

STRIDE is the official digital publication for over 3,000 members of the Australian Podiatry Association and the only monthly national podiatry publication of its kind.

Published nine times per year between March to December, this platform offers a home for podiatrists to connect and collaborate with one another. Packed with thought-provoking articles written by podiatrists FOR podiatrists, STRIDE addresses the latest subject matter across a range of clinical areas. These areas include cardiovascular care, sports, aged care, neurology, rheumatology, surgery, diabetes, research, academia, and Aboriginal and Torres Strait Islander health issues.

This niche publication launched in digital form in 2021. Since its launch, readership has steadily increased by 12.7% month-on-month, building a unique flagship publication for Australian podiatrists.

STRIDE's readers are all members of the Australian Podiatry Association at different stages in their careers; from students through to non-practicing retirees. Readers are spread across Australia and located in a range of public and private healthcare settings, with a passion to stride for positive change, for the sake of their patients and the profession.

PUBLICATION DEADLINES

DISTRIBUTION: We aim to publish STRIDE on the first Monday of each month.

ISSUE	FORMAT	ADVERTISING DEADLINE
March	Digital	Monday 7 February 2022
April	Digital	Monday 7 March 2022
May	Digital	Monday 4 April 2022
June	Digital	Monday 9 May 2022
July	Digital	Monday 6 June 2022
August	Digital	4 July 2022
September	Digital	Monday 8 August 2022
November	Digital	Monday 10 October 2022
December	Digital	Monday 7 November 2022

NOTE: October's publication is the consumer-facing print magazine, Foot Health Australia, for advertising specifications and rates see page 6.

ADVERTISING BOOKINGS PLEASE CONTACT:

Paul Andrew, Lorc Media • P: 03 9379 0971 • M: 0411 476 624 • lorcymedia@bigpond.com

STRIDE in 2022

Benefits offered with STRIDE:

- Direct access to podiatrists. STRIDE is a magazine written FOR podiatrists by podiatrists
- All advertisements can be hyperlinked to your URL of choice
- We can offer more dynamic advertising with animations and video
- Members can access the magazine anywhere
- We can link your advertising to specific features and promote access via Facebook, Instagram and LinkedIn, providing greater engagement and reach
- We have the option to offer specific articles to non-members to increase reach
- We can offer a premium site-wide sponsor spot to one client per calendar month
- Environmentally friendly and responsible
- Increased usability through a variety of search capabilities
- Measurability of opening rates, click through rates etc.

STRIDE rates

We offer two sizes of ads, Full Panel Ads (full width of screen) and Half Panel Ads (a square panel, appearing side-by-side with another Half Panel Ad). Prices exclude GST.

FORMAT	CASUAL	2-6 ISSUES
Full Panel Ad	\$1,440	\$1,200
Half Panel Ad	\$1,080	\$900

10% loading on nominated positions (first, second, third in appearance)

These rates are based on a static tile. We can offer an Interactive Image which may contain roll-over hotspots or a 15 sec video format. Price and details supplied on application.

Site Sponsor

We offer a premium site-wide sponsorship opportunity where a sponsor logo will have the highest visibility for the period of time they are sponsoring. (Minimum of one calendar month offered at \$2,000 per month.) The logo will appear in the top right corner of the top menu bar in desktop browser view and in the collapsed hamburger menu on mobile view.

The sponsor logo will be displayed in all current and past magazine views, articles as well as other pages on the website.

The sponsor place-holder will be a maximum of 135px wide by 71px high.

STRIDE advertising specifications 2022

All digital advertising specifications are shown on the following three pages, and suit a range of budgets as follows:

- A full panel ad or;
- A half panel ad.

Full panel ad sizes and file types:

For each ad that is booked you will need to supply two sizes, one suitable for desktop display and the other suitable for mobile display.

- ☐ The recommended size for desktop display for a full panel ad is:
1920 pixels wide x 1080 pixels high.
- ☐ The recommended size for mobile display for a full panel ad is:
1080 pixels wide x 1920 pixels high.
- ☐ For artwork in bitmap format (JPEG, PNG or GIF) please supply at a resolution of 72dpi. This does not apply to vector based artwork (SVG).
- ☐ Video based ads will be embedded from a nominated video streaming service where the video is currently hosted (typically YouTube, Vimeo or a private service).
- ☐ Please name your artwork file with the following details:
[advertiser name]-[full-panel]-[pixel-dimensions]-[desktop OR mobile]
Sample filenames:
 - **yourname-full-panel-1920x1080-desktop.png**, and;
 - **yourname-full-panel-1080x1920-mobile.png**
- ☐ Ensure you provide a destination URL which will be used to link to your ad.
- ☐ **Please note:** artwork in print based file formats (eg, TIF, EPS, PDF, etc) cannot be accepted for the STRIDE.

