _____

Membership No (if applic.): _____

Issues per annum

Autumn 2024 Winter 2024 Spring 2024 Summer 2024

Advert Size: _____

No. of issues _____ Cost per issue: \$ _____

Special Discounts (if applicable)

CHOOSE ONE DISCOUNT ONLY

- Member Discount: 10%
 Approved Provider/Schools Discount: 10%
 Multiple Bookings Discount: _____%

TOTAL COST (per issue): \$ _____

Purchase Order No. (If applicable): _____

Please Note: ONLY ONE DISCOUNT APPLIES, either the 'Member discount' OR the 'Multiple Bookings discount' OR the 'Approved Provider/Schools discount'.

Payment Details

All advertisements will be invoiced on distribution of the *Massage & Myotherapy Journal*.

Amount: \$ _____

Acceptance Conditions

Please Note: New advertisers will be invoiced on receipt of this booking form.

Rates are net on a monthly account. The publisher reserves the right to accept or reject advertising material. Advertisers are advised to meet the requirements of the *Trade Practices Act* and the regulations of the bodies governing advertising in each state/territory. If material is booked, but not supplied by the due dates, charges for space will still apply in full. The publisher is not liable for any consequences arising out of failure of an advertisement to appear.

If the material provided does not meet with the specifications I/we will agree to accept any extra cost incurred as a result. I/we hereby authorise the placement of the above advertising as specified. I am aware that this is subject to the terms and conditions stated above. I understand that a cancellation of this order will not be accepted after the advertising booking deadline for the issue/s booked.

Name (please print): _____

Signed: _____

Date: _____

Please Note: Please confirm your advertising booking details and your acceptance of the terms and conditions of advertising in the 'Massage & Myotherapy Journal' with your signature and the date.

**Please return this page ONLY via email to:
nick@privaro.com.au**