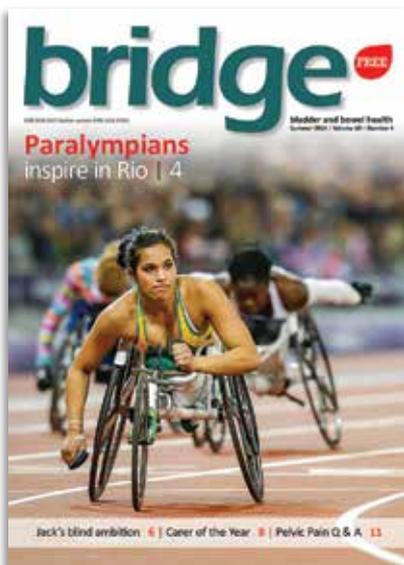


# bridge

## 2018 Rate Card



bladder and bowel health



## About us

*Bridge* is the consumer magazine of the Continenence Foundation of Australia. This FREE publication is distributed to more than 30,000 consumers, clinics, allied health services, pharmacies, GP surgeries and health centres around Australia every quarter and features contributions from clinicians, the latest research findings and expert interviews.

*Bridge* raises awareness about bladder and bowel health and the prevention of incontinence, educating consumers about treatment and management options, and encourages people with bladder or bowel control problems to seek professional help.

The Continenence Foundation of Australia is the peak national body representing the interests of one in four Australians affected by incontinence, their carers, families and clinicians.

## Distribution & readership

**Frequency:** Quarterly

**Circulation:** 30,000 print + 8,000 digital

**Readership:** 103,000

Additional copies are distributed to Continenence Foundation members, health professionals at consumer forums and other health promotion events throughout the year.

An extra 5,000 printed editions of Winter Bridge are distributed for World Continenence Week.

## Deadlines

ISSUE	BOOKING	COPY & ARTWORK	MAILBOXES
Autumn 2018	January 13	January 27	March 1
Winter 2018	April 14	April 28	June 1
Spring 2018	July 14	July 28	September 1
Summer 2018	October 13	October 27	December 1

## Material specifications

AD SIZE	AD SPECIFICATIONS
Full page	Trim: 297mm(h) x 210mm(w); bleed: 300mm(h) x 213mm(w)
Half page horizontal	Trim: 148.5mm(h) x 210mm(w); bleed: 151.5mm(h) x 213mm(w)
Half page vertical	Trim: 297mm(h) x 105mm(w); bleed: 300mm(h) x 108mm(w)

Please supply artwork as a high resolution/press-optimised PDF that includes high resolution images (300dpi at actual physical size). Fonts must be embedded (or outlined) and the file must be in CMYK format.

## Rates

FULL PAGE: \$6,000 + GST

HALF PAGE: \$3,500 + GST

Discounted rates for multiple bookings:

4 editions: 20 %

3 editions: 15 %

2 editions: 10 %

## Advertising enquiries

Please email artwork to:

E: [Bridge@continenence.org.au](mailto:Bridge@continenence.org.au)

T: 03 9347 2522

### Fast facts

- Over 4.8 million Australians – comprising more than a quarter of the Australian population aged 15 years or over – are living with incontinence.
- By 2030 the prevalence is estimated to increase to 6.5 million Australians, equating to 27per cent of the population aged 15 years and above.
- Incontinence is more prevalent than asthma (more than 2 million), anxiety disorders (2.3 million) and arthritis (3.1 million).