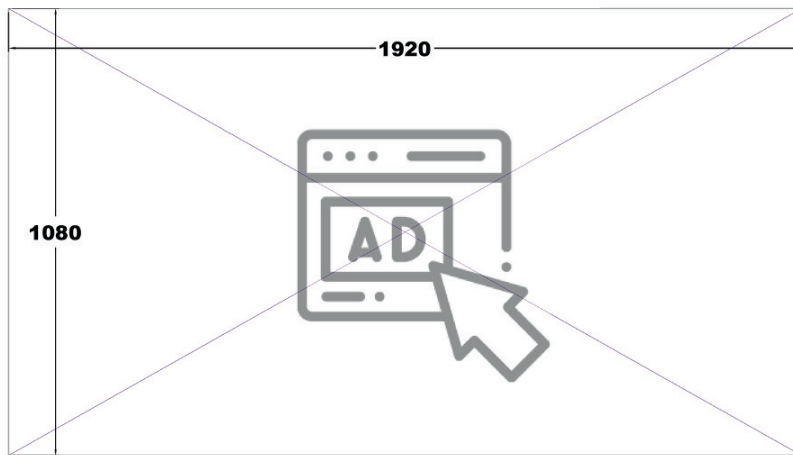
Half panel ad sizes and file types:

For each half panel ad that is booked you need only supply one file size:

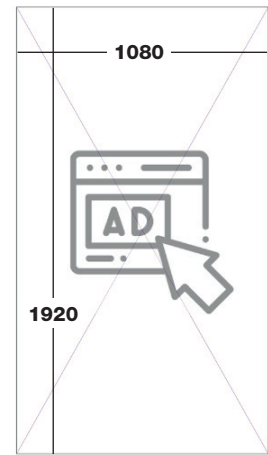
- ☐ The recommended size for a half panel ad is 960 pixels wide x 1080 pixels high
- ☐ For artwork in bitmap format (JPEG, PNG or GIF) please supply at a resolution of 72dpi. This does not apply to vector based artwork (SVG).
- ☐ Video based ads will be embedded from a nominated video streaming service where the video is currently hosted (typically YouTube, Vimeo or a private service)
- ☐ Please name your artwork file with the following details:
[advertiser name]-[half-panel]-[960x1080]-[desktop OR mobile]
Sample filenames:
 - **yourname-half-panel-960x1080-desktop.png**, and;
 - **yourname-half-panel-960x1080-mobile.png**
- ☐ All half page ads on a desktop display will be placed beside another ad of the same size.
- ☐ Ensure you provide a destination URL which will be used to link to your ad.
- ☐ **Please note:** artwork in print based file formats (eg, TIF, EPS, PDF, etc) cannot be accepted for the STRIDE editions.

STRIDE full panel ad sizes (two versions are needed for full panel ads as shown below)

Full panel ad – Desktop

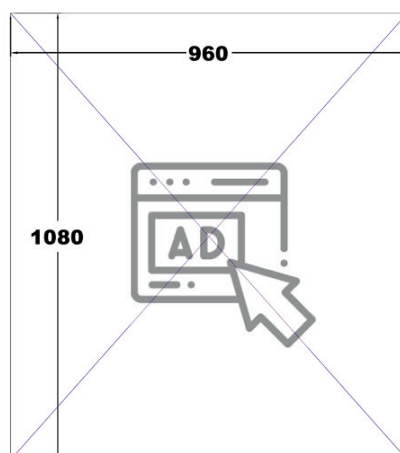


Full panel ad – Mobile



STRIDE half panel ad size (only one ad size is needed for half panel ads as shown below)

Half panel ad – Desktop/Mobile



Foot Health

AUSTRALIA

MEDIA KIT 2022



Foot Health Australia magazine is a hard copy publication created by the Australia Podiatry Association. It is distributed nationwide to members of the Association who share it with their patients via their clinic waiting rooms.

Designed as an 'evergreen' publication, this glossy magazine remains relevant across the coming year and its articles are not time-dependent. Advertising spaces are limited in this annual publication.

The Foot Health Australia magazine is part of a wider movement by the Australian Podiatry Association, called 'Foot Health Australia', which shares useful information with the general public in order to advance foot health and align with public health goals.

The Foot Health Australia brand is a stand alone consumer brand, a go-to resource for all Australians promoting good foot health and the important role of podiatry, which you can discover at www.foothealthaustralia.org.au (for information on advertising on the Foot Health Australia website, please go to page 7).

Foot Health Australia magazine benefits:

- Access an exclusive national advocacy platform with a readership of over 3,000 members plus affiliated stakeholder networks (via GP clinics, allied health networks, etc.)
- Support podiatrists through their patient networks to share the latest product updates
- Benefit from an additional online reach via Foot Health Australia's accompanying digital platforms
- Gain direct access to nationwide consumers who share an active interest in foot health and related products
- Explore endorsement opportunities to further your brand in partnership with the APodA.

