

Bridge e-magazine 2024 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:	Over 10,000 subscribers
Average open rate:	45%

Deadlines

Issue	Theme	Booking/copy & artwork due	Emailed
Autumn 2024	Pregnancy	1st March	April
Winter 2024	World Continenence Week	1st May	June
Spring 2024	Women's Health Week	1st August	September
Summer 2025	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
Discounted rates for multiple bookings:	
4 editions:	20%
3 editions:	15%
2 editions:	10%

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

Enquire now Email: media@continenence.org.au or Ph: 03 8692 8400