



# **Sports Medicine Australia** **MEDIA KIT 2019**

For further information visit:  
[www.sma.org.au](http://www.sma.org.au)



## About Sports Medicine Australia (SMA)

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Sports Medicine Australia (SMA) is Australia's peak national umbrella body for sports medicine and sports science, and is widely acknowledged overseas as the world's leading multi-disciplinary sports medicine body. Servicing more than 5,000 members, SMA plays an active role in educating professionals and sports-minded community members and in assisting all active people to achieve optimal benefits from their exercise, activity and competition.

**SMA members can be found at every level of physical activity and sport from elite competition to grass-roots participation.**

SMA's vision is to encourage healthy and safe participation in physical activity and sport through quality education and awareness.

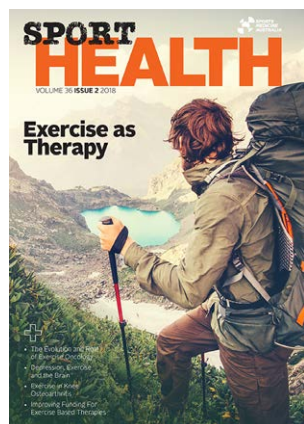
With a legacy spanning over 50 years, SMA has a reputation of trust and credibility in the domain of sports and exercise medicine both in Australia and internationally.

Our multidisciplinary membership base includes over 5,000 members encompassing professionals and grassroots personnel across the sector including:

- Sports Doctors and Physicians
- Exercise and Sports Scientists
- Researchers and Academics
- Physiotherapists
- Orthopaedic Surgeons
- Chiropractors
- Osteopaths
- Podiatrists
- Dietitians
- Myotherapists
- Psychologists
- Accredited Exercise Physiologists
- Strength and Conditioning Professionals
- Sports Trainers
- Sports Clubs
- Students



# Sport Health: Overview

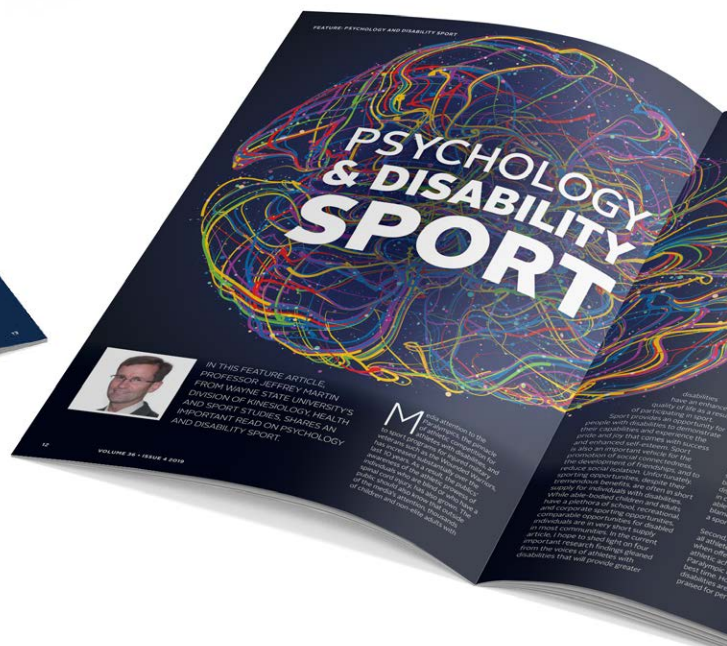


*Sport Health* is the only Australian magazine devoted to multi-disciplinary perspectives within sport, exercise and physical activity. This quality quarterly publication is a practical reference magazine for sports medicine professionals, sports trainers, public health advocates, students and interested members of the community.

*Sport Health* brings together leading experts in sports medicine as they present the most contemporary research and hot topics in

sports medicine all around a central core issue every quarter. Past issues have focused on topics such as women's health, men's health, pain and exercise as a therapy.

The magazine is released in April, July, October and January. The October edition of the magazine is a Conference special, so advertisers get special leverage in this issue with the magazine distributed to all SMA Conference delegates in addition to the general membership of 5,000.



## Sport Health: Readership



*Sport Health* is a members-only magazine distributed to over 5,000 members and is available in both print and digital format.

The majority of the membership base is in Australia, however there are also some prominent members based internationally.

SMA's members are involved in sport across the spectrum: from grassroots sport, right through to the elite level.

Alongside distribution to members through both digital and print formats, promotion of the magazine is also undertaken on social media. Across all social media channels, SMA has over 32,000 followers.

