



SPORTS MEDICINE AUSTRALIA

MEDIA KIT
FY 2023/24

Sports Medicine Australia (SMA) is Australia's peak national body for sports medicine and sports science, and is widely acknowledged as the world's leading multidisciplinary sports medicine organisation. With over 3,300 members and associates, SMA plays an active role in educating professionals and sports-minded community members to help people to achieve optimal benefits from their exercise, activity and competition.

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

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

Now in our 60th year, 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 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
- Students
- Remedial Massage Therapists



**EDUCATION &
TRAINING**

SMA has continued to drive excellence and integrity throughout the sporting community, accrediting more than 3,500 sports trainers per year through our Safer Sports Program. Our total community sport services database has 30,000+ contacts, and on average we fill 1,500+ SMA accredited sports trainers places at national sporting events such as Masters Games, Uni games, Educational Athletics Days.

**JOURNALS &
PUBLICATIONS**

Through our publishing arm, SMA connects the sports medicine and sports science community with cutting edge research and information via the Journal of Science & Medicine in Sport (300K+ sessions/unique viewers and 600K views) and Sport Health quarterly magazine (distributed to our 3,300+ members).

**MEMBERSHIP
BASE**

Our dedicated and active national community includes our three largest membership groups: clinical professionals (800+), sports trainers (800+) and sports medicine students (1,600+).

**ANNUAL CONFERENCE &
PROGRAMS**

In 2022, SMA had over 400 delegates attend the National Conference and almost 10,000 attend Safer Sports Programs nationally.

**PROFESSIONAL
DEVELOPMENT**

In 2022, SMA hosted 70 events reaching thousands of participants through online webinars, pre-recorded videos/podcasts, workshops, and face to face lectures.

**SOCIAL MEDIA &
COMMUNICATION**

SMA's substantial, organic social media presence of 50,000+ followers and subscribers is passionately facilitated by our active, national 300+ volunteer community (Facebook 19,000+, LinkedIn 19,000+, Twitter 9,700+, Instagram 3,800+). We also have a direct audience of 28,500+ active email/eDM subscribers.



Sport Health is the only Australian magazine devoted to multidisciplinary perspectives within sport, exercise and physical activity.

The 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 every quarter. Past issues featured articles on topics such as concussion, heat in sport, women's health, men's health, ACL injuries, and pain and exercise as a therapy.

The magazine is released quarterly throughout the calendar year. The June and September editions of the magazine feature articles on SMA's annual Conference, so advertisers can get special leverage in these issues. Additionally, the September magazine will be distributed to all annual Conference delegates in addition to the general membership.



Sport Health is a members-only magazine distributed to over 3,300 SMA members and associates and is available in hard copy and digital format.

While the digital copy is available for all eligible members and associates of SMA, a printed hard copy is sent to SMA Members only.

The majority of the membership base is in Australia, however the magazine is also distributed to our international members.

Sport Health is promoted in SMA's monthly newsletters, and to 50,000+ followers across our social media channels.

4

Issues
per annum

3,300+

Members &
associates

50,000+

Social media
followers





From the Chair

Hear from SMA Chair, Dr Kay Copeland, on SMA's current affairs, news, updates and activities to look forward to.

From the CEO

SMA CEO, Jamie Crain, provides his take on topics within the issue and sports medicine in general.

Feature Articles

A range of articles produced by leading sports medicine professionals on current and novel research in their area of expertise.

Sports Medicine Around the World

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

People Who Shaped SMA

An engaging profile on a key member of SMA's storied history in an interview format.

Physician Focus

Insight into a celebrated sports physician's medical background, career, experience and influence on SMA.

