



# MediaKIT

# Podiatry WA Media Kit

Podiatry is a branch of medicine devoted to the study, diagnosis and medical and surgical treatment of disorders of the foot and ankle. At UWA students study for a Doctor of Podiatric Medicine degree.

Podiatry WA is a member based organisation promoting good foot health and the podiatry profession in WA. We provide access to resources and information on our website, a printed magazine titled *Footfiles* four times a year, regular emailed news and email blasts as well as a healthy presence on social media - Facebook, Instagram & LinkedIn.

This media kit is designed to outline sponsorship and advertising opportunities available through Podiatry WA.

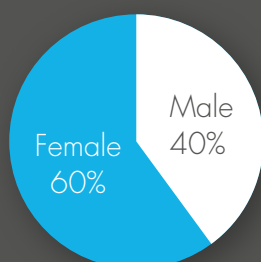
We have access to over 600 podiatrists on our database.

## At A Glance

### Our members

- Educated
- Well informed
- Engaged
- Database of over 600 podiatrists
- More than half are aged between 25-44

Public Sector 4%



## The profession

- Private practice
- Hospitals – private and public
- Sports clinics
- Research
- Community health centres
- Domiciliary
- Government
- Consultants
- 5,243 podiatrists in Australia (effective Dec 2018)

## Areas of Expertise

- Surgical
- Paediatrics
- Sports
- Footwear prescription
- Diabetes and high risk
- Aged Care
- Disability
- Biomechanics
- Orthotic Prescription
- Rehabilitation

Advertising and sponsorship opportunities are available in many ways and can be tailored to your needs. These include:

- Advertising and sponsorship via magazine, inserts and fliers to members
- Opportunities at our CPD (continuing professional development) events. We host a large mix of webinar and face-to-face events over 10 months every year
- Marked exposure through our annual state event
- Sponsored promotion at other events with trade stall opportunities
- Electronic mail out, website advertising, social media promotion and advertising, exclusive emails and/or mailouts
- Attractive pricing depending on your requirements

# Footfiles



*Footfiles* is the flagship magazine of Podiatry WA reaching our members across Australia. It serves as a key platform for communicating the latest national and local news within Podiatry WA and the broader podiatry profession.



The editorial elements of *Footfiles* combine to inform and engage, deliver value, provide knowledge, and give voice to our members.

*Footfiles* provides direct access to a dedicated and passionate group of 200 health professionals.

Each issue of *Footfiles* presents articles that cover the latest and most interesting aspects of podiatry and the broader healthcare scene.

Content includes:

- Features and profiles
- National and state based professional news
- Advocacy
- Education opportunities
- Reviews partners and endorsed products

# Podiatry WA Sponsorship & Promotion

	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,250
Annual conference presentation timeslot & video footage	Included			
Annual conference logo displayed on digital and print marketing	Included			
Annual conference trade stand	Prime position	Included	Included	Included
Webinar events (20 per year) logo, photos or video pre and post slide	Included			
Interactive events (10 per year) logo, photos or video promoted	Included	Included		
Your logo on the event marketing graphics as the sponsor - #per year	4/year	2/year	1/year	
Footfiles magazine published in print and digital version, quarterly	Full page advert, prime position	Full page advert, middle pages	Half page advert	Banner size advert
Mailouts of brochures (once a year)	Included			
Website - www.podiatrywa.com.au	Home page, main	End page	Sponsors tab	Sponsors tab
eNews fortnightly advert (600 plus subscribers)	Top of email	Bottom	Bottom	Bottom
eBlast biannually advert (exclusive to sponsor)	Included			
Footfiles magazine	1 copy	1 copy	1 copy	1 copy
Facebook, Instagram promotion (social media)	Monthly	Bimonthly	Quarterly	Annually

# Advertisement Specifications

## Artwork Specs

All artwork needs to be provided in:

- a minimum of 300dpi
- 3mm bleed added to full page ad
- crop marks added to full page ad
- PDF format

Further details are available on our website



## Dimensions

	Width (mm)	Length (mm)
A: Full page + bleed	216	303*
B: Half page	191	128.5
C: Quarter page	93	128.5
D: Banner – vertical	60.5	227.5
E: Banner – horizontal	191	41.5

Page trim size A4 (297mm x 210mm)\*  
(size includes 3mm bleed all sides)

## Bookings

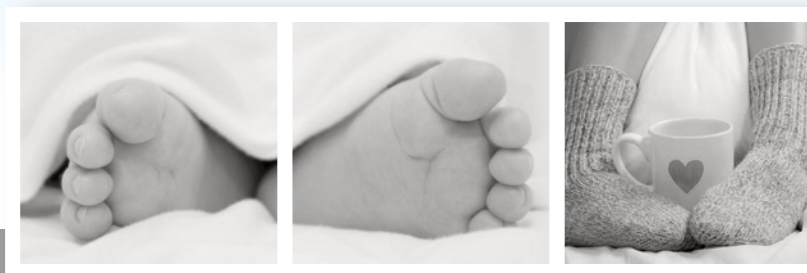
Contact us on [info@podiatrywa.com.au](mailto:info@podiatrywa.com.au) to find out how to book.

The acceptance of an advertisement does not indicate Podiatry WA endorsement of the product or service. Podiatry WA reserves the right to refuse any advertisement that does not fit with Podiatry WA policy or standards, or that is inconsistent with publication style and/or content.

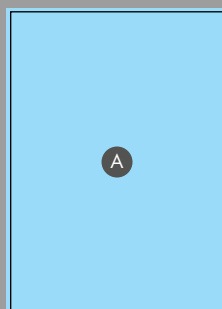
## Cancellations

Cancellation after the booking deadline will incur a cancellation fee of 100% of the advertised rate.

