



**SPORTS  
MEDICINE  
AUSTRALIA**



# **SPORTS MEDICINE AUSTRALIA**

## **MEDIA KIT**

**FY 2024/25**

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 2,400 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 61st 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**

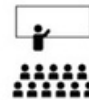
SMA has continued to drive excellence and integrity throughout the sporting community, accrediting more than 3,500 sports trainers per year through our Safer Sports Program. Our total community sport services database has 30,000+ contacts, and on average we fill 1,500+ SMA accredited sports trainer hours at national sporting events such as the Masters Games, Uni games, and 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 2,400+ members).

**MEMBERSHIP  
BASE**

Our dedicated and active national community includes our three largest membership groups: sports medicine professionals (1,000+), sports trainers (800+) and sports medicine students (550+).

**ANNUAL CONFERENCE &  
PROGRAMS**

In 2023, SMA had over 460 delegates attend the National Conference and in 2024, we're expecting over 700 delegates (TBC). We also had over 7,000 students attend Safer Sports Programs nationally in 2023.

**PROFESSIONAL  
DEVELOPMENT**

In FY 2023/2024, SMA hosted 72 events reaching thousands of participants through online webinars, pre-recorded videos, workshops, and face to face lectures.

**SOCIAL MEDIA &  
COMMUNICATION**

SMA's substantial, organic social media presence of 56,000+ followers and subscribers is passionately facilitated by our active, national 300+ volunteer community (Facebook 20,000+, LinkedIn 21,000+, Twitter 9,900+, Instagram 4,700+). We also have a direct audience of 21,000+ 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, musculoskeletal conditions, injury epidemiology, 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 available to annual Conference delegates in addition to the general membership.



Sport Health is a members-only magazine distributed to over 2,400 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 56,000+ followers across our social media channels.

