



# 2024 MARKETING & ADVERTISING OPPORTUNITIES

Massage & Myotherapy Australia is the largest Association representing massage therapists, remedial massage therapists and myotherapists in Australia, with over 8,500 members.

The Association has a diverse range of platforms for advertising, including a yearly National Conference, eNews, Massage & Myotherapy Connect, Massage & Myotherapy Journal, online learning platform, regularly held workshops and webinars and on social media.

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## About Us

Massage & Myotherapy Australia is a brand of the Australian Association of Massage Therapists Limited (AAMT). Formed in 2003 as the leading not-for-profit Association for massage, remedial massage and myotherapy, spanning Australia nationwide with a membership of over 8,500 professionally qualified practitioners. Massage & Myotherapy Australia is the largest massage therapy, remedial massage therapy and myotherapy association in Australia.

Our commitment is to uphold, promote and ensure the highest quality of standards in the field of massage, remedial massage and myotherapy. The Association serves as a valuable resource for both professional practitioners, allied health providers and the public.

Our strong commitment to protecting the public and serving members has led the Association and its membership to high levels of recognition in the industry and health sector.

## Vision and Mission

The objectives of Massage & Myotherapy Australia are to encourage a high standard of practice, promote the profession of massage, remedial massage and myotherapy, provide rules of conduct, ethics, and standards and to ensure the quality and delivery of training in Australia.

This is demonstrated in Massage & Myotherapy Australia's' vision and mission statements.

Massage & Myotherapy Australia developed  
a vision for a future as the:

**Leader of the Massage & Myotherapy profession**

Our mission establishes the purposes of our existence:

**To lead and support our diverse membership towards  
excellence in practice**

Our core values are:

**Consistency, effectiveness, integrity, proactivity and respect**

## What the Association offers you

**Massage & Myotherapy Australia is not just an association; we're a thriving community with over 8,500 dedicated members. Our influence extends far beyond our membership: we maintain a strong presence on social media and hold a prominent position in the natural therapy and allied health industries. This influence reaches both nationally and internationally as we have strong connections with other associations and private health funds.**

Our reputation as a trusted authority in the field means that our members, the public, and health funds and government departments often turn to us for guidance and expertise. Aligning your brand with Massage & Myotherapy Australia is a powerful way to enhance your organisation's credibility and build trust among your target audience.

Whether your brand is just starting in the industry, already well-established or in the process of expansion, advertising with the Association offers an exceptional opportunity in this ever-evolving industry. Working with Massage & Myotherapy Australia can help generate awareness for your company and establish a solid presence. We're here to support your journey in this dynamic sector.

### Generate Leads

Massage & Myotherapy Australia offers a unique platform to connect with a wide-ranging audience, encompassing members, Registered Training Organisations (RTOs), Education Providers and other businesses, nationally and internationally.

Within our extensive network, you'll find a diverse community of aspiring students and highly skilled professional practitioners in the fields of massage therapy, remedial massage, and myotherapy. Moreover, we extend our reach to encompass the businesses associated with these disciplines. This extensive network provides a wealth of opportunities for engagement and collaboration.

### Create Tailored Solutions

Massage & Myotherapy Australia is dedicated to helping you showcase your destination, venue, product, or service through a range of marketing channels. We understand the importance of capturing and retaining the attention of your target audience.

Our offerings include customisable marketing packages that can be purchased outright or tailored to your specific needs. Our experienced team at Massage & Myotherapy Australia is ready to collaborate with you to ensure that your marketing strategy aligns with your objectives and reaches your desired consumer base.

Whether you're looking at focusing on education, print, or other avenues, we have the expertise to craft a marketing campaign that is tailored to your business. On the next page, you'll find a list of individual activities that you can sponsor to enhance your marketing efforts. We are more than happy to work closely with you, customising and building a package that seamlessly fits your vision and provides you with the maximum exposure possible.



## Sponsorship and Marketing Opportunities

### INDIVIDUAL ACTIVITIES AND EVENTS

Massage & Myotherapy Australia holds events virtually and in-person across the country. Speak to the Association about our schedule of events. HALO is the Association online learning platform. In 2023, over 1500 therapists registered for a course.

**Webinars | In-person Events | HALO | Regional Meetings | Pre/Post Conference Events**

### MASSAGE & MYOTHERAPY JOURNAL ADVERTISING

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

**Outside Back Cover | Inside Cover | Full page | Half page | Third page | Quarter page | Inserts**

### VIDEO AND ONLINE ADVERTISING

The Association regularly provides communications to members, stakeholders, and the general public, across many platforms.

**Massage & Myotherapy Connect | Monthly eNews | Events eNews | Australian Massage Directory Listing**

### CONFERENCE SPONSORSHIP

The **Massage & Myotherapy Australia National Conference** is the flagship event of the year. The biggest remedial massage and myotherapy event in the country and attracts hundreds of therapists each year.

