

link disability magazine

Media Kit 2016



www.linkonline.com.au



Please feel free to contact me with letters to the editor, general feedback, story ideas, information on new products and websites and more.

WELCOME TO *LINK* DISABILITY MAGAZINE

Do you have a disability? Care for someone who does? Work in the sector? Whether you want to be inspired, catch up on the latest disability-related products and services or learn more about developments and issues in the sector, then *Link* is the place to do it.

The magazine – published in print and online formats – has been around for more than 30 years, catering to Australia’s disability community and boasting a very loyal readership. *Link* is an independent, non-profit publication - we do not receive any government funding and rely solely on sponsorship, advertising and subscriptions.

Disability touches everyone’s lives somehow. Four million people in Australia – 18.5 per cent – reported having a disability in 2009, according to the results of the *Survey of Disability, Ageing and Carers*.

Why not link up with *Link*’s community?

A handwritten signature in black ink that reads "Rebecca". The signature is fluid and cursive.

Rebecca Somerfield

Editor of *Link Disability Magazine*

Tel 08 8201 3223

Fax 08 8201 3283

Email: editor@linkonline.com.au

SPONSORSHIP

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. Our advertising manager, Michelle, would be delighted to develop a sponsorship package to suit your needs – please give her a call to discuss the options available.

“ Leisure Options has been advertising with *Link* magazine for over 3 three years. Your publications are relevant, educational, fun and most importantly directly target our unique market of travellers. Our campaign has expanded over the years to include online and social media which has benefitted our business and provided national exposure for our brand. ”

Gary Elliott
Director Leisure Options

About *Link*

Link Disability Magazine has been Australia's premier cross-disability publication for more than 30 years and it's one that continues to grow due to our expanding online presence. Published five times a year in both print and online formats, *Link* is easy-to-read, entertaining and insightful. Supported by our popular website and social media platforms, *Link* is a unique offering that presents a valuable opportunity for advertisers. Quite simply, there is no other disability magazine on the market like *Link*.

Link – a national Human Rights Award winner – is produced with the key aim of disseminating disability information to its community through journalism, columns by regular contributors, personal stories, and advertising features.

The magazine focuses on living life fully with disability, covering such areas as travel, education, work, love, sex, sport, leisure, and the arts. It also features news stories, disability issues, and information on medical breakthroughs, along with product and service pages.

Link provides an engaging and interactive experience for readers who can dive deeper into stories of interest by following links and sharing information with friends. **Plus, advertisers now have the ability to connect beyond the print pages as all adverts have hyperlinks through to the websites.**

READERSHIP

Link Disability Magazine has had a loyal readership for more than 30 years and it's one that continues to grow.

Link's audience includes people with disability, families, employees at disability organisations, health professionals, and more – all keen to keep up-to-date with what's going on in the disability world.

In addition to a strong magazine circulation, *Link* distributes additional copies throughout the year to attendees at major disability events. **Thus, the magazine is seen by more end-users who serve as potential customers.** *Link's* Facebook page has more than 8500 fans, too.

***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.**

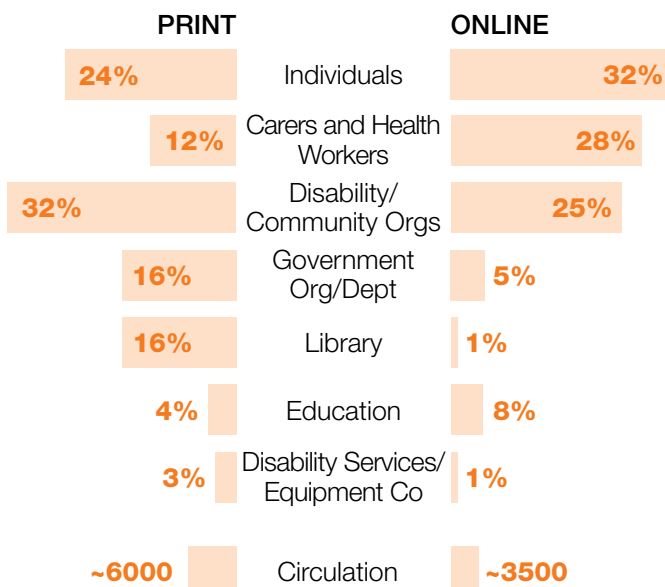
“Total Ability have been advertising with *Link* for several years now with the aim to improve awareness to users and therapists within the disability sector about our products.

Link is a good platform to convey that message and get our products in front of the Australian disability market.”