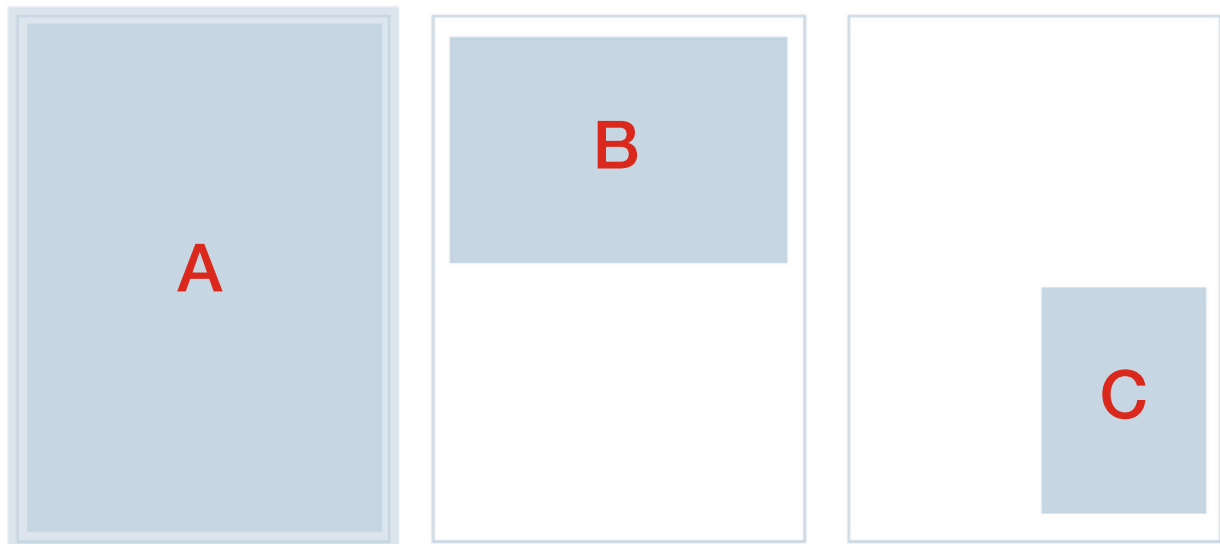
5 Minutes With

A fun and informative interview with an expert or SMA Member from across the disciplines.

Sports Trainer Spotlight

A dialogue with an SMA accredited sports trainer, learning their roles, responsibilities and future opportunities out on the field.

AD TYPE	WIDTH	HEIGHT	BLEED + TRIM MARKS
A - Full Page	210 mm	297 mm	5 mm
B - Half Page	210 mm	140 mm	5 mm
C - Quarter Page	92 mm	127 mm	NA



Other specifications:

- High resolution (300dpi) print ready PDF
- All fonts must be embedded
- Minimum 5mm bleed required for full-page and half-page
- Trim marks to be included with bleed
- Keep important content within 10mm of the edges
- Word documents will not be accepted

10 August 2023

Booking Deadline

23 August 2023

Artwork Deadline

Volume 41
Issue 3
SEPTEMBER 2023

10 October 2023

Booking Deadline

25 October 2023

Artwork Deadline

Volume 41
Issue 4
DECEMBER 2023

10 February 2024

Booking Deadline

21 February 2024

Artwork Deadline

Volume 42
Issue 1
MARCH 2024

10 May 2024

Booking Deadline

22 May 2024

Artwork Deadline

Volume 42
Issue 2
JUNE 2024

MONTHLY SMA MEMBER NEWSLETTER

We offer advertising options within our monthly member newsletter.

Because SMA has a rich and diverse membership that includes academics and allied health professionals, right through to students, sports trainers and coaches, our monthly member communication is now consolidated to cater to different levels of expertise and interest to over 3,300 subscribers.

Statistics:

- Distribution of >3,300 newsletters
- Average Open Rate = 45%
- Average Click Through Rate = 10%

TRIENNIAL SPORTS TRAINER NEWSLETTER

We launched a triennial newsletter targeted to our sports trainers in the beginning of 2023. Advertising options are similar to our monthly member newsletter.

Features in this newsletter include seasonal content, news, resources, tips & tricks, insights from current SMA accredited sports trainers, and job opportunities.

Statistics:

- Distribution of >7,000 newsletters
- Average Open Rate = 40%
- Average Click Through Rate = 9%



NEWS AND UPDATES



STRAPIT DISCOUNT OFFER

Strapit, our exclusive taping partner, is pleased to offer SMA course participants 5% off the wholesale price of their extensive range of sports tapes, kits, equipment and other consumables. SMA members who spend more than \$75 also receive a bonus product. Offer ends 30 April 2023. View [catalogue](#).



JSAMS PLUS, EDITOR-IN-CHIEF

We are delighted that **Dr Jessica Orchard** has been appointed Editor-in-Chief of our open-access, online journal, [JSAMS Plus](#), the companion journal to our internationally-recognised Journal of Science and Medicine in Sport ([JSAMS](#)). Jessica is a Senior Research Fellow and NHMRC Emerging Leadership Fellow at the University of Sydney. Learn [more](#).

D

PARTNERS & SUPPORTERS



E



Copyright © 2023 Sports Medicine Australia. All rights reserved.

