



MEDIA KIT 2022

Digital media partner for





OUR MISSION

To provide and share information that will assist people with special needs and requirements to have the Freedom2live, a better quality of life.

Freedom2live e-news and Freedom2live.com.au provides information to:

- Consumers interested in accessibility and disability
- People determined to age-in-place
- Professionals searching for the latest products and services for accessibility and disability
- Manufacturers trying to connect with the consumer
- Service providers looking for customers
- Anyone looking for products and services to provide a better quality of life inside and outside their home

Freedom2live.com.au and Freedom2live e-news provides information for:

- Mobility
- Household aids
- Vehicles
- Pressure Care
- Health, wellbeing & recreation
- Communication
- Pediatrics/Childcare
- Home Solutions
- Holidays/Travel
- Education & Training

We enable product and service providers to connect directly with consumers and professionals.



WHY ADVERTISE WITH US

Freedom2live provides information on the latest products, news and services for the rehabilitation and disability sectors in the community.

It is a reference tool for more than 7000 readers that includes suppliers, occupational therapists and carers and covers categories including mobility/seating, building design, health and wellbeing, communication aids, household aids, pediatrics, childcare, travel and transport.

8,327

READERS
AS OF
NOVEMBER 2021

HOW WE CONNECT WITH YOUR AUDIENCE

Advertising is essential to create awareness for your company, your products and services. Advertising will maximise your chances for success and create ongoing opportunities.



