

bridge

2019 Rate Card



Continenence
Foundation
of Australia

bladder and bowel health



About us

Bridge is the consumer magazine of the Continenence Foundation of Australia. This FREE publication is distributed to more around 40,000 consumers, clinics, allied health services, pharmacies, GP surgeries and health centres around Australia every quarter and features contributions from clinicians, the latest research findings, expert interviews and inspiring stories. *Bridge* raises awareness about bladder and bowel health, the prevention of incontinence, 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 + 10,000 digital

Readership: 105,000

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 2019	14 January	28 January	1 March
Winter 2019	15 April	29 April	3 June
Spring 2019	14 August	26 August	1 October
Summer 2019	11 November	25 November	16 December

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:

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Fast facts

- Over 5 million Australians – more than a quarter of the Australian population aged 15 years or over – are living with incontinence.
- It affects people of all ages, genders and abilities.
- The majority of incontinence cases can be better treated, managed, even cured.