



bridge



2020 Rate Card

bladder and bowel health
continence.org.au

About us

Bridge is the consumer magazine of the Continence Foundation of Australia. This FREE publication is distributed to around 40,000 consumers, clinics, allied health services, pharmacies, GP surgeries and health centres throughout Australia every quarter. It features contributions from clinicians, current research findings, expert interviews and inspiring stories. Bridge raises awareness about bladder and bowel health, the prevention of incontinence, treatment and management options. It also encourages people with bladder or bowel control problems to seek professional help.

The Continence 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 & readership

Frequency: Quarterly

Circulation: 30,000 print + 10,000 digital

Readership: 105,000

Additional copies are distributed to Continence Foundation members & health professionals at consumer forums and other health promotion events throughout the year.

An extra 5,000 printed editions of Winter Bridge are distributed for World Continence Week.

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

Deadlines

ISSUE	BOOKING	COPY & ARTWORK	MAILBOXES
Autumn 2020	28 January	3 February	2 March
Winter 2020	15 April	29 April	3 June
Spring 2020	12 August	26 August	1 October
Summer 2020	28 October	11 November	16 December

Material specifications

AD SIZE	AD SPECIFICATIONS
Full page	Trim: 297mm(h) x 210mm(w) Bleed: 300mm(h) x 213mm(w)
Half page horizontal	Trim: 148.5mm(h) x 210mm(w) Bleed: 151.5mm(h) x 213mm(w)
Half page vertical	Trim: 297mm(h) x 105mm(w) Bleed: 300mm(h) x 108mm(w)

Please supply artwork as a high resolution/press-optimised PDF that includes high resolution images (300dpi at actual physical size). Fonts must be embedded (or outlined) and the file must be in CMYK format.

Rates

FULL PAGE: \$5,000 + GST

HALF PAGE: \$3,500 + GST

Discounted rates for multiple bookings:

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

Advertising enquiries

Please email artwork: bridge@continence.org.au
 or call 03 8692 8400

Fast facts

- Over 5 million Australians – more than a quarter of the Australian population aged 15 years or over – are living with incontinence.
- It affects people of all ages, genders and abilities.
- The majority of incontinence cases can be better treated, managed, even cured.