**4**

Issues  
Per Annum



**5,000+**

SMA Members



**32,000+**

SMA Social Media Following

# Sport Health: Content Regulars



## From the Chairman

Hear from SMA Chairman Dr Andrew Jowett on a key issue relating to the issue topic.

## From the CEO

SMA CEO Craig Knox provides his take on a current topic within sports medicine.

## Feature Articles

A range of different features/articles produced by sports medicine experts revolving around the issue theme.

## Journal of Science and Medicine in Sport (JSAMS) Editorial

JSAMS editor Gordon Waddington break down what you will find in the latest issue of JSAMS.

## Sport Trainers Guide

A helpful guide on various essential areas of knowledge for sports trainers.

## Sports Medicine Around the World

A detailed look at the sports and exercise medicine structure from countries across the globe.

## 5 Minutes With

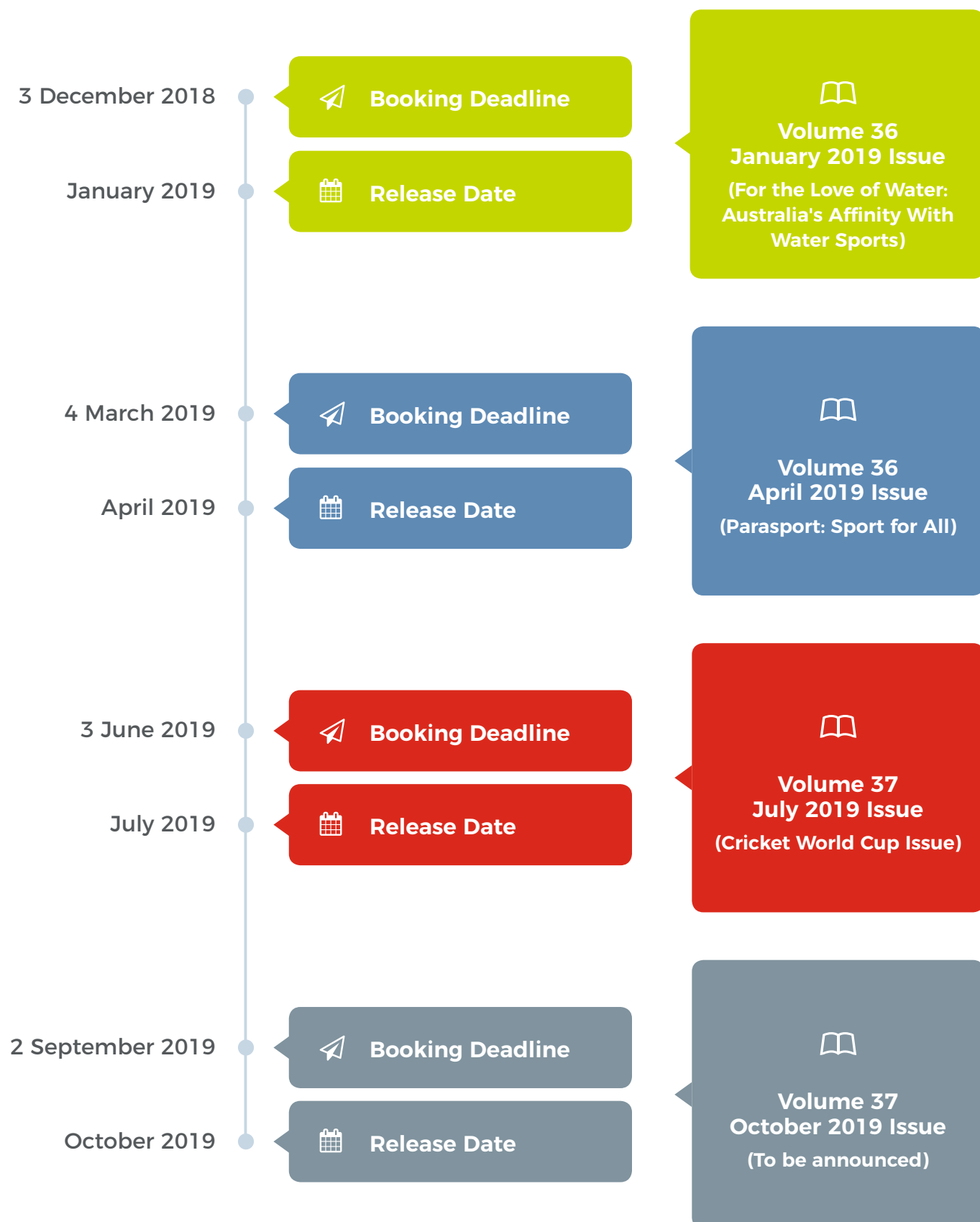
A fun and informative interview with one of SMA's members from across the discipline.

