

# Bridge e-magazine 2023 Rate Card



Continenence  
Foundation  
of Australia

## About

Bridge is the digital consumer magazine of the Continenence Foundation of Australia. This FREE digital 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.

## Distribution & Frequency

|                    |           |
|--------------------|-----------|
| Frequency:         | Quarterly |
| Emailed to:        | 10,000    |
| Average open rate: | 35%       |

## Deadlines

| Issue       | Theme                   | Booking/copy & artwork due | Emailed   |
|-------------|-------------------------|----------------------------|-----------|
| Autumn 2023 | Men and IBD/IBS feature | 1st March                  | April     |
| Winter 2023 | World Continenence Week | 1st May                    | June      |
| Spring 2023 | Women                   | 1st August                 | September |
| Summer 2024 | Children/young people   | 1st November               | December  |

## Advertising Specifications

| Ad Size              | Specification   |
|----------------------|---|
| Full Page            | Trim: 297 mm (h) x 210 mm (w)      Bleed: 303 mm (h) x 216 mm (w)     |
| Half Page Horizontal | Trim: 148.5 mm (h) x 210 mm (w)      Bleed: 154.5 mm (h) x 216 mm (w) |
| Half Page Vertical   | Trim: 297 mm (h) x 105 mm (w)      Bleed: 303 mm (h) x 111 mm (w)     |

Please supply artwork as a hi res PDF ( images 300dpi, outlined fonts and no trim marks) and a PDF for digital use (images 72dpi with no bleed).

### **Please include the following disclaimer on all supplied advertising copy:**

The Continenence Foundation of Australia appreciates the support of advertisers in publishing Bridge. Advertising conforms to the standards required by the Continenence Foundation of Australia, but endorsement is in no way implied by the publishing of said material.

## Advertising Rates

|  |              |
|--|--------------|
| Full page:                                     | \$1500 + GST |
| Half page:                                     | \$1050 + GST |
| <b>Discounted rates for multiple bookings:</b> |              |
| 4 editions:                                    | 20%          |
| 3 editions:                                    | 15%          |
| 2 editions:                                    | 10%          |

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

**Enquire now** Email: [bridge@continenence.org.au](mailto:bridge@continenence.org.au) or Ph: 03 8692 8400