KEY FACTS

3,892

AVERAGE MONTHLY
PAGE VIEWS

3,424

AVERAGE UNIQUE
MONTHLY PAGE
VIEWS

2 PAGES

AVERAGE READ
PER SESSION



AUDIENCE AGE GROUPS

65+ 12.89% 811

55-64 18.11% 1139

45-54 21.59% 1358

35-44 22.13% 1392

25-34 20.62% 1297

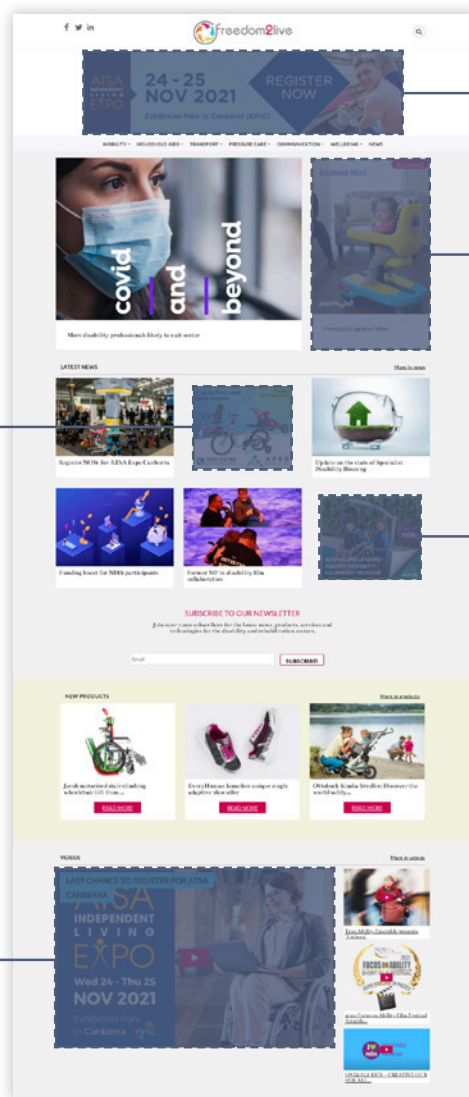
18-24 4.67% 294



WEBSITE MARKETING OPPORTUNITIES

**MEDIUM
RECTANGLE**

VIDEO AD



BILLBOARD

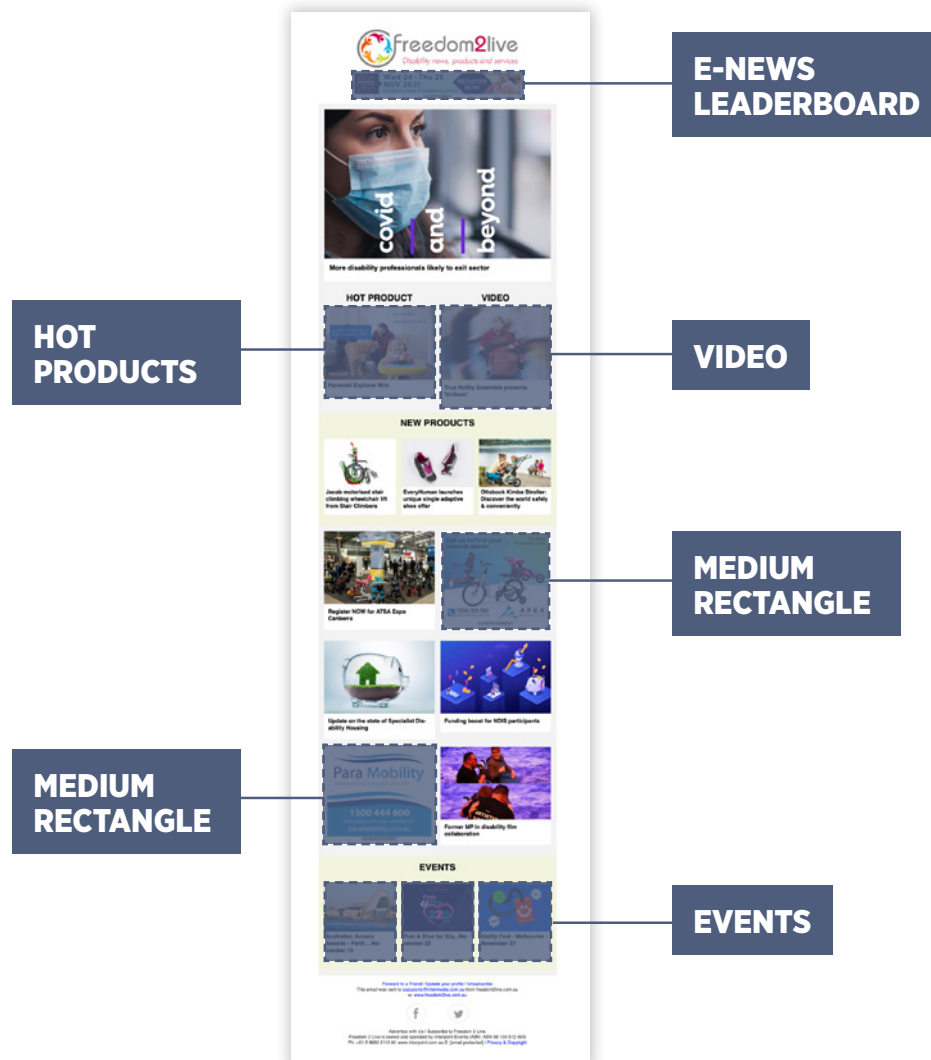
HOT PRODUCT

**MEDIUM
RECTANGLE**

BANNER ADVERTISING ON WEB:

- **Billboard** - 970 (w) x 250 (h)
- **Leaderboard** - (included with Billboard) 728 (w) x 90 (h)
- **Mobile Leaderboard** - (included with Billboard) 300 (w) x 50 (h)
- **Medium Rectangle** - 300 (w) x 250 (h)
- **Hot Products**
Heading 5-10 words (Include Product name)
Main Description 300 words
2 Images 1200 (w) x 900 (h) pixels and 420 (w) x 555 (h) pixels
- **Video Ad** - web and eNews

