

# link

[linkonline.com.au](http://linkonline.com.au)

MEDIA KIT

australia's  
national  
**disability**  
magazine



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**disability** magazine

## hello, we are link

**Link is Australia's premier national disability magazine.**

**The magazine is published in print and online six times a year to share the latest news, research and opinion on issues facing the disability sector.**

We keep our readers up-to-date with information on the National Disability Insurance Scheme (NDIS) and provide informative, inspiring and educational stories for people with disability, their carers and families, health professionals, disability organisations and government. We aim to produce content which at heart serves to create and facilitate conversation about living with disability.

Link has been serving the disability sector for more than 35 years and it continues to grow, both in print and online, with a popular and expanding Facebook presence, weekly email newsletter and website.

**At Link, we look forward to keeping you up-to-date with what's going on in the disability world.**



Link is produced by Blend Creative, a unique Australian Disability Enterprise providing real work opportunities to designers with disability since 1990. We believe in Socially Inclusive Design so much we trademarked the name!



**With one in five Australians reporting living with disability (Australian Bureau of Statistics, 2015), disability touches nearly everyone's lives in some way.**

Maybe you have a disability, maybe you care for someone who does, or maybe, like me, you have a family member with disability. Whether you're directly impacted by disability, work in the sector, or just want

to be informed, Link shines a light on the latest issues impacting all of us.

With the rollout of the National Disability Insurance Scheme, Australia has entered a new era of supporting people with disability. Here at Link, we look forward to keeping you up-to-date in this dynamic time for the sector and hope to hear from as many of you as possible.

## TELL US YOUR STORY

Please send your story ideas and contributions for Link to **Kelly Stone, Editor**, on [editor@linkonline.com.au](mailto:editor@linkonline.com.au) or telephone (08) 8422 6515 – we'd love to hear from you.

[www.linkonline.com.au](http://www.linkonline.com.au)

Michelle Stevens [advertising@linkonline.com.au](mailto:advertising@linkonline.com.au)  
Phone 08 7325 3209 Mobile 0419 822 717



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## why advertise with us?

**Link is essential reading for anyone with an interest in the disability sector – hence it's the perfect medium for your business in targeting your existing and potential customers.**

In addition to a strong magazine circulation, Link distributes additional copies throughout the year to major disability events around Australia, providing an even larger potential customer base for our advertisers.

**Be a part of Australia's premier cross-disability publication and have our audience engage with you.**

## why us?

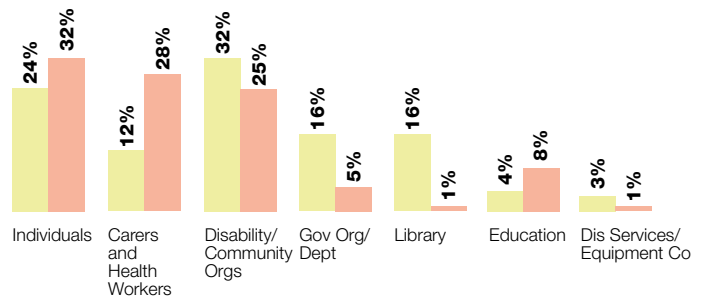
- **Link delivers information to a targeted readership, keen for the latest disability news and information on products and services**
- **Is built on solid foundations, evidenced by the magazine's longevity of more than 35 years and is a highly recognised publication in the disability sector**
- **Is read by decision-makers, so you can go direct to the people purchasing products and services for people with disability**
- **Can influence readers on why they should buy and use your products and/or services**
- **Provides the opportunity to combine print and online advertising in one integrated, tailored package**
- **Reaches your ideal customer and builds long-term awareness of your brand, within the disability market**
- **Drives more traffic to your website as our digital edition includes a direct link to your site**
- **Allows your business to feature in a glossy, full-colour magazine, as well as its three digital formats – text-to-speech, PDF and Flipbook**



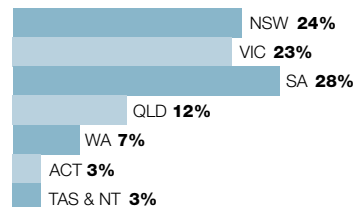
### Demographics

Distribution by subscriber

PRINT  
ONLINE



Distribution by State



## who are our readers?

**Link disAbility Magazine has a loyal readership that has continued to grow over the past 35 years.**

Our readers include people with disability, and their families, disability organisations, service providers and NGOs, health professionals and government agencies.