## People Who Shaped SMA

An engaging profile on a key member of SMA's storied history.

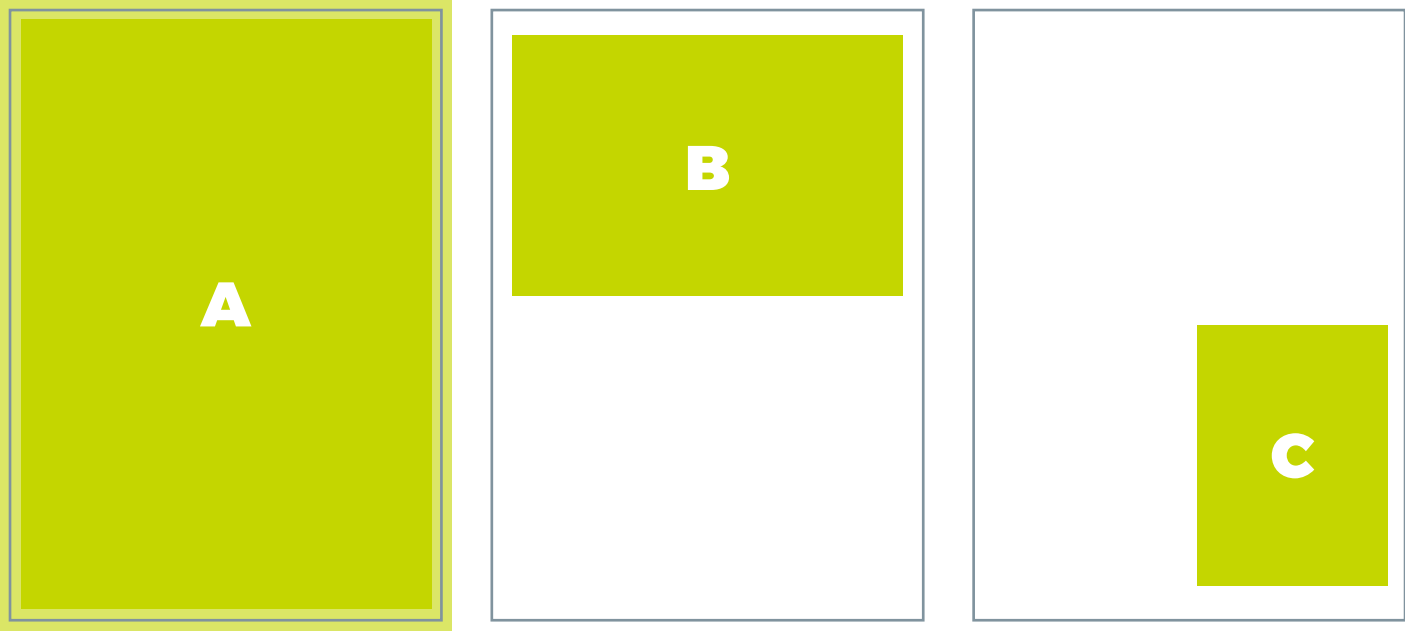


## Sport Health: 2019 Calendar



# Sport Health: Ad Specifications

AD TYPE	WIDTH	HEIGHT	MARGIN	BLEED
<b>A</b> Full Page	210mm	297mm	5mm	5mm
<b>B</b> Half Page	190mm	127mm		
<b>C</b> Quarter Page	92.5mm	127mm		



- Supply artwork as high-resolution (300dpi) print ready RGB PDF.
- All fonts must be embedded.
- 5mm margins on full page ads (avoid placing important content within 5mm of the edges).
- Additional 5mm bleed on full page ads.
- Word documents will not be accepted.

SMA also offers advertising options within monthly member e-newsletters.

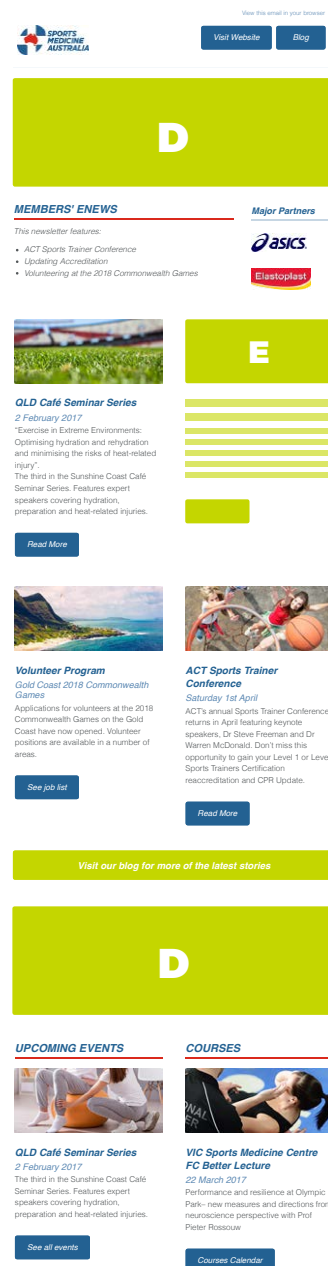
Because SMA has a rich and diverse membership spanning academics, allied health professionals, right through to students, sports trainers and coaches, there are two monthly member communications to cater for the different levels of expertise and interest:

