

# Arthritis Matters Media Kit

2017

*Provided by:*





Locked Bag 2216, North Ryde, NSW, 1670.

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Authority to fundraise CFN12845 | ABN 64 528 634 894



### Our vision: **A community free from arthritis**

We are a non-government health charity that seeks to improve the quality of life of people affected by arthritis, osteoporosis and other musculoskeletal conditions. We provide information to people who have been newly diagnosed as well as those who have lived with the disease for some time.

Today arthritis and related conditions affect 28% of the population. Arthritis and related musculoskeletal conditions are one of the leading causes of physical disability in Australia. Nearly 25% of absenteeism is related to arthritis and musculoskeletal conditions. There are more than 120 types of arthritis including juvenile idiopathic arthritis, osteoarthritis, rheumatoid arthritis, ankylosing spondylitis, lupus and gout.



## Publication Overview

### Arthritis Matters

*Arthritis Matters* is a full-colour magazine sent out to our financial members across the ACT and New South Wales. In addition to reaching people with arthritis and osteoporosis, *Arthritis Matters* also provides a valuable opportunity to advertise directly to their carers and health professionals, including GPs, physicians, rheumatologists and pharmacists.

Each issue provides information and resources to help readers take control of their arthritis and osteoporosis and learn how to improve their quality of life. Key content areas are health, exercise, nutrition and research.

We feature information on condition management, products and services to inform, educate and engage readers seeking to understand and manage their condition, or that of someone close to them.

With a distribution of 5,000 per issue, *Arthritis Matters* is a well-regarded resource with a long shelf life.



# Advertorial placement



## KID'S CORNER

PHYSICAL ACTIVITY IN CHILDREN WITH ARTHRITIS

### Full page advert

**C**hildren love sport and an opportunity for a child with idiopathic arthritis (IA), they may not be able to move around as much when they have a "flare" and exercise can become a source of frustration. Apart from the physical limitations, IA can cause fatigue and it may be difficult for a child to move around as quickly as other children. Such barriers can lead to reduced activity and overall fitness levels which may worsen IA.

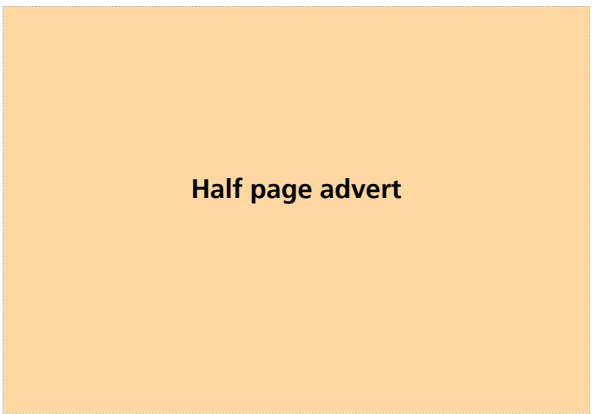
Children with juvenile idiopathic arthritis (JIA) are encouraged to keep as active as possible and many will have a tailored exercise program from a health professional. Exercise is important for mobility, range of motion, strength and endurance – all of which may be affected in a child who has JIA. Additionally, there are the mental and emotional benefits of improved confidence, sense of independence and enhanced quality of life.

The idea of "safe" types of physical activities can be a barrier to regular exercise and sports participation. A common perception held by children and parents is a fear that sports may damage affected joints. When a child is symptom free or their symptoms are under control, physical activity is completely safe. Usually, high impact or contact sports are not recommended, but some activities can be modified to accommodate for a child with JIA. Warm-up and cool-down exercises are recommended, and may prevent any joint or muscle discomfort.

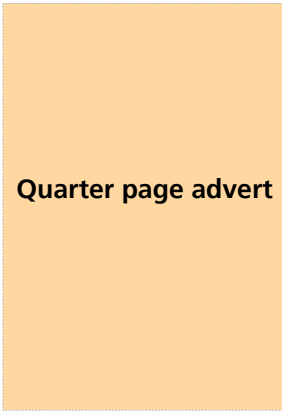
There are also various gentle exercises suitable for children with JIA. Water exercise is fun for children of all ages and does not put too much stress on joints. Other gentle exercises include walking, bike riding, martial arts and dancing. irrespective of the type of exercise, regular exercise can be a challenge and it may be helpful to speak to a physiotherapist about helping your child meet their activity goals.