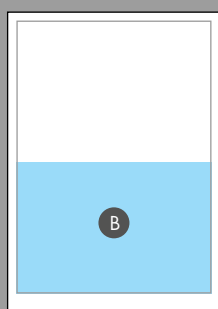
If artwork is not supplied by the specified date, Podiatry WA reserves the right to cancel a booking without refund. Podiatry WA must be notified of any anticipated delays. Contact us at [info@podiatrywa.com.au](mailto:info@podiatrywa.com.au)



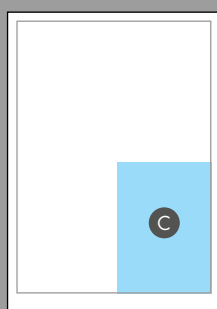
## Ad Sizes



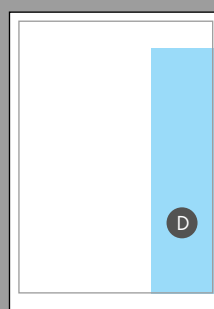
Full page



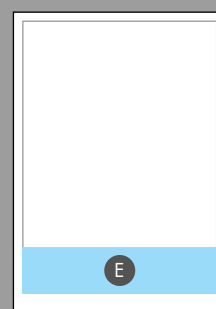
Half page



Quarter page

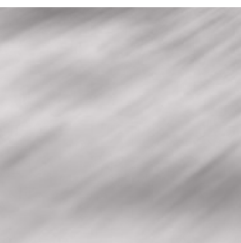
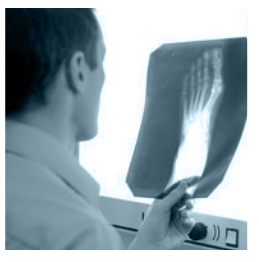
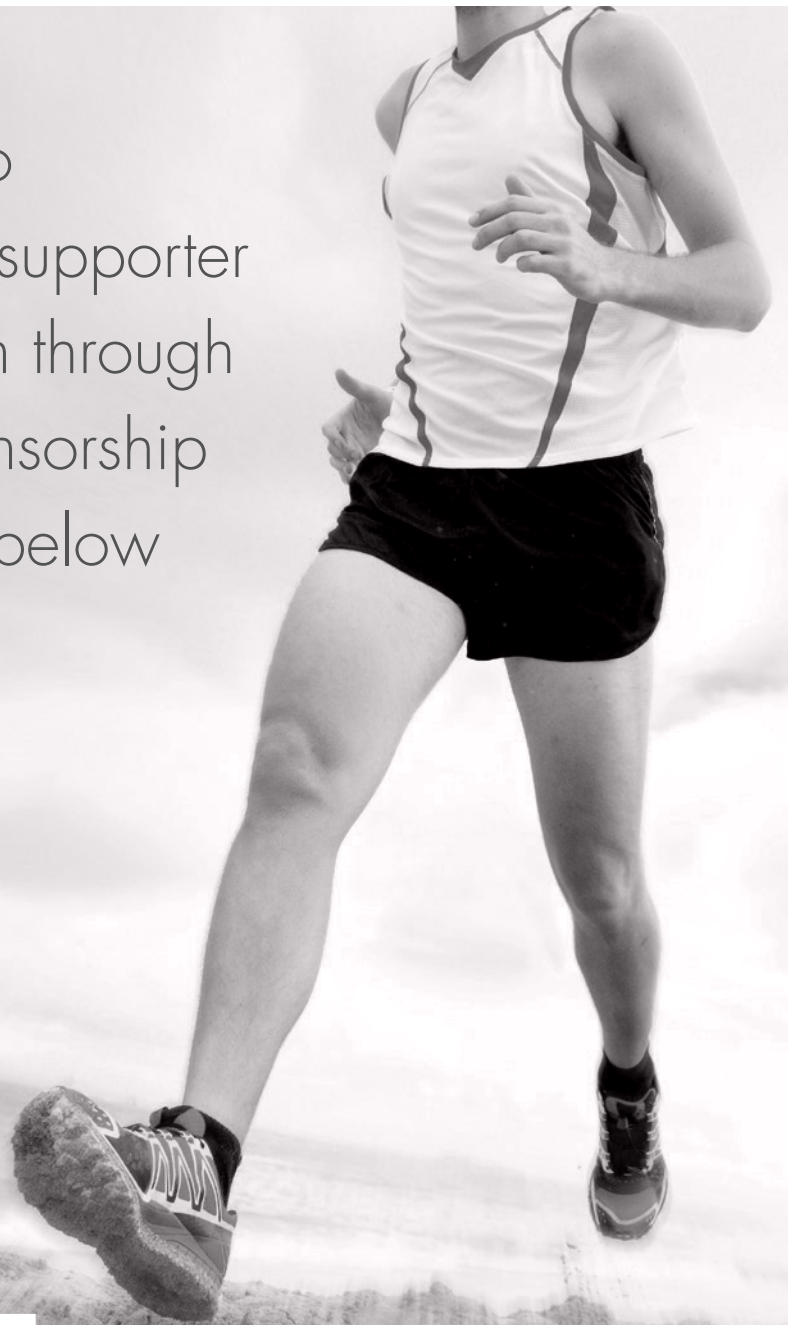


Vertical Banner



Horizontal Banner

Should you wish to become a valued supporter of our organisation through advertising or sponsorship please contact us below



[info@podiatrywa.com.au](mailto:info@podiatrywa.com.au)  
(08) 6245 0405  
[podiatrywa.com.au](http://podiatrywa.com.au)

The information contained within this document is subject to updating, deletion or amendment at any time at the discretion of Podiatry Western Australia. Any changes made are immediately applicable.

