

Soft Tissue Therapy magazine

Advertising Media Kit 2009



Advertising in Soft Tissue Therapy

Soft Tissue Therapy eMag and www.softtissuetherapy.com.au are online resources specifically for soft tissue therapy/remedial massage practitioners and educators. Launched in 2005 by Brad Hiskins to fill a gap in the market for good quality information in this area, the magazine and website have become well-respected and widely read resources for those in the industry, both in Australia and overseas. The eMag is now designed to meet the physiotherapy, chiropractic and osteopathic community with articles that support their current clinical application, hence future growth in readership is expected in these areas.

The website, with over 7000 visits each month, provides a searchable database of the latest research articles on soft tissue therapy/remedial massage, as well as a popular forum for discussion and sharing of information between practitioners. Soft Tissue Therapy eMag, published quarterly, provides more practical articles on treatment methods, as well as news and views on the manual therapy industries and their influence on the sporting world.

With a vibrant, revamped design, fresh editorial, and expanded distribution from July 2008, now is a great time to advertise in the Soft Tissue Therapy eMag. Previously distributed in PDF, the magazine will now be published online using Realview technology – giving it much greater visual impact, a more user-friendly reading experience, and making it easier to print and email pages to colleagues.

There are advertising opportunities both for traditional ‘print’ ads, and for online options such as banners and tiles, depending on what best suits your needs and budget. We also have packages available combining exposure through the Soft Tissue Therapy eMag and www.softtissuetherapy.com.au.

Soft Tissue Therapy eMag: Display advertising

Make a splash by taking a quarter, half or full page display advertisement – or ensure your advertisement is the first thing readers see with a front cover strip ad (only one available in each edition). With dynamic linking available from each page, readers can click through directly from your advertisement to your website.

www.softtissuetherapy.com.au: Online advertising

Given that 95 per cent of the readers of Soft Tissue Therapy eMag also visit the website, online advertising provides a great opportunity to reinforce your brand or engage visitors with a call to action. There are banner and tile options available.

Findings from a recent reader survey

93% of respondents are responsible for purchasing equipment and other supplies, and were interested in reading about new products in Soft Tissue Therapy eMag

78% read all the articles in each edition

76% forward the magazine onto colleagues

57% referred to the last edition 2-4 times, and 19% referred to it 5 or more times.



Soft Tissue Therapy eMag distribution

Soft Tissue Therapy eMag will be distributed by email to:

- around 11,000 soft tissue and massage therapists and associated professionals in Australia; and
- around 1,000 soft tissue and massage therapists in New Zealand.

Soft Tissue Therapy eMag will also be accessible on the Soft Tissue Therapy website, attracting even more readers.

If you are an education or equipment provider for the industry, don't miss this opportunity to promote your products or services directly to this audience.

www.softtissuetherapy.com.au site statistics

- Average visits per month: 6,600
- Average page views per month: 19,000
- The most viewed pages are the forum pages with around 5,000 visits per month, followed by the home page with around 1,100 visits per month.



Findings from a recent reader survey

26% of respondents have been in the industry more than 10 years
 12% for 7-10 years
 28% for 4-6 years
 and 33% for 1-3 years.

24% of respondents operate their own practices
 66% work in a remedial massage clinic
 21% work independently at home
 and 19% work in a multi-disciplinary clinic*.

78% of respondents also visit the website at least once a week.

*some respondents work in multiple work environments.



Advertising rates: Soft Tissue Therapy eMag

	Front cover strip (exclusive)	Quarter page	Half page	Full page	Double page spread
Casual – 1 issue	\$250	\$180	\$320	\$600	\$1120
2 issues	\$235	\$170	\$305	\$570	\$1065
3 issues	\$225	\$160	\$290	\$540	\$1000
4 or more issues	\$210	\$150	\$270	\$510	\$950

Soft Tissue Therapy eMag is an A4, full colour publication. All prices above are per insertion, and exclude GST.
Example: If you chose to run a half page ad for 3 issues the total, ex GST, would be \$870 or \$290 per issue.