Foot Health

AUSTRALIA

MEDIA KIT 2022

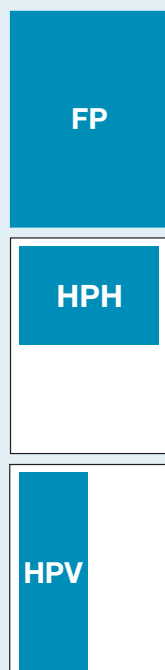
Foot Health Australia Magazine ad rates & deadlines 2022

AD POSITION	ADVERTISING RATE	ADVERTISING DEADLINE
Inside front cover (IFC)	\$1,900	All advertising material for Foot Health Australia magazine must be submitted by the first Monday in August
Outside back cover (OBC)	\$1,900	
Inside back cover (IBC)	\$1,800	
Full page (FP)	\$1,750	
Half page (HP Horizontal)	\$1,410	
Half page (HP Vertical)	\$1,410	

- All prices are NET of GST.
- New advertising must be approved prior to confirmation.
- No deadline or closing dates to be placed on advertisements.
- Prices are based on files being provided in the formats detailed.
- Where schedules are booked and new material is not provided by deadline, the publisher reserves the right to run repeat material.
- Orders specifying positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

Please note: Flyer or brochure inserts into Foot Health Australia Magazine are available on application.

Foot Health Australia Magazine ad artwork specifications



AD	SIZE (W X H)	BLEED AREA (3MM)
Full page ad (FP)	210mm x 297mm	216mm x 303mm
Half page (horizontal) ad (HPH)	190mm x 127mm	NO BLEED REQUIRED
Half page (vertical) ad (HPV)	93mm x 267mm	NO BLEED REQUIRED

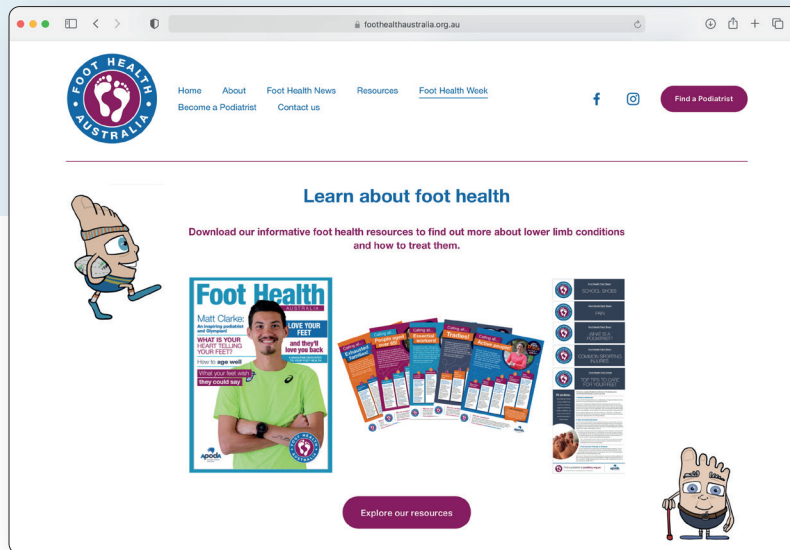
All material must be provided by email as the following:

- Please ensure all images are 300dpi, in CMYK
- Ensure all PMS colours are converted to CMYK
- Please supply all ads as a 'Press Quality', PDF
- Please save all FP and DPS ads with 3mm bleed all round and do not include crop, bleed or registration marks of any kind when saving your PDF
- For HPH and HPV ads no bleed, crops or registration marks are required, however as these are space ads a border is preferable (ads of this type without a border or background may have a subtle border added)

Foot Health

AUSTRALIA

MEDIA KIT 2022



About the Foot Health Australia website

Like the Foot Health Australia print magazine, the Foot Health Australia website is the digital foot health resource for all Australians. The website's mission is to raise awareness of good foot health and the role of podiatry. The Foot Health Australia website is produced and maintained by the Australian Podiatry Association and can be found at **www.foothealthaustralia.org.au**. At **www.foothealthaustralia.org.au**, members of the public will discover what podiatry is, what podiatrists do, how to become a podiatrist and where to study podiatry. The website also covers up-to-date foot health news along with a range of patient information and consumer foot health fact sheets including downloadable Foot Health Week resources. The website also offers a comprehensive search directory to find a local podiatrist.

Foot Health Australia website display ads

Want to book a display ad on Foot Health Australia's digital platform? You can display your product or service to consumers with a link back to your website.

This consumer platform benefits from spikes in web traffic to tie-in with specific annual campaigns such as January's Back-to-School campaign or October's Foot Health Week.

A display ad can be placed on any page within the FHA web platform, except for the homepage and its size is 1000 x 185 px landscape. Costs vary between \$500 – \$1000 per month-long placement, to reflect variations in traffic during peak campaign periods. Foot Health Australia web ad deadlines are approximately one month prior to your desired month of booking.