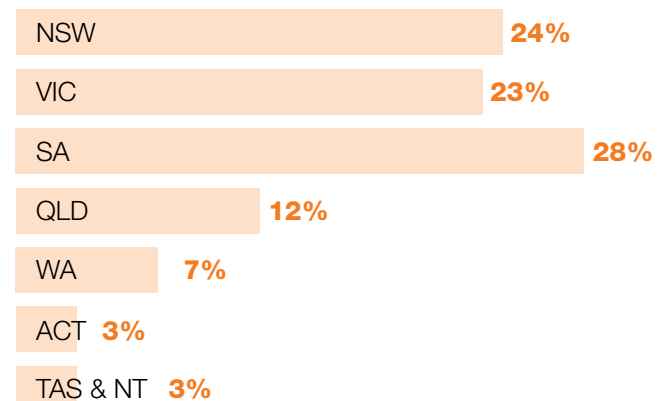
Paul Crake
Director Total Ability

DEMOGRAPHICS

Distribution by subscriber



Distribution by State



Link Digital



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

FLIPBOOK

Subscribers 3,500+

Our flipbook provides an 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.**



WEBSITE

Unique users 350+ per week / Page views 2,000+ 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.

SOCIAL MEDIA

 **8,900+ likes**

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



WHAT'S NEWS IN DISABILITY 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.



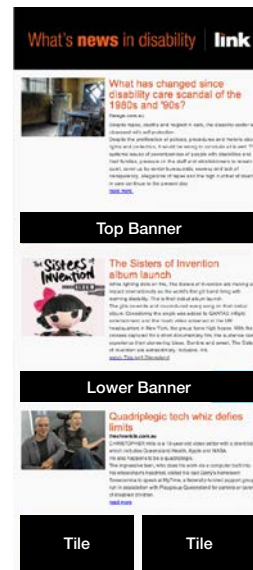
ONLINE DISABILITY DIRECTORY

Connecting buyers and suppliers is what a directory does best. The *Link Disability Directory* lists your company name and details (email, website and phone numbers) along with your company logo and up to 30 words of text under your classification. **Also includes hyperlinks through to your website, Facebook, Twitter and email.**

Online Rates

Weekly E-newsletter Rates

Dimensions	Per Month
Top Banner 1400 x 180 px	\$315
Lower Banner 1400 x 180 px	\$255
Tile 580 x 230 px	\$155
Company Logo (includes hyperlink to your website)	\$55



Online Specifications

Maximum image file size: up to 100K; 40K recommended
 Preferred PNG format
 No animation

Website Rates (per month)*

Dimensions	Per Month
Banner 700 x 90 px	\$315
A** 290 x 160 px	\$155
B** 140 x 245 px	\$135
C** 290 x 80 px	\$115

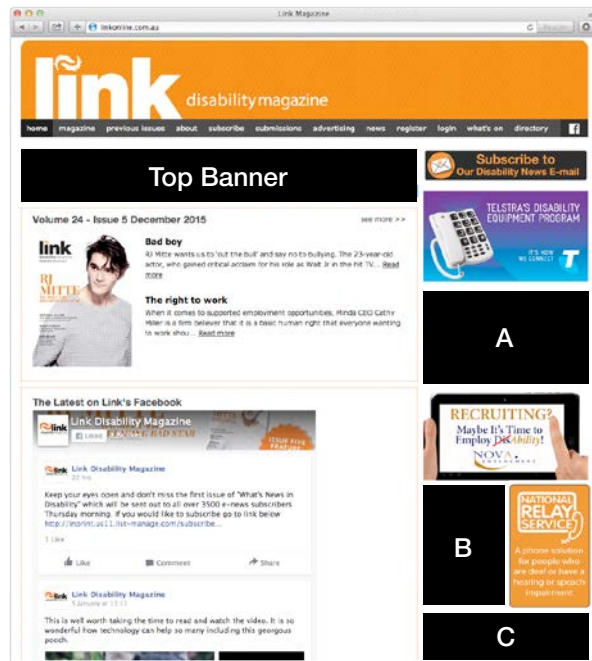
Prices are exclusive of GST

** Location may be shared with up to 2 other advertisers

Ads for our website can either be static jpegs, animated gifs or Flash swf files.

