



**SPORTS
MEDICINE
AUSTRALIA**



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MEDIA KIT

FY 2026

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 2,950 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 62nd 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 2,950+ members).

**PROFESSIONAL
DEVELOPMENT**

Across 2024 and 2025, SMA hosted 70 events reaching thousands of participants through online webinars, pre-recorded videos, workshops, and face to face lectures.

**MEMBERSHIP
BASE**

Our dedicated and active national community includes our three largest membership groups: sports medicine professionals (1,100+), sports trainers (1,000+) and sports medicine students (850+).

**ANNUAL CONFERENCE &
PROGRAMS**

In 2024, SMA had over 850 delegates attend the National Conference co-convened with ACSEP, and in 2025, we're expecting over 400 delegates (TBC). We also had over 7,000 students attend Safer Sports Programs nationally in 2024.

**SOCIAL MEDIA &
COMMUNICATION**

SMA's substantial, organic social media presence of 59,000+ followers and subscribers is passionately facilitated by our active, national 300+ volunteer community (Facebook 21,000+, LinkedIn 22,000+, Twitter 9,900+, Instagram 5,700+, and Bluesky 90+). We also have a direct audience of 25,000+ 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 2,950 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 59,000+ followers across our social media channels.

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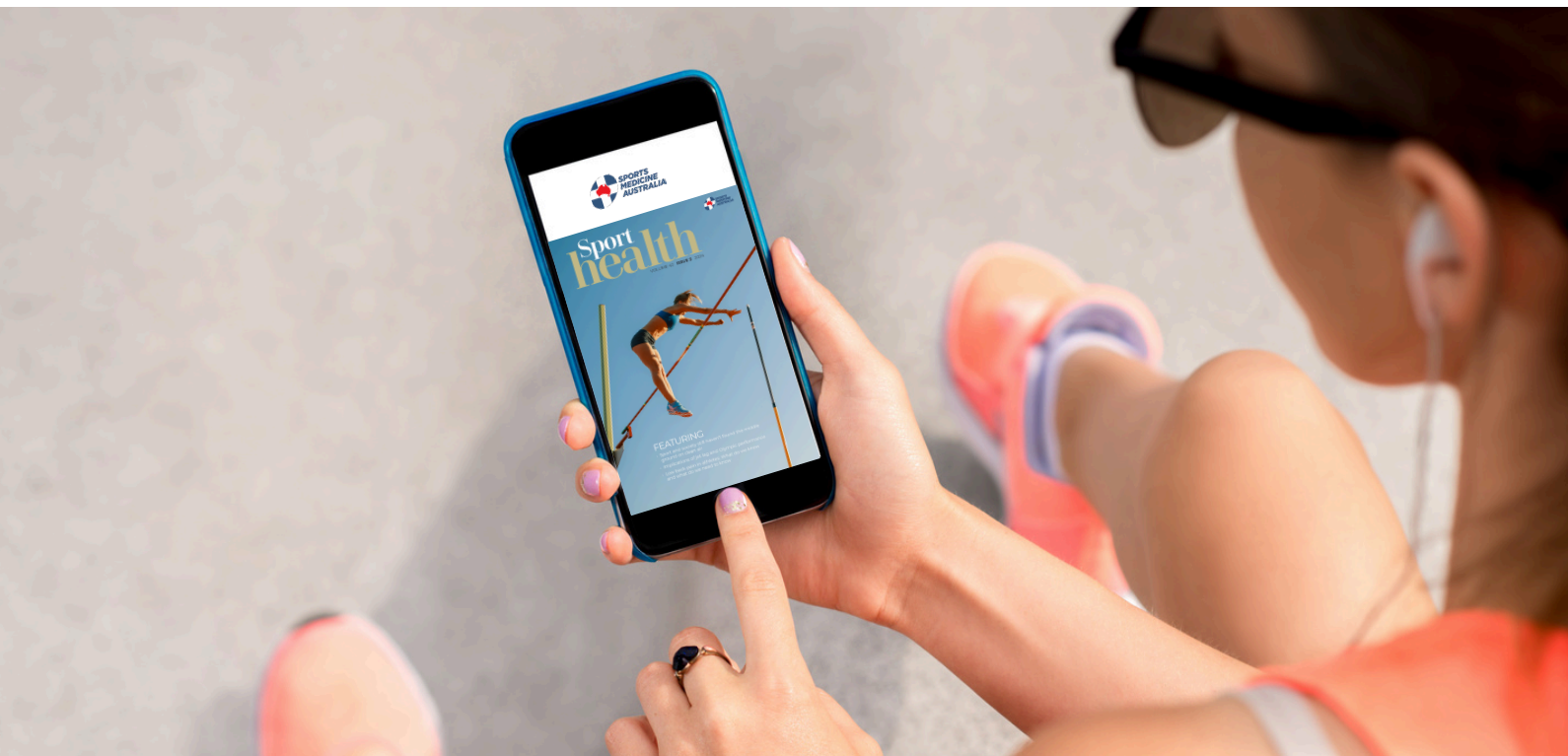
Issues
per annum

2,950+

Members &
associates

59,000+

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

The 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.