Loadings

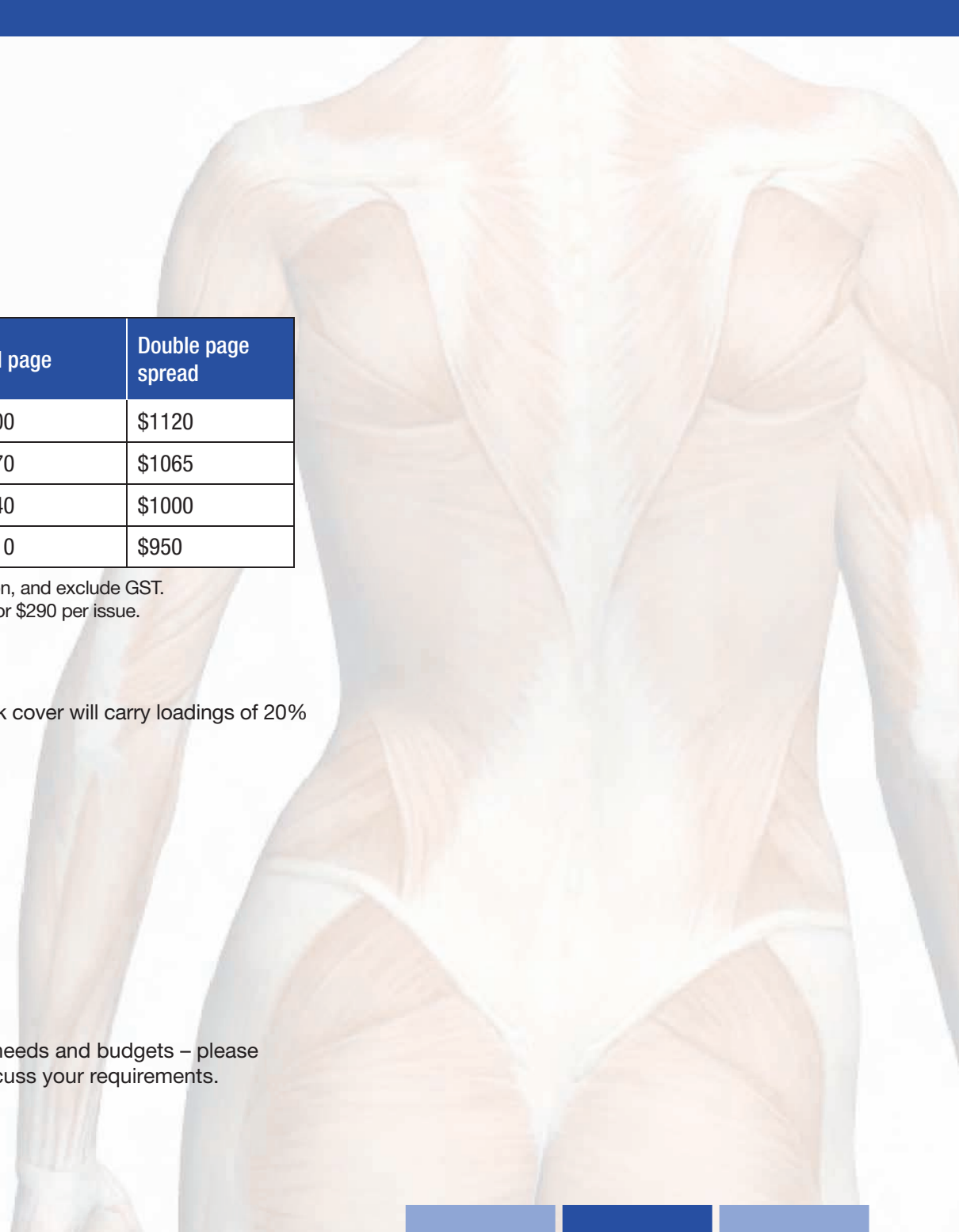
Special positions such as outside back cover, inside front cover and inside back cover will carry loadings of 20% (full page bookings only).

Advertising rates: www.softtissuetherapy.com.au

Ad size	Run of site (per month)
Tile	\$300

All prices above are per insertion, and exclude GST.

Packages combining print and online advertising can be tailored to suit your needs and budgets – please contact Freya Purnell on 02 9929 8310 or email freya@flapjack.com.au to discuss your requirements.



