

# Bridge

Bladder & Bowel Health



## About

[Bridge](#) is the consumer magazine of the Continenence Foundation of Australia.

This FREE publication is distributed every quarter to consumers, clinics, allied health services, pharmacies, GP surgeries and health centres throughout Australia.

It features simple information about bladder, bowel and pelvic health, personal stories and contributions from clinicians. It also encourages people to seek professional help to prevent, better manage or treat their incontinence.

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.

## Forecast distribution and readership

**Frequency:** Quarterly

**Circulation:** 30,000 print + 10,000 digital

**Readership:** 105,000

## Enquire now

Email [bridge@continenence.org.au](mailto:bridge@continenence.org.au)  
or phone 03 8692 8400.

Advertisements are accepted at the discretion of the Continenence Foundation of Australia.

## Deadlines

| ISSUE  | BOOKING    | COPY + ARTWORK | MAIL BOXES |
|--|------------|----------------|------------|
| <b>Autumn 2021</b><br>Theme: Women                     | 29 January | 5 February     | 15 March   |
| <b>Winter 2021</b><br>World Continenence Week/Men      | 9 April    | 23 April       | 4 June     |
| <b>Spring 2021</b><br>Senior's health                  | 12 July    | 26 July        | 6 Sept     |
| <b>Summer 2021</b><br>Theme: Children and young people | 8 October  | 22 October     | 3 Dec      |

## Material specifications

| AD SIZE                     | AD SPECIFICATIONS   |
|-----------------------------|---|
| <b>Full page</b>            | Trim: 297mm(h) x 210mm(w)<br>Bleed: 300mm(h) x 213mm(w)     |
| <b>Half page horizontal</b> | Trim: 148.5mm(h) x 210mm(w)<br>Bleed: 151.5mm(h) x 213mm(w) |
| <b>Half page vertical</b>   | Trim: 297mm(h) x 105mm(w)<br>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:** \$5,000 + GST

**Half page:** \$3,500 + GST

### Discounted rates for multiple bookings:

• 4 editions **20% off** • 3 editions **15% off** • 2 editions **10% off**