

## Readership

*Polio Oz News* is directly emailed to 2,500 addresses comprising individuals living with the late effects of polio, post-polio networks and support groups, health professionals, community service providers, government representatives, and the business community. *Polio Oz News* is also uploaded to Polio Australia's websites, and incorporated into Polio NSW and Tasmania's printed newsletters which are distributed to their members. The estimated readership of each shared edition is approx. 8,000.

Our audience is engaged and actively contributes to *Polio Oz News* via articles and reports. Our demographic spans across many different age groups, physical abilities, and backgrounds, and the content is selected to cater to a wide audience. The quarterly *Polio Oz News* is eagerly awaited and is met with excellent reviews from our readers.

## Deadlines

Autumn (March/April/May)

Ad/copy deadline: 22 February 2019

Winter (June/July/August)

Ad/copy deadline: 24 May 2019

Spring (September/October/November)

Ad/copy deadline: 23 August 2019

Summer (December/January/February)

Ad/copy deadline: 22 November 2019

## Further information

Email: [office@polioaustralia.org.au](mailto:office@polioaustralia.org.au) / Phone: 03 9016 7678

Web: [www.polioaustralia.org.au](http://www.polioaustralia.org.au) / [www.poliohealth.org.au](http://www.poliohealth.org.au)



# Polio Oz News

## 2019 Media Kit



# About Polio Oz News

*Polio Oz News* is published each March, June, September and December and distributed widely via electronic means and in limited print runs throughout Australia and many countries overseas. *Polio Oz News* chronicles information obtained from an extensive range of Australian and international sources, including the latest in post-polio research, articles from health professionals, polio stories, reports of Polio Australia's activities, government initiatives, current affairs, and more.

*"I wanted to let you know how much I enjoy receiving and reading Polio Oz News. The newsletter gives me a sense of not being alone with LEOp."*

*"Wow! Polio Oz News is jam packed with good information. I've printed a copy of it and will circulate at our next meeting."*



# Advertising Rates

		<b>Sizes</b>	
Full Page \$900 +GST	1/16 Page \$100 +GST	1/4 Page \$300 +GST	Full Page 210mm (w) 297mm (h)
1/8 Page \$200 +GST			1/2 Page 210mm (w) 148mm (h)
			1/3 Page 210mm (h) 99mm (w)
			1/4 Page-Vertical 105mm (w) 148mm (h)
			1/4 Page-Horizontal 210mm (w) 74mm (h)
			1/8 Page 105mm (w) 74mm (h)
			1/16 Page 52mm (w) 74mm (h)
		1/2 Page \$600 +GST	
		1/3 Page \$500 +GST	

Advertisements of 1/3 page or greater will qualify for an accompanying 1/2 or full page **advertorial** (Word doc) at half the cost of the corresponding advertisement size.

10% discount available for 4 consecutive advertisements.

All artwork to be supplied as a high resolution .jpg.

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