

Rate card 2012



Osteo Life – The quarterly membership newsletter of the Australian Osteopathic Association

Osteo Life is the only national publication for osteopaths in Australia. This newsletter will give you a direct line to your target market, and showcase your products or services in a medium that both informs and engages your customers.

Featuring contemporary design and quality editorial, *Osteo Life* covers the latest news and views from industry experts, as well as practical articles on how to run a successful business (for example, training staff, technology, administration, OH&S, marketing, financial planning and money management).

Our readers

The number of osteopaths almost doubled between 1996 and 2001 (and again between 2001 and 2006), making osteopathy the fastest growing allied health profession in Australia. *Osteo Life* is gaining status as an authoritative voice that represents this increasingly influential field of expertise. The sector attracted around \$176m in service fees between 2007 and 2008.

About the AOA

The Australian Osteopathic Association (AOA) is the national body representing osteopaths in all states and territories. Servicing more than 1,600 members, its core work is educating members on practice and business management. The AOA also liaises with State and Federal Government, other statutory bodies and private enterprise on professional, educational, legislative and regulatory issues affecting the industry.

2012 ADVERTISING RATES AND SCHEDULE (Ex GST)

Size	Casual	2 x	4 x	Type Area (h x w) mm	Bleed Size (h x w) mm	Trim Size (h x w) mm
Inside front cover	\$1500	\$1425	\$1359	275 x 400	307x430	297x420
Outside back cover	\$1700	\$1615	\$1530	275 x 400	307x430	297x420
Full page	\$1200	\$1140	\$1080	275 x 190	307x220	297x210
Half page	\$700	\$665	\$630	130 x 190	–	–
Quarter page (vertical)	\$400	\$380	\$360	130 x 92	–	–
Quarter page (horizontal)	\$400	\$380	\$360	65 x 190	–	–

DEADLINES

Issue	Booking Deadline	Material Deadline
Summer 2012	12 December 2011	16 December 2011
Autumn 2012	6 February 2012	15 February 2012
Winter 2012	7 May 2012	16 May 2012
Spring 2012	6 August 2012	15 August 2012

ARTWORK

Material to be supplied as high-resolution PDF file with colour proof preferred.

Incorrect material will attract a production charge of \$90 per hour.

CONTACT

Send material to *Osteo Life* by email at aoa@osteopathic.com.au or call **(02) 9410 0099** for more information.