**By Jenny Ly**  
Health Protection Officer at  
Arthritis Matters NSW

20
Arthritis Matters | Autumn 2014



Half page advert



Quarter page advert



Eighth page advert

# Arthritis Matters

## Size specifications

Size available for adverts in *Arthritis Matters* magazine are as follows: (Please note that **BLEED** is only to be included on full page adverts)

### Full Page



Full Page

### Full Page

Advert Size (inc. Bleed)  
Width = **220 mm**  
Height = **307 mm**

Trim Size  
Width = 210 mm  
Height = 297 mm

### Half Page



Half Page

### Half Page

Advert Size  
Width = **184.5 mm**  
Height = **131 mm**

### Quarter Page (Portrait)



Quarter Page Portrait

### Quarter Page (Portrait)

Advert Size  
Width = **90.5 mm**  
Height = **131 mm**

### Eighth Page



Eighth Page

### Eighth Page

Advert Size  
Width = **90.5 mm**  
Height = **64 mm**

### Classified



Classified

### Classified

Advert Size  
No. of words = **25 max**  
Plus contact number and either web address or email

THE ABOVE ILLUSTRATIONS ARE INTENDED AS A GUIDE ONLY.

# Material Specifications

## Accepted file formats

### **PDF**

Ensure all elements are in CMYK. Please ensure that all fonts have been outlined (converted to curves). We take no responsibility for PDF's that are supplied in low resolution.

### **Adobe InDesign CS6**

All fonts and images must be supplied with the packaged file.

### **Adobe Illustrator CS6**

All fonts to be outlined (converted to curves).

### **Adobe Photoshop CS6**

Ensure files are in bitmap, greyscale or CMYK mode and the resolution in 300pdi or higher. Files should be saved as JPEG, EPS or TIFF.

## Supplying files

### **Email**

Please email files to Felipe Beltran:

**fbeltran@arthritisnsw.org.au**. If files are too large to send then please use **www.hightail.com** where we can download your files.

### **Hardware**

We accept CD, DVD or USB Flashdrive.

All material supplied on disk/drive must be accompanied by a colour laser proof.

**Please note:** If you have any further questions please contact **Direct Marketing & PR Coordinator, Felipe Beltran** on **02 9857 3300** or email **fbeltran@arthritisnsw.org.au**

# Deadlines for Arthritis Matters

Booking, material and distribution

| <b>Issue</b>   | <b>BOOKING DATE</b> | <b>MATERIAL DATE</b> | <b>DISTRIBUTION</b> |
|----------------|---------------------|----------------------|---------------------|
| March 2017     | 27 January 2017     | 03 February 2017     | March 2017          |
| June 2017      | 28 April 2016       | 05 May 2017          | June 2017           |
| September 2017 | 28 July 2017        | 04 August 2017       | September 2017      |



# Advertising Rates for Print

The following advertising rates are effective from 01 July 2016 - 30 June 2017 (these prices are exclusive of GST).

| <b>POSITION</b>   | <b>PRICE PER ISSUE</b> | <b>ANNUAL COMMITMENT</b> (price per issue, maximum of 3 issues) |
|---|------------------------|---|
| Inside front cover (full page):<br>Principal Magazine Sponsorship | \$2,675                | \$2,408   |
| Full Page   | \$1,485                | \$1,337   |
| One Half Page   | \$965                  | \$867   |
| One Quarter Page  | \$539                  | \$485   |
| One Eighth Page   | \$269                  | \$242   |
| Classified  | \$155                  | \$140   |

Please note additional productions costs will apply for artwork that is not print-ready according to the material and advert specifications.