Advertising specifications: Soft Tissue Therapy eMag

Double page spread	Trim: 297mm (h) x 420mm (w) Type: 270mm (h) x 396mm (w) Bleed: 5mm all around
Full page display	Trim: 297mm (h) x 210mm (w) Type: 270mm (h) x 186mm (w) Bleed: 5mm all around
Half page display	130mm (h) x 186mm (w)
Quarter page display	130mm (h) x 91mm (w)
Strip	50mm (h) x 186mm (w)

High resolution PDF is the preferred file format for supplying display advertisements.

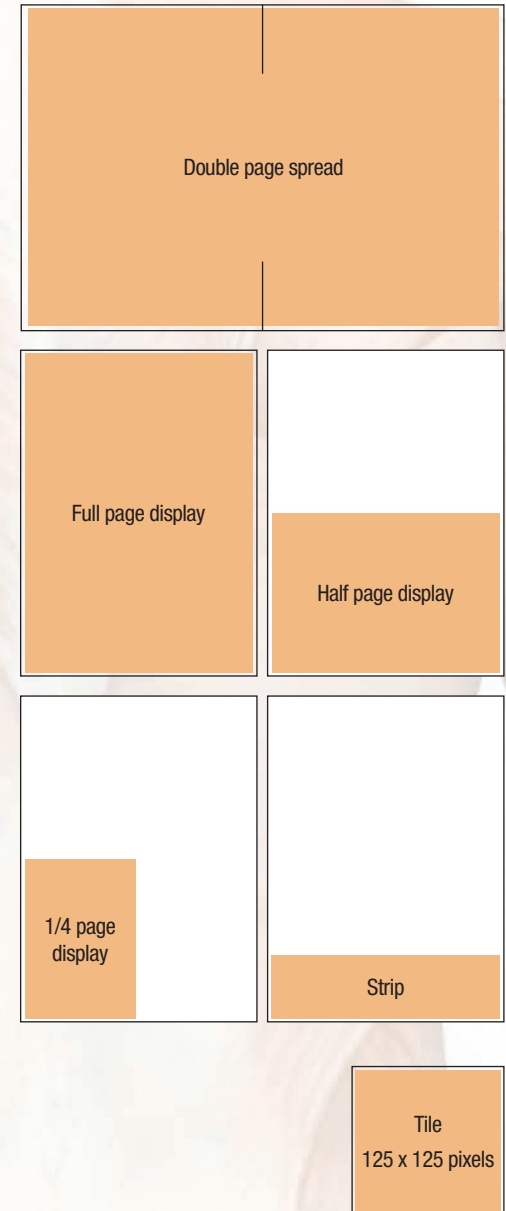
Advertising specifications: www.softtissuetherapy.com.au

Tile	125 x 125 pixels
------	------------------

Online ads should be supplied in .jpg and .gif formats. Resolution must be 72 pixels per inch or less. Ad size is limited to 50kb.

Production assistance

FlapJack Custom Publishing can produce display advertising material if required, at a cost of \$200 for a quarter page, \$250 for a half page, and \$400 for a full page. Online ads can also be produced, at a cost of \$300 for a tile (all prices are excluding GST).





2009 deadlines: Soft Tissue Therapy eMag

Edition	January 2009	April 2009	July 2009	October 2009
Advertising booking deadline	5 January 09	16 March 09	15 June 09	21 September 09
Material deadline	12 January 09	23 March 09	22 June 09	28 September 09
Distribution date	27 January 09	6 April 09	6 July 09	12 October 09

Bookings for www.softtissuetherapy.com.au are accepted on a rolling basis.

Contacts

Soft Tissue Therapy eMag is produced by FlapJack Custom Publishing.

For all advertising enquiries, please contact:

Freya Purnell, Publisher

t: 02 9929 8310

m: 0412 602 579

e: freya@flapjack.com.au

For any questions regarding design or production of advertising, please contact:

Justin Knights, Creative Director

t: 02 9929 8310

m: 0425 292 075

e: justin@flapjack.com.au

For any editorial or distribution enquiries, please contact:

Brad Hiskins, Soft Tissue Therapy

t: 0418 607 041

e: admin@softtissuetherapy.com.au

Visit www.softtissuetherapy.com.au