They provide or use disability services daily, they are engaged and pro-active, and they keep up with the latest technologies.

They are socially active too, whether at conferences or social occasions, or actively engaging with us and each other through social media, and our weekly e-newsletter.

**Link is essential reading for anyone interested in what's happening in the disability sector – hence it's the perfect medium for your business in targeting your existing and potential customers.**

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## what's my investment? print advertising rates

**Link provides a cost-effective vehicle for you to advertise your products and services.**

We deliver information to a targeted readership, keen for the latest disability news and information on products and services.

All print advertising will also appear in our online flipbook with a hyperlink through to your website.

Multiple bookings provide excellent value and ensure extended exposure, particularly if you book all six editions.

Be a part of our widely recognised publication, produced on high quality full colour gloss stock, where you advert is guaranteed to stand out and been seen by a diverse, disability sector focussed audience.

**Get in touch now to discuss your opportunities for success with us!**



### Sponsor us!

Link does not receive government subsidies or grants. Link does attract mainstream advertising and sponsorship from some of Australia's largest corporations, including Telstra, Commonwealth Bank, Qantas and Australia Post. Sponsoring Link is a great way to strengthen your company or organisation's presence in the disability community. We would be delighted to develop a sponsorship package to suit your needs – please give us a call to discuss the options available.

#### Rates

Size	General	
	1 x Rate	6 x Rate*
Double	\$1870	\$1500
Full	\$1145	\$920
Half	\$680	\$548
Third	\$505	\$408

#### Guaranteed Position

Guaranteed inside covers attract a 20% premium.

Regular column, right-hand page attracts 10% premium.

#### Inserts

We are able to include catalogues, brochures, flyers and CDs placed inside the magazine. Please contact us to discuss your options.

Prices are exclusive of GST; \*per issue.

**When you advertise in the print edition of Link Disability magazine your advertisement will automatically appear in the digital edition and includes a link to your organisation's website.**





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# when is it due?

## print deadlines

**Link is published 6 times a year -  
February, April, June, August, October and December.**

We publish at the beginning of the month, and update our website with a flipbook and pdf of the new magazine (with your hyperlinked advert) simultaneously.



### Booking and artwork deadlines 2019

Issue	Editorial	Ad Bookings	Ad Artwork	Issue Feature Topic
February 2019	Dec 4	Dec 4	Dec 10	Accommodation (supported and respite) NDIS Plan Management
April 2019	Mar 1	Mar 1	Mar 7	Autism Mobility & Assistive Technology
June 2019	May 3	May 3	May 9	Car conversions and equipment Relationships & Wellbeing
August 2019	July 5	July 5	July 8	Sport, Leisure and Travel
October 2019	Sep 2	Sep 2	Sep 6	Personal care NDIS Directory
December 2019	Nov 1	Nov 1	Nov 7	Employment

Send us details of your event to [whatson@linkonline.com.au](mailto:whatson@linkonline.com.au) and we will feature it on our What's On page on our website and in our weekly E-newsletter.



**!** Talk to us about how we could integrate your service or product into our feature topics section each issue.

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## what shape is it? artwork specifications

**Link's finished size is 285mm high x 210mm wide and is printed on quality satin stock.**

We are published 6 times a year - February, April, June, August, October and December. This guide will help you provide your artwork to us with the correct specifications for quality printing. If you have any queries regarding this information or need help designing your ad, do not hesitate to call us!



### Double page

420mm W  
x 285mm H  
(+3mm bleed on all sides)

### Full page

210mm W  
x 285mm H  
(+3mm bleed on all sides)

### Half page vertical

98mm W  
x 275mm H

### Half page horizontal

182mm W  
x 120mm H

### Third page horizontal

182mm W  
x 79mm H

### Third page vertical

57mm W  
x 275mm H

Our design team can produce your artwork for you at very reasonable rates. Get in touch for a quote!