**4**

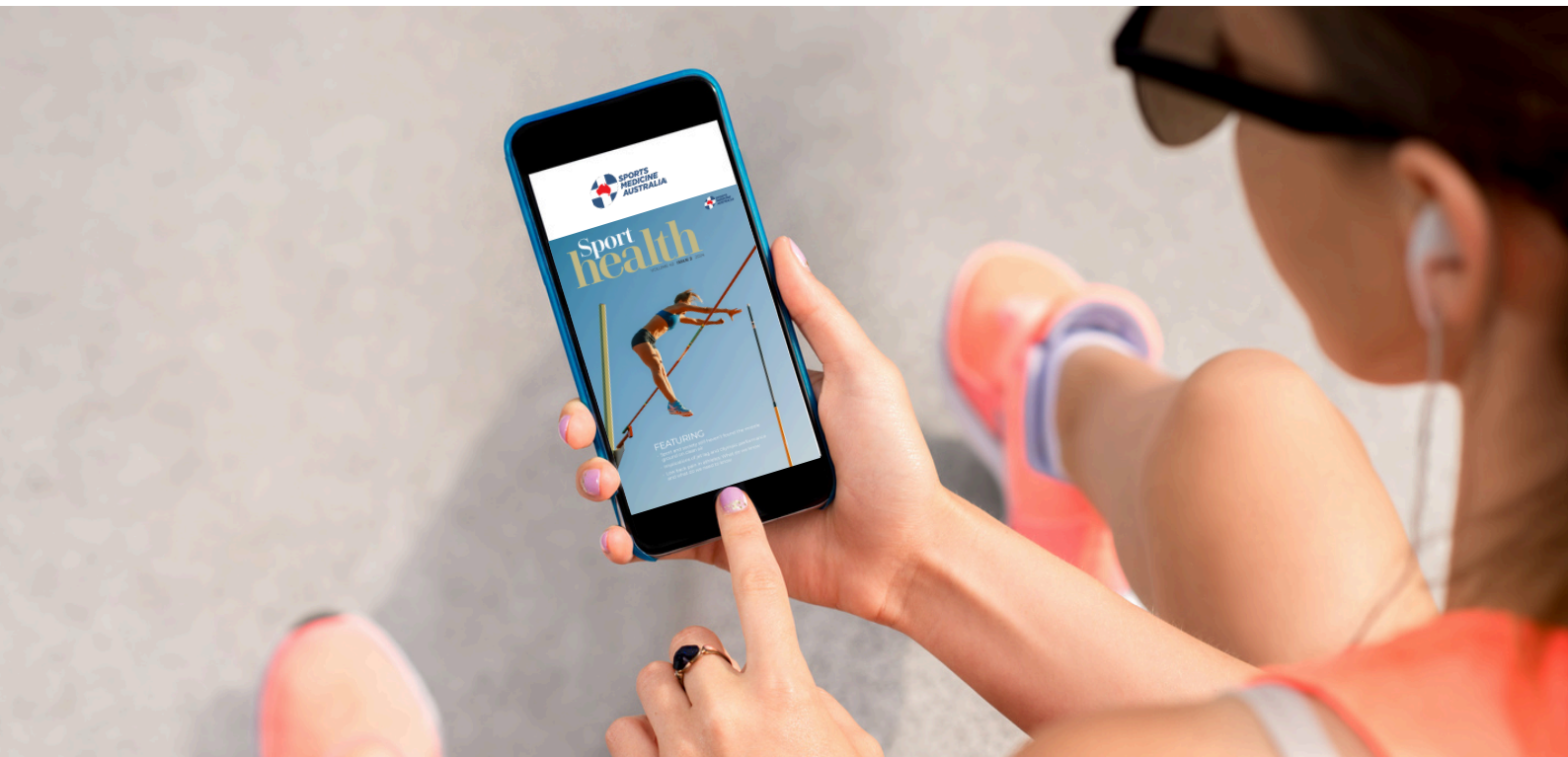
Issues  
per annum

**2,400+**

Members &  
associates

**56,000+**

Social media  
followers



FROM THE CHAIR



FROM THE CHAIR

## Celebrating the 60th anniversary of Sports Medicine Australia and its initiation.

DR KAY COPELAND, CHAIR OF THE BOARD OF DIRECTORS (SMA), REFLECTS ON HER INVOLVEMENT WITH THE ORGANISATION OVER THE YEARS, AND HIGHLIGHTS THE 2023 ASICS SMA CONFERENCE.

**W**elcome to the first edition of Sport Health for 2023.

We are delighted to be celebrating SMA's 60th anniversary this year. As part of our celebrations, we will be commemorating the anniversary by publishing articles relating to the history and evolution of SMA in this and upcoming editions of Sport Health as well as across our social media channels. Please read an eye out and get in touch if you have any particular memories you'd like to share.

My own involvement with SMA began in 1988 when I was a member of the newly formed APMF Victorian Branch Sports Trainers Committee. It has been a long journey that I have shared with many SMA members over those nearly 40 years. My reflections of SMA are an organisation that has grown and adapted to a continually changing landscape in the sports medicine and sports science fields and the expansion into physical activity and injury prevention areas. Moreover, throughout those years there has been a feeling of unity and comradery within SMA to foster and grow the expanding areas and to ensure all are welcome as part of the SMA family.

I would also like to acknowledge and welcome our new Board members – Professor Belinda Beck and Dr Laura Lallenece. We look forward to their expert advice and contributions towards the governance and future of this organisation.

Finally, preparations for the 2023 ASICS SMA Conference are well underway. This year's Conference is being held at the Novotel Sunshine Coast Resort from October 11-14. The Conference Committee has created an exceptional multidisciplinary scientific program, featuring world-class keynote speakers, registrations are now open, so join us and learn, discuss, debate, network and celebrate sports medicine and SMA's 60th year. Look forward to seeing you there.



**Dr Kay Copeland**

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FROM THE CEO



FROM THE CEO

## We are excited to have Sport Health return to print form for members.

SMA CEO JAMIE CRAIN SUMMARISES THIS EDITION'S FEATURE ARTICLES AND OUTLINES SMA'S INVOLVEMENT IN THE SENATE HEARING ON CONCUSSION AND REPEATED TRAUMA IN CONTACT SPORTS.

**W**elcome to the first Sport Health for 2023.

Due to the success of our first Sport Health in 2022, this edition marks a full-time return to print for Sport Health. I hope you enjoy flipping through the pages of our magazine, and reading about the many and varied topics of interest that impact and influence our community of sports medicine professionals.

