

# link

Australia's Leading National Cross Disability Publication

**2024 MEDIA KIT**



# About Link

WITH ONE IN FIVE AUSTRALIANS REPORTING LIVING WITH DISABILITY (AUSTRALIAN BUREAU OF STATISTICS), DISABILITY TOUCHES NEARLY EVERYONE'S LIVES IN SOME WAY.

**Link Disability Magazine:** Australia's Premier Cross-Disability Publication for Over 43 Years

**Mission:** Examination of Issues from a Cross-Disability Perspective

**Key Aim:** Dissemination of Disability Information through Journalism, Columns, Personal Stories, and Advertising Features

**Focus:** Living Life Fully with Disability

**Published** in Print and Online Six Times Annually

**Latest News, Research, and Opinion on Disability Sector Issues**

**Audience:** People with Disabilities, Carers, Families, Health Professionals, Disability Organisations, and Government

**Characteristics:** Easy-to-Read, Entertaining, Insightful, Up-to-Date, Informative, Inspiring, Educational, Personal Profiles, and Advertising Features

**Supported by ENewsletter:** "What's News in Disability"

**Acquired by Interpoint Events (August 2020),** Part of The Intermedia Group. Interpoint's 17+ Years in the Disability Sector and organisers of Australia's Largest Disability Expos. Publishers of Weekly Disability eNewsletter: Freedom2Live

## Tell us your STORY

Please send your story ideas and contributions to the editor, Kimberly Martin.  
E: [kymberly@intermedia.com.au](mailto:kymberly@intermedia.com.au) P: 02 8586 6164



# Our Audience

## A snapshot of who the Link Reader is:

- 70%** of our readership described Link as a "magazine that provides information on the disability sector and provides a service into the sector,"
- 78%** of our online audience read the magazine to see what is happening in the industry.
- 60%** Work in the disability sector
- 42%** Volunteer or care for someone with a disability
- 49%** Identify with having a disability
- 47%** Refer to Link to source goods, services and supports
- 78%** Read Link to stay up-to-date with what is happening in the industry

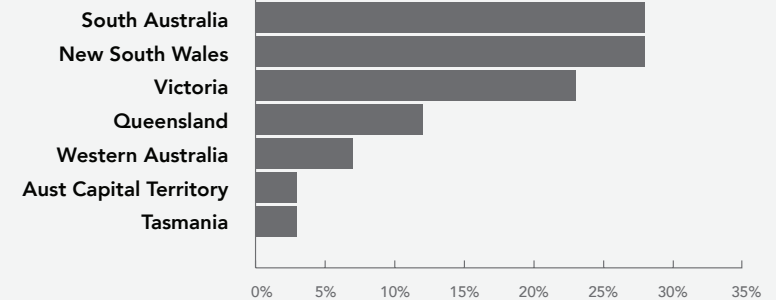
They provide or use disability services daily, are engaged and pro-active, are up-to-date with the latest technologies, are socially active, at conferences or social occasions, engaging with us through social media and our eNewsletter.

Each issue of Link is sent to Assistive

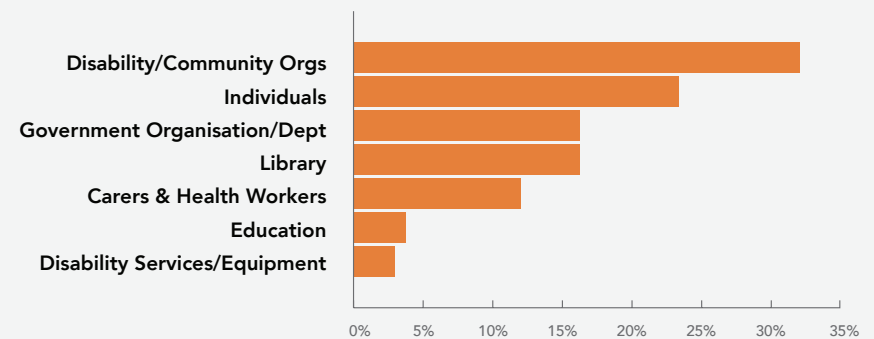
Technology Suppliers Australia (ATSA) members. ATSA is the peak body representing assistive technology suppliers throughout Australia. To ARTA the members of Australian Recreational Therapy Association. And distributed to more than 400 delegates at the National Brain Injury Association conference.