## Professional Members' Newsletter

- Sent to approximately 1,600 subscribers
- Average Open Rate (over past 12 months) = 38.2%.
- Average Click Through Rate (over past 12 months) = 7.8%

## Sports Trainers' Newsletter (Includes student members)

- Sent to approximately 3,500 subscribers
- Average Open Rate (over past 12 months) = 24%.
- Average Click Through Rate (over past 12 months) = 3.8%



AD TYPE	WIDTH	HEIGHT	ROUNDED CORNERS	SUPPORTED FILES
<b>D</b> Banner Ad	640px	220px	5px	jpg, png or gif
<b>E</b> Article Ad	300px	130px	5px	jpg or png



## Advertising Rates

SPORT HEALTH	NUMBER OF EDITIONS	PRICE PER AD	TOTAL PRICE	SAVING
<b>A</b> Full Page	1	\$1,700	\$1,700	-
<b>A</b> Full Page	2	\$1,600	\$3,200	\$200
<b>A</b> Full Page	3	\$1,500	\$4,500	\$600
<b>A</b> Full Page	4	\$1,350	\$5,400	\$1,400
<b>B</b> Half Page	1	\$1,000	\$1,000	-
<b>B</b> Half Page	2	\$890	\$1,780	\$220
<b>B</b> Half Page	3	\$800	\$2,400	\$600
<b>B</b> Half Page	4	\$720	\$2,880	\$1,120
<b>C</b> Quarter Page	1	\$400	\$400	-
<b>C</b> Quarter Page	2	\$330	\$660	\$140
<b>C</b> Quarter Page	3	\$300	\$900	\$300
<b>C</b> Quarter Page	4	\$250	\$1,000	\$600

E-NEWSLETTER	AVAILABILITY PER NEWSLETTER	PRICE PER AD
<b>D</b> Banner Ad	2 postions available per newsletter	\$450
<b>E</b> Article Ad	1 (individual SMA members only, ie. not organisations)	\$275

### Discounts

SMA's Corporate Members receive a 15% discount on all advertising bookings.

A 5% discount is also applicable to multi-booking discounts (more than 4 ads) in the e-newsletter.

*Please note, bookings subject to availability.*

*All prices listed include GST*

# SPORTS MEDICINE AUSTRALIA BOOKING SHEET

*Please note, bookings subject to availability.*

## CONTACT DETAILS

Company/Organisation

Contact Name

Address

Suburb/Town

State

Post Code

Country

Phone

Fax

Email

ABN

## BOOKING DETAILS

SPORT HEALTH MAGAZINE	1 EDITION	2 EDITIONS	3 EDITIONS	4 EDITIONS	Sub Total AUD\$
<b>A</b> Full Page	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$5,400	
<b>B</b> Half Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,780	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,880	
<b>C</b> Quarter Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$660	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,000	

### E-NEWSLETTER

### TO PROFESSIONAL MEMBERS

### TO SPORTS TRAINERS

**D** Banner (2 positions available per newsletter)

Month preference: ☐ \$450 per banner

☐ \$450 per banner

**E** Article (only available to individuals who are SMA Members, not organisations) (1 position available per newsletter)

Month preference: ☐ \$275 per article-sized ad

☐ \$275 per article-sized ad

## MEMBER DISCOUNT

☐ Corporate member 15% discount

## PAYMENT INFORMATION

☐ Generate Invoice

☐ Enclosed is my cheque, payable to ASMF LTD

☐ Electronic transfer, please quote your initial & surname as written above  
Account Name: ASMF LTD, BSB: 082 967, Account Number: 02939 7275

I wish to pay by ☐ MasterCard ☐ Visa ☐ AMEX

Card #

Expiry Date

CCV #

Cardholder's Name

Cardholder's Signature

**Please email this form to: [sophie@sma.org.au](mailto:sophie@sma.org.au)**

## Contact

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