Reducing screen-time for kids and getting them into sport is important for balanced learning, good health outcomes, and establishing important habits. In our first article, Prof David Lubana discusses the outcomes of the Burntium program for older adolescents, which has been trialed in NSW schools. Additionally, analysis by Stephanie Duncanson, Dr Nicola Styllanos, and Prof Alan Barker further explore the effectiveness of vigorous physical activity in improving health benefits for children and adolescents.

With football season upon us, knee and knee injuries are always topical. Dr Brooke Patterson and Dr Andrea Bruber present their views on how to

**“**While Summer has officially drawn to an end, we need to be mindful of temperature levels as the warm weather patterns extend into Autumn.**”**

prevent adolescents and young adults retiring prematurely from sport due to traumatic knee injuries. Prevention strategies include further education on knee constraints and contraindications, collaboration on health goals, and targeted prevention programs.

While Summer has officially drawn to an end, we need to be mindful of temperature levels as the warm weather patterns extend into Autumn. Heat stress remains a real risk, even in the southern states. In cycling, Prof Julian Furland discusses the effect of thermal stress and strain on athletes during

the Tour Down Under and provides suggestions on how to improve environmental heat stress policies.

Finally, concussion identification and management remains front of mind for all involved in contact sports at SMA. We take the issue of concussion and repetitive head trauma in sport very seriously, and we continue to work with our broader stakeholder groups to support ongoing learning in this area and promote sensible policies and guidelines. Recently, a team of SMA representatives provided evidence to the Senate Reference Committee hearing on Concussion and Repeated Trauma in Contact Sports. The Senate hearing is an ongoing process and as the peak body in sports medicine, SMA intends to remain actively involved. The report is expected to be delivered in June.

Once again, we hope you enjoy this edition of Sport Health, and please let us know your feedback and ideas for future editions. We look forward to seeing you updated on the world of sports medicine throughout the year.



**Jamie Crain**  
jamie.crain@sma.org.au

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### 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.

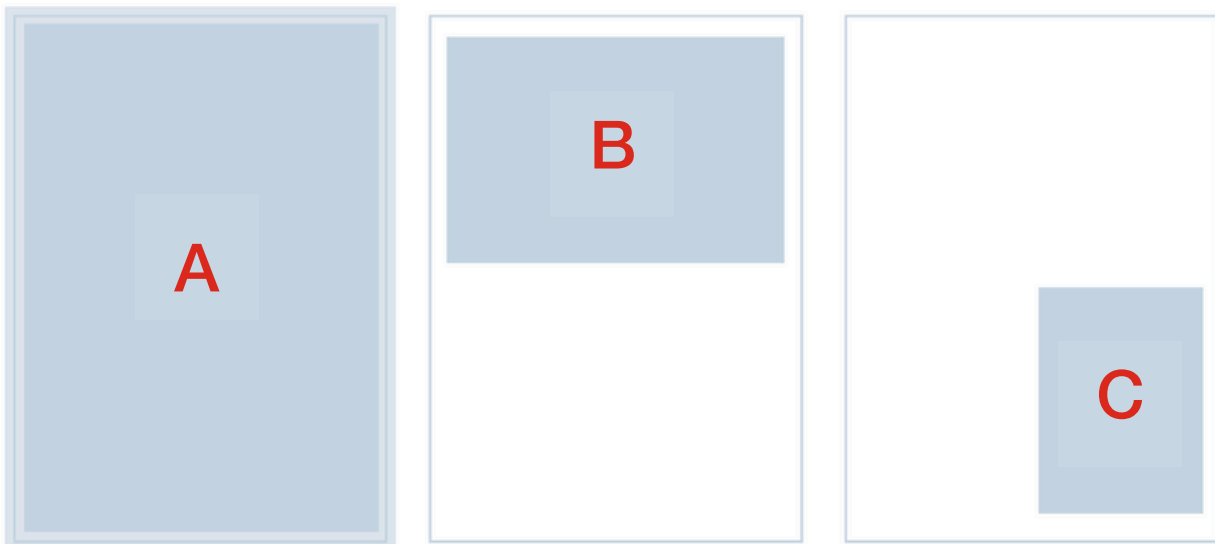
### 5 Minutes With

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





## 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 >1,800 newsletters
- Average Open Rate = 45%



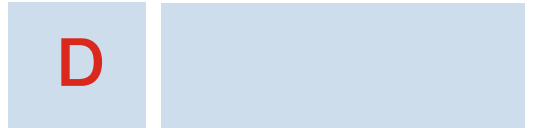
**MEMBER NEWS**



**CLIMATE CHANGE EFFECT ON SPORT & EXERCISE**  
An important article was recently published in The Sydney Morning Herald and The Age, with Professor Ollie Jay and SMA CEO, Jamie Crain, about the effect climate change is having on how we play sport and exercise. [Read more](#).