# Advertising Booking Form

Completion of this form must include the signature of the person authorised to sign on behalf of the advertiser. It also confirms your booking of advertising space inside *Arthritis Matters* and your acceptance of the terms and conditions detailed on page 11. Once completed and signed, please return this booking confirmation to **Felipe** our **Direct Marketing & PR Coordinator** by email **fbeltran@arthritisnsw.org.au** or by posting it to **Arthritis & Osteoporosis NSW, Locked Bag 2216, North Ryde NSW 1670.**

## Arthritis Matters Advertising \* When available

|                                 | MAR 17                   | JUN 17                   | SEP 17                   |
|---------------------------------|--------------------------|--------------------------|--------------------------|
| Principal Magazine Sponsorship* | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Full Page                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| One Half Page                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| One Quarter Page                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| One Eighth Page                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Classified                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

## Advertiser Details

Company Name / Advertiser \_\_\_\_\_

Address (no PO Boxes) \_\_\_\_\_  
 \_\_\_\_\_ Postal Code \_\_\_\_\_

Booking Authorised By (please print name) \_\_\_\_\_

Position in Company \_\_\_\_\_

Phone No. \_\_\_\_\_

Email Address \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Additional Info (if applicable) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**INTERNAL USE ONLY** Total Booking Cost: \_\_\_\_\_

Booked by: \_\_\_\_\_ Date: \_\_\_\_\_

Invoiced on: \_\_\_\_\_ Renewal date: \_\_\_\_\_

# Terms & Conditions

## Booking confirmations & acceptance of advertising

### **THESE TERMS AND CONDITIONS APPLY TO ALL ADVERTISEMENTS.**

Advertisements are only accepted on the basis that the advertiser agrees and accepts the following terms and conditions for advertising. Receipt of a signed confirmation and/or advertising materials supplied by the advertiser signifies such agreement.

**1.** The placement and position of any advertising is solely at the publisher's discretion unless otherwise agreed in writing and/or set out on the signed booking confirmation.

**2.** The publisher reserves the right to reject any advertising, which it considers as making unreasonable or misleading claims, or is unsuitable or inappropriate to its readers.

**3.** Advertisers and their agents warrant that any statements or claims made within their advertisements meet all relevant provisions of the Competition & Consumer Act and any other legal requirements for such material.

**4.** Series bookings are for a minimum of four consecutive issues. At the Publisher's discretion, in the absence of written instructions to the contrary, bookings may be continued on 'until cancelled' basis (and, as such, will continue to be repeated in subsequent editions until a written cancellation is received).

**5.** Advertising materials are required to be supplied for all confirmed bookings to the publisher by the material deadline which, unless specified otherwise, is no later than four weeks prior to the publication date.

**6.** Where advertising material is not supplied by the appropriate material deadline, the Publisher may at its sole discretion repeat any previous advertisement or simply charge the advertiser (or agent) for the space booked, regardless of what is used to fill the space. In the event that a previous advertisement is used in this way, the Publisher accepts no responsibility for any outdated or inaccurate information which may be published.

**7.** The Publisher reserves the right to apply (and charge for) any pre-print processing required in relation to advertising material supplied which does not meet the publications technical production requirements.

**8.** When advertising material has been supplied in a 'ready-to-print' form (e.g. PDF), the Publisher cannot accept any responsibility for errors, omissions or any other pre-print production problems which may result.

**9.** Cancellations will only be accepted if made in writing and received no later than 4 weeks prior to the publication date. Any design or pre-print preparation carried out to that point in relation to the space booked will be chargeable. Surcharges may apply where cancellation affects any discounts or other benefits provided to the advertiser or where the Publisher is forced to fill the space with anything other than editorial.

**10.** Although every care will be taken to ensure otherwise, where any advertisement fails to appear within the edition(s) set out on the signed confirmation, no liability will be accepted by the Publisher for any loss which may ensue.

**11.** The Publisher may at its sole discretion add the word "Advertisement" above, below or adjacent to any advertising material, which it feels, may be perceived as editorial rather than advertising.

**12.** The advertiser agrees to indemnify the Publisher and its agents against all and any actions, costs claims, damages and/or losses of any kind resulting from or relating to the publication of the advertiser's material.

### **THESE TERMS AND CONDITIONS APPLY TO ALL ADVERTISEMENTS.**



NEW SOUTH WALES

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