\*SBRresearch

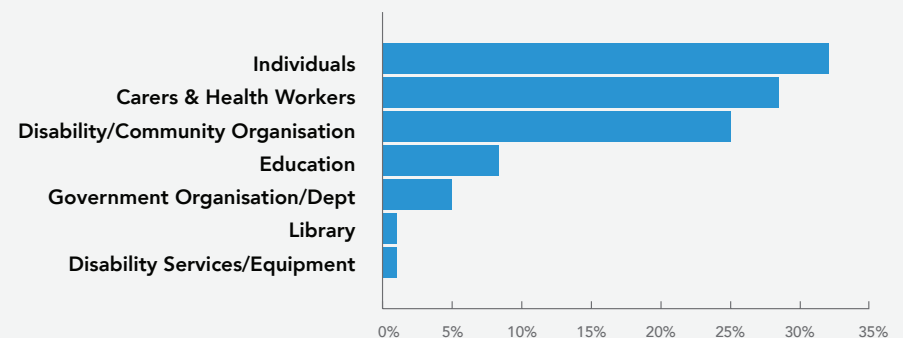
## Readers by STATE



## Subscribers PRINT



## Subscribers DIGITAL



# Why advertise with Link?

Link is essential reading for anyone with an interest in the disability sector and the perfect medium for your business in targeting existing and potential customers.

**In addition to a strong magazine circulation, Link distributes additional copies throughout the year to major disability events around Australia including three ATSA expos, Disability Award events, the Disability & Ageing expo in Adelaide and many regional shows nationally; providing an even larger potential customer base for our advertisers.**

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

## Link Delivers

- A highly recognised leading publication for the disability sector
- A readership of decision-makers, go direct to the people purchasing products and services for people with disability
- Information to a targeted readership, keen for the latest disability news and information on products and services
- The opportunity to combine print and digital advertising in one integrated, tailored package
- Builds longterm awareness of your brand, within the disability market
- Link is printed with certified environmentally friendly, carbon offset stock and inks
- Link is distributed by D&D Mailing.



# Audience Touch Points



## Magazine Audience

Readership 20,000  
Print Circulation 5,000



## Web Site Audience

Unique views  
per month 3,860



## eNewsletter Audience

Registered Subscribers 5,000+  
Open rate 43% | CTOR 39%



## Print & Digital

Bi Monthly  
magazine



## Digital

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



## Social Media

13,000+ Facebook  
Followers



# The power of print

BE A PART OF AUSTRALIA'S PREMIER CROSS-DISABILITY PUBLICATION AND HAVE OUR AUDIENCE ENGAGE WITH YOUR BUSINESS.

**Adding print magazines to any other media channel delivers strong consumer brand affinity and purchase intent, beyond that achieved when advertising is seen on any other two channel combinations.**

Magazines performance is driven by strong passion among readers:

- Higher claimed attention paid to advertising print magazine over other channels
- Ability to build product and brand knowledge driving greater brand familiarity and engagement.
- Ability to deliver trust and inspiration, which leads to stronger brand confidence and purchase intent

\*Fiftyfive5, The impact of including Magazine advertising in an integrated campaign.



# Print features & deadlines

**Link has something for all businesses targeting the disability sector; get in touch and we will create a campaign to suit you.**

We publish at the beginning of every second month and update our website with a flipbook and PFD of the new magazine (with your linked advert) simultaneously.

Each issue includes the Cover Story, News, NDIS, Accommodation & Home Support, Travel & Leisure, Legal, Employment, Assistive Technology, What's On, Happenings and regular features.

Features & Deadlines 2024				
Issue	Editorial Submission	Bookings	Artwork	Issue Feature Topic
February	17th November 2023	8th December	13th of December	Accommodation & Home Support NDIS
April	15th February 2024	22nd February	27th February	Autism Assistive Technology Artificial Intelligence
June	12th April 2024	19th April	24th April	Home Modification & Housing Automotive Services Therapy/Assistance/Companion Dogs
August	14th June 2024	21st June	26th June	Accommodation & Home Support Advantages of a good Plan Manager
October	16th August 2024	23rd August	28th August	Personal Care & Equipment
December	18th October 2024	25th October	30th October	Employment International Day of People with Disability Arts & Entertainment

*\* Bonus Distribution at ATSA Independent Living Expos, Feb, May & Jun 2024 (Adelaide, Brisbane & Sydney)*



# Print rates & specifications

2024 LINK Rates		
Size	1 x Rate	6 x Rate*
Outside Back Cover	\$3,300	\$3,000
Inside Front Cover	\$2,900	\$2,700
Inside Back Cover	\$2,800	\$2,600
Double Page	\$3,080	\$2,770
Full Page	\$1,760	\$1,580
Half Page	\$980	\$880
Third Page	\$850	\$770
Rates are exclusive of GST		

Link provides a cost-effective vehicle for you to advertise your products and services to a targeted readership, keen for the latest disability news and information on products and services.

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

**Guaranteed Position**

Right-hand page attracts a 10% premium.

**Inserts**

We are able to include inserts and onserts. Please contact us to discuss your options.

