

VOL  
24

2026

MASSAGE & MYOTHERAPY

# JOURNAL

## 2026 ADVERTISING INFORMATION



The *Massage & Myotherapy Journal* is a cornerstone of the manual therapy community. With a print run of 8,700 copies and a massive pass-on reach exceeding 21,000 readers, our insights bridge the gap between dedicated practitioners, allied health experts, and the next generation of therapists.

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

E: [nick@privaro.com.au](mailto:nick@privaro.com.au)  
M: 0408 159 355

  
MASSAGE &  
MYOTHERAPY  
AUSTRALIA

# MASSAGE & MYOTHERAPY JOURNAL

## ADVERTISING INFORMATION



**PLEASE NOTE  
DISCOUNTS APPLY  
FOR MULTIPLE  
BOOKINGS!**

**TWO ISSUES - 2.5%  
THREE ISSUES - 3.5%  
FOUR ISSUES - 5%**

## 2026 Advertising Deadlines

ISSUE NUMBER	BOOKING DEADLINE	MATERIAL DEADLINE	APPROX. DELIVERY*
<b>Autumn 2026</b> (Issue No. 1)	9 February	13 February	<b>16 March</b>
<b>Winter 2026</b> (Issue No. 2)	16 March	23 March	<b>29 April</b>
<b>Spring 2026</b> (Issue No. 3)	22 June	26 June	<b>27 July</b>
<b>Summer 2026</b> (Issue No. 4)	21 September	30 September	<b>2 November</b>

\* The Massage & Myotherapy 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	<b>\$3,300</b>
Inside Covers	<b>\$1,980</b>
Full page	<b>\$1,395</b>
Half page	<b>\$730</b>
Third page	<b>\$540</b>
Quarter page	<b>\$470</b>
INSERT <sup>†</sup>	<b>\$1,500</b>

Preferred placement loading: plus 10%.

<sup>†</sup>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%

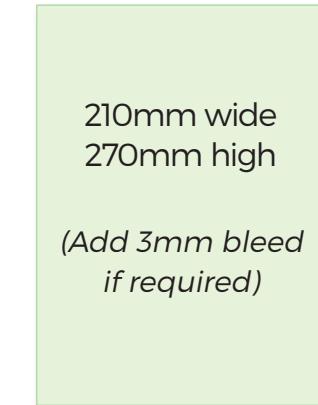
### » **Endorsed Education Activities Program members, schools and approved educators:** schools and approved educators advertising courses or workshops receive 10% discount.

## Advertising Artwork Specifications

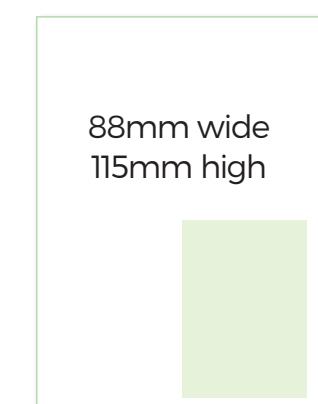
- All artwork must be supplied as a high-resolution (300dpi) PDF file with all fonts 'embedded'.
- All artwork is to be supplied in CMYK (not RGB).
- Include 3mm bleed (if required).
- We **DO NOT ACCEPT** adverts supplied in: *Microsoft Word, Publisher or Powerpoint*.
- **If UNDER 10Mb** in size, please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

## Advertising Artwork Dimensions (mm)

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



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 2026**    **Winter 2026**  
 **Spring 2026**    **Summer 2026**

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****