## Print Specifications

Please ensure:

- All artwork is supplied as Press Quality PDFs.
- All logos and images are 300dpi, CMYK (no spot or RGB)
- All fonts are embedded or outlined.
- All full page and double page ads must be supplied with 3mm bleed. This continuation of your artwork allows for potential minor variation when the magazine is trimmed.
- This magazine is read by people with a disability. Please consider text size when producing your artwork.
- Colours will only be matched if artwork is supplied with a hard copy proof, provided from a printer's professional colour proofing system. All other hard copy proofs will be used as a positional guide only.





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# why online?

## online rates and specs

### Website Rates

Dimensions	per month
Banner (700px w x 90px h)	\$330
A** (290px w x 160px h)	\$180
B** (140px w x 245px h)	\$170
C** (290px w x 80px h)	\$150

### Online Specifications

Ads for our website can either be static jpegs, animated gifs or Flash swf files. Maximum image file size: up to 100K. Maximum Flash file size: up to 100K. Flash format: 7-second animation max. Animated GIF or PNG format. No audio. Prices are exclusive of GST. \*\* Location may be shared with up to 2 other advertisers.



**Add Link online advertising to your print campaign and increase your reach, build up your brand's image, engage your customers, increase your return on investment, open a third door to your business, and drive more traffic to your website 24/7.**

### Weekly E-newsletter Rates

Dimensions	per month
Top Banner (1400px w x 180px h)	\$355
Lower Banner (1400px w x 180px h)	\$300
Tile (580px w x 230px h)	\$200
Company logo (include hyperlink)	\$75

**Online Specifications**  
Maximum image file size: up to 100K; 40K recommended. Preferred PNG format. No animation. Prices are exclusive of GST

### Link Disability Directory

	12 months
Package A	\$700
Package B	\$600

**Package A** Includes your business name, state, district, up to 30 words of text relevant to your business, phone, email, linked web address, 3 classification listings and logo.  
**Package B** Includes your business name, state, district, phone, email, linked web address, 2 classification listings and logo. Prices are exclusive of GST

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## why online? online rates and specs

### Link online



### Link online directory

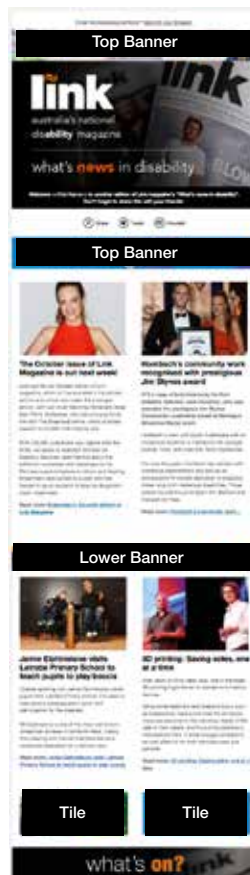
Package A  
example



Package B  
example



### Link Enews



**www.linkonline.com.au**

**Unique users 550+ per week /  
Page views 3,000+ per week**

Link's website provides readers with a multimedia experience, beyond the pages of the print magazine. This high-traffic content-rich site also presents excellent promotional opportunities. Add Link online advertising to your print campaign and increase your reach, build up your brand's image, engage your customers, increase your return on investment, open a third door to your business, and drive more traffic to your website 24/7.

### Facebook

**10,000+ likes**

Our audience actively engages with us through social media and our numbers continue to grow due to our niche content.

### Weekly E-newsletter

**Subscribers 4,500+ per week**

Our weekly e-newsletter offers a snapshot of both national and international disability news and research, providing advertisers with a direct line to target audiences. Content is gleaned from other media sources and delivered in an easy-to-read format.

### Flipbook

**Subscribers 3,500+**

Our flipbook provides on engaging and interactive experience, which allows the ability of exploring and browsing. Readers can follow links, take deeper dives into stories of interest and share information with friends. Advertisers now have the ability to connect beyond the print page. Readers can click through to your website with 24/7 access to your business.

### Link Disability Online Directory

**Unique users 550+ per week /  
Page views 3,000+ per week**

This online directory is a one-stop guide to disability-related products and services, connecting buyers with retailers, manufacturers and service providers in one easy-to-use location.

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