



Advertising Rates

Full page	\$1500 + GST
Half page	\$1050 + GST
Inside back cover	\$3500 + GST
Inside front cover	\$3500 + GST
FP advertorial	\$2000 + GST
HP + giveaway	\$2000 + GST

Discounts for multiple bookings:

4 editions: 20% / 3 editions: 15% / 2 editions: 10%

About

Bridge is the consumer magazine of Continenace Health Australia. Our free publication is distributed every quarter to consumers, clinics, allied health services, pharmacies, GP surgeries and health centres throughout Australia. It features information on 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.

Distribution & Frequency

Frequency:	Quarterly
Emailed to:	>10,000 subscribers
Average open rate:	52%
Print readership:	4,500
Online readership:	>15,000

Deadlines

Issue	Theme	Booking deadline	Published
Autumn 2025	Carer edition	1st February	April
Winter 2025	Innovation and technology advancements edition	1st April	June
Spring 2025	Empowerment and self-advocacy	1st July	September
Summer 2026	Children/Young People	1st October	December/January

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:

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

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