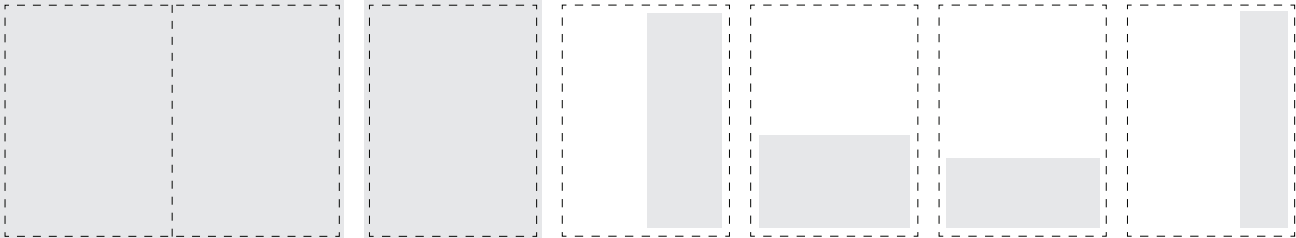
Prices are exclusive of GST; \*per issue.

## Material Specifications

- 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 5mm bleed. This continuation of your artwork allows for potential minor variation when the magazine is trimmed.
- This magazine is read by people with disabilities. 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.
- Our design team can produce your artwork for you. Get in touch for a quote!

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

This guide will help you provide your print artwork to us with the correct specifications for quality printing. If you have any queries regarding this information or need help designing your ad, please call us!



**Double Page**  
420mm W x 285mm H  
(+5mm bleed on all sides)

**Full Page**  
210mm W x 285mm H  
(+5mm 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

# Digital Advertising

LEVERAGE OUR DIGITAL CHANNELS TO CONNECT WITH CURRENT AND PROSPECTIVE CUSTOMERS.

**It is crucial to your marketing plans to connect with your audience in the right place and at the right time.**



Send your event details to [whatson@linkonline.com.au](mailto:whatson@linkonline.com.au) that we will feature it on our **What's On** page on our website and in our **eNewsletter**. We can also feature your event on the **Link Magazine Happening pages**

## Digital Platforms:

### **www.linkonline.com.au**

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.

### **Facebook**

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

### **eNewsletter**

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

### **Flipbook**

Our flipbook provides an engaging and interactive experience. 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.

### **What's On?**

Keeping our readers up-to-date with the latest expos, conferences, and events across Australia. Link your event on our comprehensive guide.



# eNewsletter rates & specifications


eNewsletter Rates		
	Per Month	Per 12 Months
Top Banner	\$500	\$5,400
Banner	\$400	\$4,320
Tile	\$300	\$3,240
Company Logo (includes hyperlink) Only Available to advertisers booking 3 or 6 issue of LINK magazine	\$100	\$1,080

Rates are exclusive of GST

## eNewsletter

- All artwork is supplied JPG or PNG (PNG preferred).
- Ads for Link eNewsletter can either be static jpegs or PNG files.
- Recommended file size: 40KB
- Maximum file size: 100KB
- No animation.
- All logos and images are 72dpi, RGB (no spot or CMYK)
- This eNewsletter is read by people with disabilities. Please consider text size when producing your artwork.
- Our design team can produce your artwork for you. Get in touch for a quote!

CONNECT AND ENGAGE WITH YOUR CUSTOMERS THROUGH OUR ENEWSLETTER TARGETING OVER 5000+ SUBSCRIBERS



### Dimensions

**Top Banner**  
1400px W x 180px H


**Banner**  
1400px W x 180px H

**Tile**  
580px W x 230px H

**Top Banner**


What's **news** in disability? **link**  
australia's national disability magazine

Share Tweet Forward



**Meet Clare Gibellini - A trailblazer on a mission**  
Eighteen years ago, Clare Gibellini was a store assistant selling beds. Now she is waking everyone up and campaigning for change to ensure people with disabilities are valued, respected and included in every aspect of society.

**Banner**



**Disability royal commission report may make for 'disturbing reading', minister warns**  
The long-awaited final report of the federal disability royal commission has been handed to the governor-general ahead of its public release.  
[Read More](#)

**Tile**

**Tile**

# Website rates & specifications

Website Rates		
	Per Month	Per 12 Months
Billboard	\$450	\$5,400
Leaderboard	Included	Included
Mobile Leaderboard	Included	Included
MREC	\$350	\$4,200

Rates are exclusive of GST

- All artwork is supplied JPG, GIF or PNG.  
Ads for Link website can either be static jpegs, animated gifs or PNG files. Maximum file size: 1MB  
7-second animation max. No audio.  
Location may be shared with up to three (3) other advertisers
- All logos and images are 72dpi, RGB (no spot or CMYK)
- This website is read by people with disabilities. Please consider text size when producing your artwork.
- Our design team can produce your artwork for you. Get in touch for a quote!