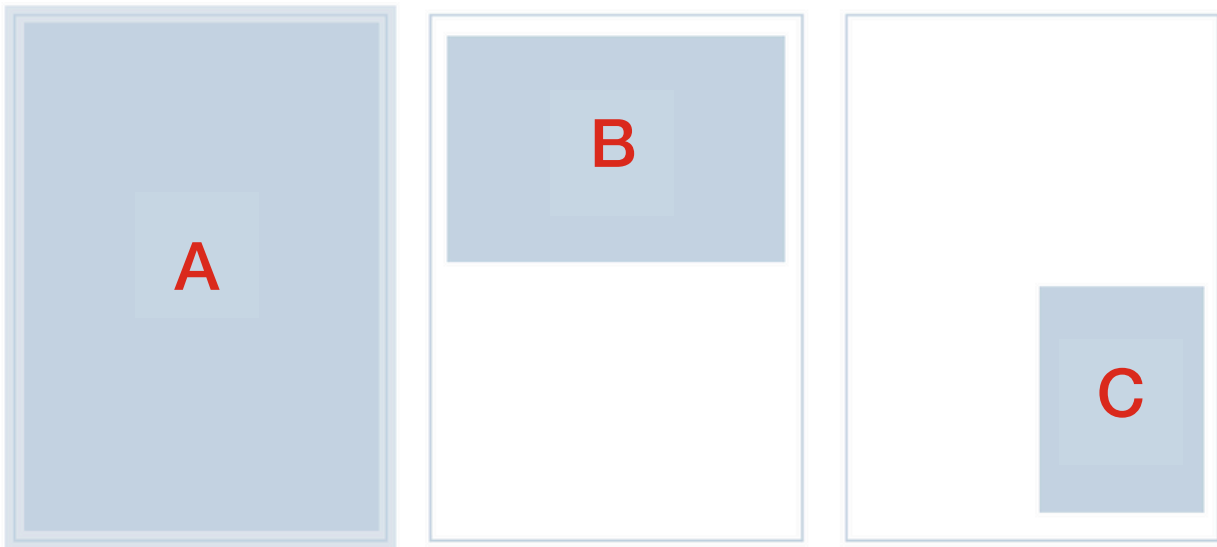
5 Minutes With

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 opportunities within our monthly member newsletter — a direct and trusted way to reach professionals across the sports medicine and health landscape.

SMA’s member base is rich and diverse, including academics, clinicians, allied health professionals, students, sports trainers, coaches, and community volunteers. Our consolidated monthly newsletter is carefully curated to cater to this broad spectrum of experience and interest, making it an ideal channel for targeted messaging.

The member newsletter is deemed a member benefit so is sent exclusively through our membership database, ensuring every member receives a copy unless they explicitly choose to unsubscribe (<0.3%).

Key stats:

- Distributed to over 2,950 recipients each month
- Average open rate of 35%, well above the industry average



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](#).

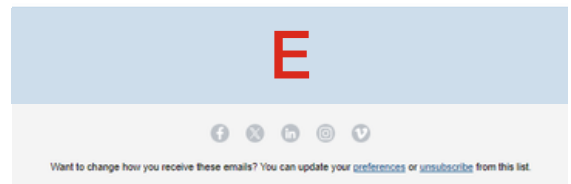


JOIN THE ACTION AT THE 2024 UNISPORT NATIONALS

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.



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

**No newsletter sent in January due to the Christmas break.*

SPORT HEALTH	NO. OF ISSUES	MEMBER RATE			NON-MEMBER RATE		
		PRICE PER AD	TOTAL PRICE	SAVING	PRICE PER AD	TOTAL PRICE	SAVING
A - Full Page	1	\$850	\$850	-	\$1,700	\$1,700	-
A - Full Page	2	\$800	\$1,600	\$100	\$1,600	\$3,200	\$200
A - Full Page	3	\$750	\$2,250	\$300	\$1,500	\$4,500	\$600
A - Full Page	4	\$675	\$2,700	\$700	\$1,350	\$5,400	\$1,400
B - Half Page	1	\$500	\$500	-	\$1,000	\$1,000	-
B - Half Page	2	\$445	\$890	\$110	\$890	\$1,780	\$220
B - Half Page	3	\$400	\$1,200	\$300	\$800	\$2,400	\$600
B - Half Page	4	\$360	\$1,440	\$560	\$720	\$2,880	\$1,120
C - Quarter Page	1	\$200	\$200	-	\$400	\$400	-
C - Quarter Page	2	\$165	\$330	\$70	\$330	\$660	\$140
C - Quarter Page	3	\$150	\$450	\$150	\$300	\$900	\$300
C - Quarter Page	4	\$125	\$500	\$300	\$250	\$1,000	\$600

MEMBER NEWSLETTER	AVAILABILITY	PRICE PER AD MEMBERS	PRICE PER AD NON-MEMBERS
D - Article Ad	1 position per newsletter	\$225	\$450
E - Footer Ad	<i>Article ad (D) Will be noted as 'sponsored content'</i>	\$175	\$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 *Prices below quoted for non members. 50% discount will be applied for members.*

	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	_____

MEMBER NEWSLETTER

Sub Total \$ AUD _____

D Article Ad (plus 50 word copy)

Month(s) preference: _____

\$450 **\$225** (50% SMA Member discount)

E Footer Ad

\$350 per ad **\$175** (50% SMA Member discount)

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:
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