**JOIN THE ACTION AT THE 2024 UNISPORT NATIONALS**  
The 2024 UniSport Nationals is being held in Canberra from 7-13 September, and SMA is the exclusive provider of Sports Trainers for the event. With 31 sports and over 6,000 participants, this is a huge opportunity for SMA-accredited sports trainers to gain valuable experience and expand their professional network. [Complete an EOI](#).



## TRIANNUAL SPORTS TRAINER NEWSLETTER

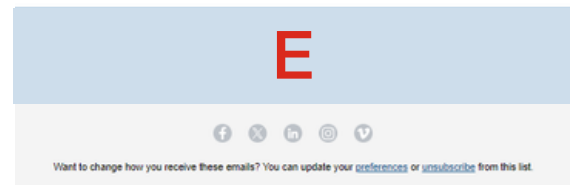
We launched a triannual newsletter targeted to our sports trainers in the beginning of 2023. Advertising options are similar to our monthly member newsletter.

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 = 35%

**OUR PARTNERS**



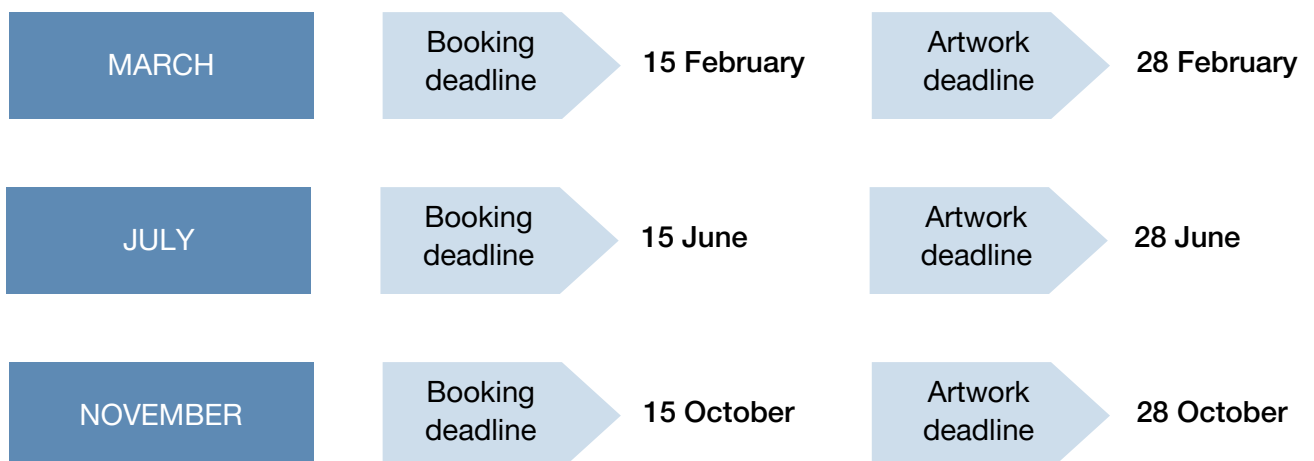
AD TYPE	WIDTH	HEIGHT	FILE TYPE
D - Sponsored content/Article*	240 px	240 px	png, jpg, jpeg
E - Footer	600 px	100 px	

\*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	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$5,400	_____
B Half Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,780	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,880	_____
C Quarter Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$660	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,000	_____

## NEWSLETTERS

D Article Ad (plus 50 word copy)

\$450 per ad

E Footer Ad

\$350 per ad

SMA Member

Month preference: \_\_\_\_\_

Sports Trainer

Month preference: \_\_\_\_\_

Sub Total \$ AUD \_\_\_\_\_

## 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 \_\_\_\_\_

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