



Arthritis Matters Newsletter

Advertising Rates & Requirements

Publication Details

Arthritis Matters is the official newsletter of Arthritis & Osteoporosis Tasmania. It is a 12-page publication currently published quarterly in September, December, March and June. *Arthritis Matters* enables people with arthritis, osteoporosis and related musculoskeletal conditions to learn more about their condition and keep up-to-date with research news, new products, trends and developments in musculoskeletal health.

Circulation / Readership

Arthritis Matters is distributed to all members and donors. It has a circulation of over 1,200 (with an upwards trend) and an estimated readership of 6,000. Arthritis & Osteoporosis Tasmania member surveys have shown that most members keep *Arthritis Matters* to read it again, often lending it to friends and family as well.

Advertising Rates

Premium Pages	Colour	Size	Cost
Full Page Inside Front Cover	Mono/Spot	262mm x 180mm (text area) 303mm x 216mm (includes 3mm bleed)	\$750
Full Page Inside Back Cover	Mono/Spot	"	\$600
Full Page Back Cover	Mono/Spot	"	\$750

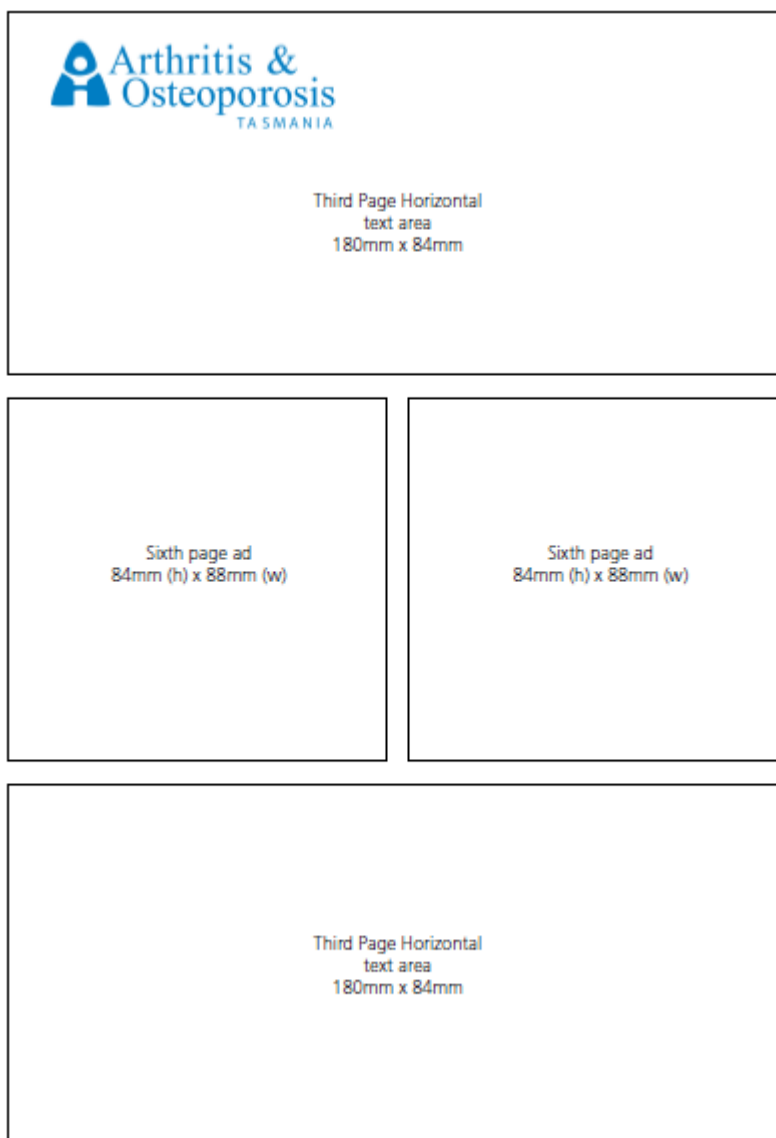
Standard Pages		Size	Cost
Full Page	Mono/Spot	262mm x 180mm (text area) 303mm x 216mm (includes 3mm bleed)	\$475
Half Page Vertical	Mono/Spot	262mm x 88mm (text area) 303mm x 94mm (includes 3mm bleed)	\$350
Third Page Horizontal	Mono/Spot	180mm x 84mm (text area)	\$220
Sixth Page	Mono/Spot	84mm x 88mm (text area)	\$110

Rates are exclusive of GST. 10% discount applies to block bookings for 1 year (4 editions); rates for inserts available on request.

Material Specifications

Artwork: Artwork cost is not included.

Digital Media: Digital files must be in print ready Acrobat PDF format. Artwork must be high resolution (press optimized) in mono or spot (Pantone 285C) colour. Ensure fonts are embedded. It is the advertiser's responsibility to ensure the artwork will process without difficulty.



Advertising Bookings & Enquiries

Arthritis & Osteoporosis Tasmania
PO Box 780 MOONAH TAS 7009

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E: info@arthritistas.org.au
W: www.arthritistas.org.au

Rates as at December 2022..

Rates may be updated from time to time.

Please call Arthritis & Osteoporosis Tasmania to ensure you have the most up-to-date rates.