**Booths | Conference Bag Inserts | Flyers | Workshops | Networking Groups | Social Media  
Massage & Myotherapy Journal**



## Advertising Rates and Packages

INDIVIDUAL ACTIVITIES AND EVENTS	
<b>Webinars (approx 30 events annually)</b> <i>This option includes a spotlight in an EDM sent to all Association members!</i>	<b>\$300 per event / \$5,000 annual</b>
<b>In-person events (approx 35 events annually)</b> <i>There is an opportunity for your representative to attend a Workshop or Regional Meeting and provide a brief presentation to all attendees. This option includes a potential spotlight in an EDM sent to all Association members and displayed on the Association website.</i>	<b>\$300 per event / \$5,000 annual</b>
<b>HALO (Health and Learning Online)</b> <i>Therapists access HALO on an ongoing basis once they register for a course. Send us a banner to have your logo on display on the HALO front page.</i>	<b>\$300 per module / \$5,000 annual</b>

VIDEO AND ONLINE ADVERTISING	
<b>Massage &amp; Myotherapy Connect</b>	<b>\$300 per month / \$5,000 annual</b>
<b>eNews</b>	<b>\$300 per month / \$5,000 annual</b>
<b>Membership Spotlight</b>	<b>\$300 per month / \$5,000 annual</b>
<b>Event eNews</b>	<b>\$300 per month / \$5,000 annual</b>

CONFERENCE SPONSORSHIP	
<b>Platinum   Gold   Silver   Bronze</b>	<b>ON APPLICATION</b>
<b>Booths</b>	<b>\$750 NEW   \$450 RETURN   \$450 Additional Table</b> <i>(Additional table which includes Conference sessions sponsorship ie. 5 min speech and then introduce the presenters)</i>
<b>Showbag Sponsorship Product Insert</b>	<b>FREE</b>
<b>Showbag Sponsorship Brochure Insert</b>	<b>\$350</b>
<b>Networking Groups</b>	<b>\$500</b>
<b>Lanyards Sponsorship</b>	<b>\$1,500</b>
<b>Satchels</b>	<b>\$2,800</b>



## Journal Advertising

### 2024 Advertising Deadlines

ISSUE NO.	BOOKING BY	MATERIAL BY	APPROX. DELIVERY*
<b>Autumn</b> (Issue 1)	31 January	7 February	<b>10 March</b>
<b>Winter</b> (Issue 2)	8 March	15 March	<b>23 April</b>
<b>Spring</b> (Issue 3)	17 July	26 July	<b>26 August</b>
<b>Summer</b> (Issue 4)	23 September	2 October	<b>4 November</b>

\* 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 (Inc GST.)

ADVERT SIZE	STANDARD RATE
<b>Outside Back Cover</b>	<b>\$3,300</b>
<b>Inside Covers</b>	<b>\$1,980</b>
<b>Full page</b>	<b>\$1,395</b>
<b>Half page</b>	<b>\$730</b>
<b>Third page</b>	<b>\$540</b>
<b>Quarter page</b>	<b>\$470</b>
<b>INSERT †</b>	<b>\$1,500</b>

Preferred placement loading: plus 10%.

†All Insert artwork to be provided by the advertiser.

### Advertising Offers

- » **MEMBER OFFER!**  
Supply your five-digit Membership number to receive **10% off** the standard rate. (Special Offer)
- » **MULTIPLE BOOKING OFFER!**  
Two issues: 2.5%  
Three issues: 3.5%  
Four issues: 5%
- » **EEAPs AND RTOs OFFER!**  
Endorsed Education Activities Program members and RTO's advertising courses or workshops receive **10% off**.

## Structuring your package for maximum benefits

Massage & Myotherapy Australia's team of experienced staff help sponsorship partners and advertisers work within the boundaries of budgets and objectives. By leveraging industry expertise and insights and understanding the diverse needs of its sponsorship partners and advertisers, the Association is committed to tailoring packages that align with your organisation's unique goals. This collaborative approach ensures that organisations achieve maximum value and exposure.

ADVERTISEMENT (EXAMPLE ONLY)	QUANTITY	PRICE
Webinar Sponsorship	1	\$300
eNews Feature Web Tile	1	\$300
Massage & Myotherapy Connect Feature Ad	2	\$600
Massage & Myotherapy Australia Journal Quarter Page Ads	4	\$1,880
<b>TOTAL</b> (5% discount for four journal editions)		<b>\$2,926</b>

## Terms and Conditions

### Payment Policy

- » Payment is due 14 days from the invoice date.
- » Massage & Myotherapy Australia will issue an invoice at time of booking.

### Cancellation policy

#### JOURNAL CANCELLATION

- » Cancellations received in writing prior to the booking deadline will receive a full refund.
- » Cancellations received in writing prior to the material deadline will receive a 50% refund.
- » Cancellations received after the material deadline will incur a 100% cancellation fee.

#### SPOTLIGHT/EXPOSURE CANCELLATION

- » Cancellations will not be accepted unless received in writing at least three months prior to the first day of the publication month.
- » Cancellations for any multiple bookings may affect all rates and/or positioning protection for the remainder of the contract.

#### DIGITAL ADVERTISING CANCELLATIONS

- » Cancellations will incur a 100% cancellation fee.

## GET STARTED!

Get started today by contacting the Association and speaking to one of our friendly staff about your marketing needs.

The Association will get to know your organisation and suggest some avenues you can explore if you're unsure where to start.