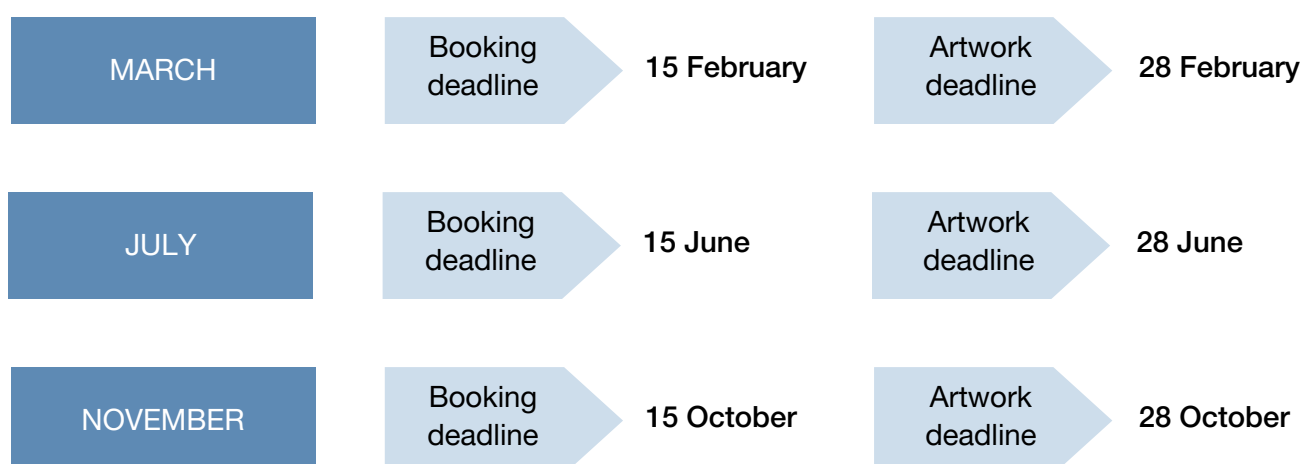
AD TYPE	WIDTH	HEIGHT	FILE TYPE
D - Sponsored content/Article*	240 px	240 px	png, jpg, jpeg
E - Footer	600 px	100 px	

*Up to 50 words copy to accompany the ad. Will be noted as 'sponsored content'

MONTHLY SMA MEMBER NEWSLETTER

MONTH	BOOKING & ARTWORK DEADLINE	RELEASE DATE
February	15 January	1st week of February
March	15 February	1st week of March
April	15 March	1st week of April
May	15 April	1st week of May
June	15 May	1st week of June
July	15 June	1st week of July
August	15 July	1st week of August
September	15 August	1st week of September
October	15 September	1st week of October
November	15 October	1st week of November
December	15 November	1st week of December

TRIANNUAL SPORTS TRAINER NEWSLETTER



SPORT HEALTH	NO. OF ISSUES	PRICE PER AD	TOTAL PRICE	SAVING
A - Full Page	1	\$1,700	\$1,700	-
A - Full Page	2	\$1,600	\$3,200	\$200
A - Full Page	3	\$1,500	\$4,500	\$600
A - Full Page	4	\$1,350	\$5,400	\$1,400
B - Half Page	1	\$1,000	\$1,000	-
B - Half Page	2	\$890	\$1,780	\$220
B - Half Page	3	\$800	\$2,400	\$600
B - Half Page	4	\$720	\$1,880	\$1,120
C - Quarter Page	1	\$400	\$400	-
C - Quarter Page	2	\$330	\$660	\$140
C - Quarter Page	3	\$300	\$900	\$300
C - Quarter Page	4	\$250	\$1,000	\$600

NEWSLETTERS	AVAILABILITY	PRICE PER AD
D - Article Ad	1 position per newsletter	\$450
E - Footer Ad	<i>Article ad (D) Will be noted as 'sponsored content'</i>	\$350

DISCOUNTS

A 5% discount is applicable to multi-booking discounts - more than 4 ads in newsletters.

Please note, bookings subject to availability. All prices listed include GST.

SMA ADVERTISING BOOKING SHEET

Please note, bookings subject to availability.



YOUR 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

A Full Page

☐ \$1,700

☐ \$3,200

☐ \$4,500

☐ \$5,400

B Half Page

☐ \$1,000

☐ \$1,780

☐ \$2,400

☐ \$2,880

C Quarter Page

☐ \$400

☐ \$660

☐ \$900

☐ \$1,000

NEWSLETTERS

SMA Member

Sports Trainer

Sub Total \$ AUD

D Article Ad (plus 50 word copy)

Month preference:

Month preference:

☐ \$450 per ad

E Footer Ad

☐ \$350 per ad

PAYMENT DETAILS

☐ Generate Invoice

☐ 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 ☐ American Express

Card #

Expiry Date

CVV #

Cardholder's Name

Cardholder's Signature

Please email this completed form to:

advertising@sma.org.au

CONTACT US

Archie Veera

Senior Marketing and Communications Officer

advertising@sma.org.au