## Please note:

When supplying billboard artwork we also require supply of **Leaderboard** and **mobile leaderboard** artwork to appear across all digital platforms.

READERS  
CAN CLICK  
THROUGH TO  
YOUR  
WEBSITE WITH  
24/7 ACCESS  
TO YOUR  
BUSINESS.



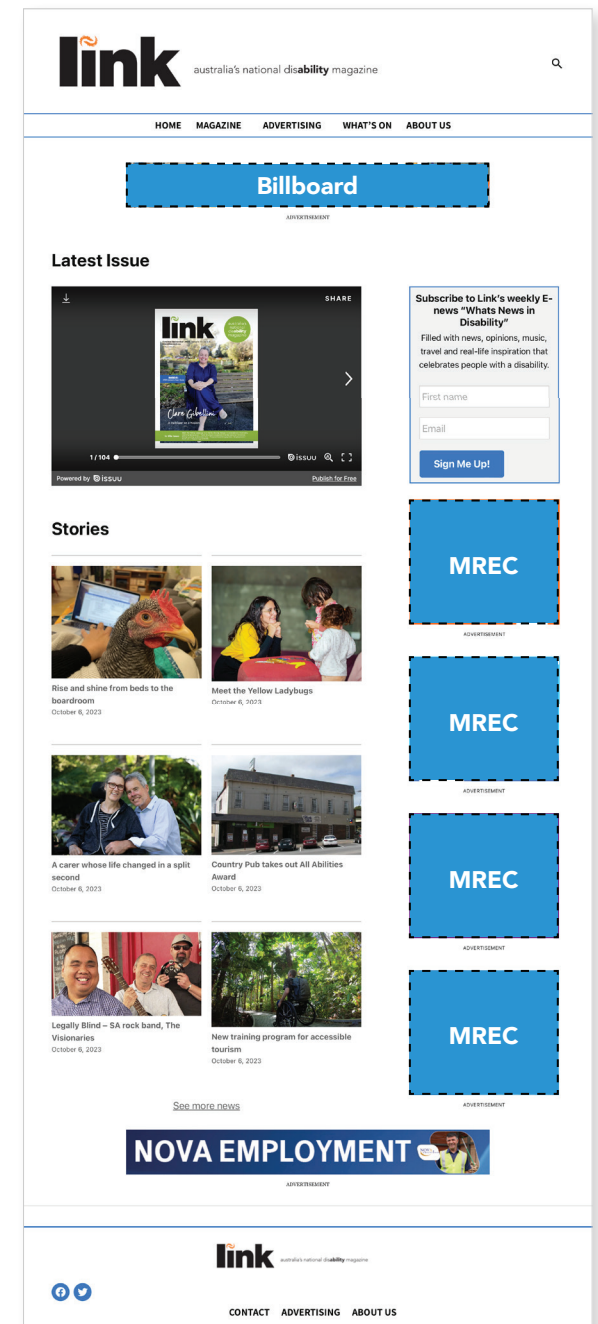
## Dimensions

**Billboard**  
970px W × 250px H

**Leaderboard**  
728px W × 90px H

**Mobile Leaderboard**  
300px W × 50px H

**MREC**  
300px W × 250px H



# Testimonials

“NOVA chooses to advertise with Link because of the magazine's cross disability focus and national profile.

*As a Link reader 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 eNewsletter) wanting more information on our services that confirms our decision to advertise with Link”*

**Martin Wren** | CEO Nova Employment

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“The Link Magazine has become an integral part of **Leisure Options** marketing strategy, providing us with a platform to reach a wider audience and strengthen our connection with existing customers and their communities.”

**Gary Elliott** | Director Leisure Options

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“Astris PME has been advertising with Link Magazine since 2021. During this time, we have enjoyed a collaborative relationship aimed at supporting our strategic goals. The Link team is consistently responsive to our needs and is always a pleasure to work with.

*Link Magazine is a wonderful publication. It offers an exceptional platform comprised of both print and digital media to continue building our brand.”*

**Vil Fulgencio** | National Marketing Manager Astris PME

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“Working with the team at Link Magazine for many years I have always found their professionalism, and commitment to delivering interesting content is unparalleled. The team is always approachable, and often offering new ideas and value adds. Partnering with them has added significant value to **ATSA and ATSA Independent Living Expo's.**”

**Melanie Robertson** | Event & Marketing Manager ATSA (Assistive Technology Suppliers Australia)





Australia's Leading National Cross Disability Publication

## Contact us

**Link has something for all businesses targeting the disability sector; get in touch and we will create a campaign to suit you.**

**Advertising** | Michelle Stevens  
mstevens@intermedia.com.au 0419 822 717

**Editorial** | Kimberly Martin  
kimberly@intermedia.com.au (02) 8586 6164

**Subscriptions**  
subscriptions@intermedia.com.au (02) 8227 6486