Online Specifications

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



Link Disability Directory*

	12 Months
Package A	\$500
Package B	\$400

Prices are exclusive of GST

Package A example



Automobility

Vic NSW:
 Automobility offers a wide range of wheelchair access conversions to fit almost any need. Whether you are a driver or passenger, we have a product that is right for you!
 P: 1800 662 454 | E: sales@automobility.com.au
 W: www.automobility.com.au

Package B example



Total ability

NSW:
 P: 1300 858 410 | E: info@totalability.com.au
 W: totalability.com.au

Package A Includes your business name, state, district, up to 25 words of text relevant to your business, phone number email hyper linked web address 3 classification listings and large logo

Package B Includes your business name, state, district, phone number email linked web address 2 classification listings and logo

Print Advertising

Rates

Size	General		Not-for-profit	
	1 x Rate	5 x Rate	Single	5 x Rate
Double	\$1870	\$1500*	\$1600	\$1290*
Full	\$1145	\$920*	\$880	\$750*
Half	\$680	\$548*	\$590	\$505*
Third	\$505	\$408*	\$442	\$380*
Quarter	\$425	\$344*	\$380	\$325*

Prices are exclusive of GST; *per issue

All advertising appears in the online flipbook with a hyperlink through to your website.

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

Guaranteed Position

Guaranteed inside covers attract a 20% premium. Regular column, Right-hand page attracts 10% premium.

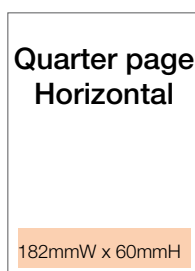
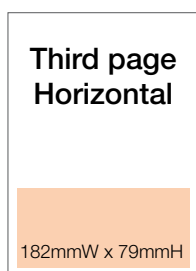
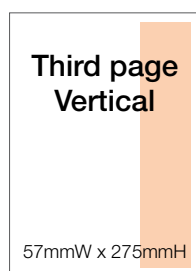
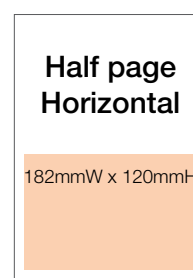
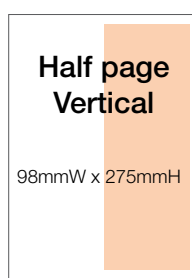
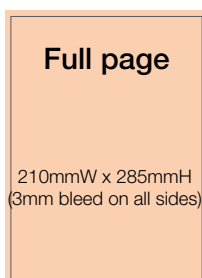
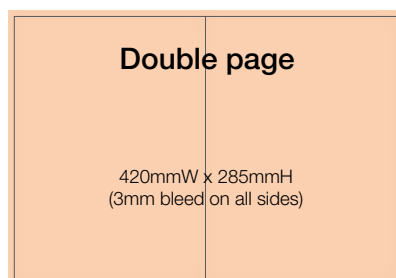
Inserts

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

Booking and artwork deadlines

Issue	Editorial	Ad Bookings	Ad Artwork	Issue Feature Topic
April	Feb 22	Mar 1	Mar 8	Autism Mobility equipment
June	May 25	May 2	May 10	Car conversions & equipment Education & training
August	June 21	June 21	July 6	Cerebral Palsy Sport, Leisure and Travel
October	Aug 23	Aug 23	Sept 7	Incontinence and personal care products Vision & hearing impaired
December	Oct 19	Oct 19	Nov 8	Employment International Day of People with Disability

DIMENSIONS



Print Specifications

Resolution: 300dpi minimum

Digital file size: 1MB or larger for colour; 1MB or larger for greyscale.

Preferred colour mode for digital art: CMYK; RGB is acceptable, but conversion will be needed.

Ad format to be .pdf, with crop marks and bleed where necessary. Also accepted are .tif and .jpeg, but not preferred.

Alternatively, Link Magazine Designers are able to put together the advertisement on your behalf for a fee.

Why Advertise in Link?

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 30 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

“ Link disability magazine reaches the target audience Automobility looks to advertise with. The staff are very helpful with organising the bookings, renewals and any help with art work. Communication before each publication regarding if we would like to change our listed art work is very prompt and useful. ”

Fran Elliot
Office Manager Automobility

“ NOVA chooses to advertise with Link because of the magazine's cross disability focus and national profile. As a Link reader myself I find the articles engaging and believe other readers appreciate both the depth and breadth of coverage that Link provides. We receive regular feedback from readers (magazine and e-newsletter) wanting more information on our services that confirm our decision to advertise with Link. ”

Martin Wren
CEO Nova Employment

FOR FURTHER INFORMATION ON ADVERTISING CONTACT:

Michelle Stevens – Advertising Manager P: 08 8201 7513 M: 0419 822 717 E: michelle@linkonline.com.au

link
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