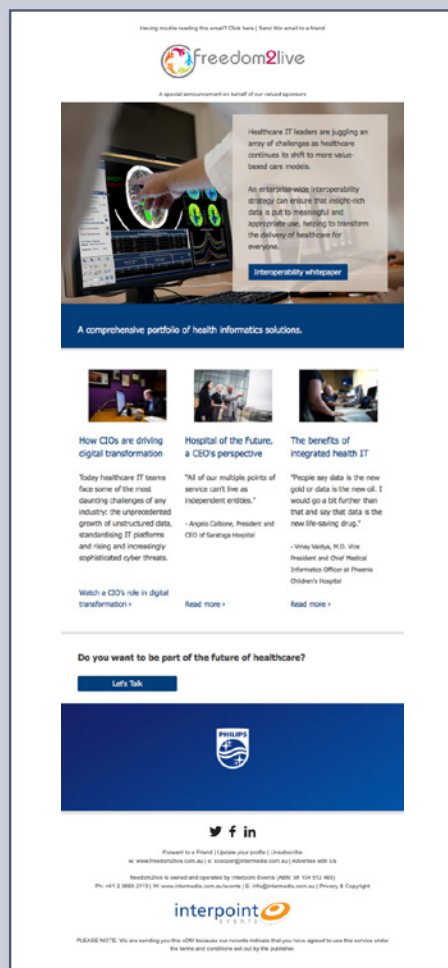
E-NEWSLETTER MARKETING OPPORTUNITIES



BANNER ADVERTISING ON E-NEWSLETTER

- **e-News Leaderboard** - 468 (w) x 60 (h)
- **MREC x 2** - 300 (w) x 250 (h)
- **Hot Product**
Heading 5-10 words (Include Product name)
Main Description 300 words
2 Images 1200 (w) x 900 (h) pixels and 420 (w) x 555 (h) pixels
- **Video**
- **Events**

ELECTRONIC DIRECT MAIL (EDMS)



An electronic direct mail (eDM) is a sponsored promotion distributing an exclusive email marketing message to the large & targeted audience of Freedom2live.

An electronic direct mail (eDM) is ideal for promoting:

- Product launches
- Brand Campaigns
- Major announcements
- Event Invitations
- Competitions



RATES & SPECIFICATIONS

BANNER TYPE	DIMENSIONS (Width x Height)	ENEWS ONLY	WEB ONLY	WEB & ENEWS
EDMs	600 pixels wide HTML file with subject line	\$1,195		
e-News Leaderboard	468 (w) x 60 (h) pixels*	\$995 per month		
Billboard	970 (w) x 250 (h) pixels*		\$1,200 per month	
Leaderboard	728 (w) x 90 (h)		Included with Billboard	
Mobile Leaderboard	300 (w) x 50 (h)		Included with Billboard	
Medium Rectangle	300 (w) x 250 (h) pixels* (maximum 2 ads on rotation)			\$700 per month
Hot Products	SPECIFICATIONS: Headline: 5-10 words (Include Product name) Main Description: 300 words Image: 1200 (w) x 900 (h) pixels and 420 (w) x 555 (h) pixels			\$500 per week Prime location then a further 3 weeks in new product section
Events	SPECIFICATIONS: Event details: Date, time, venue and website Main Description: 300 words Image: 1000 (w) x 660 (h) pixels			\$250 per week
Video ad	Maximum of 2 Gigabytes, in any of the following file formats: MOV, MPG, MP4 Minimum width = 490 pixels, Maximum width = 600 pixels VIDEO: Codec: h.264 Resolution: between 640 - 1280 pixels Bitrate: 5,000 - 10,000 kbps Aspect Ratio: We accept videos of 4:3 ratio. AUDIO: Codec: AAC (Advanced Audio Codec) Sample Rate: 44.1mhz Channels: 2-channel Stereo (not surround)	Newsletter Requirements: Thumbnail image: 400 x 300 pixels		\$1500 per month

IMPORTANT INFORMATION & SPECIFICATIONS

- All advertisements have live links to the url supplied by the client.
- Click through and other metrics reports are available to advertisers on request.
- Web and email files: jpg or gif.
- **freedom2live.com.au** offers a reasonably priced banner ad production service.
- Creative supplied by client can be changed weekly at 10% charge each banner, or fortnightly if creative is produced for the client by freedom2live.com.au
- Prices quoted are for "basic animated gif or jpeg ads" with up to 4 frame changes.
- Please contact **freedom2live.com.au** for information and costings on flash animated or more complex advertisements.

PLATFORMS TO CONNECT WITH OUR AUDIENCE



WEBSITE

E-NEWSLETTER
7485
subscribers

eDM
Access to
7000
database

EVENTS
ATSA
Independent
Living Expo
plus more

SPECIAL FEATURES & EVENTS DIRECTORY 2022

FEBRUARY:

Pressure Care: Customised Seating & Positioning, Beds, Chairs, Mattresses & Pillows, Linen
Wheelchair Accessible Vehicles & Conversions

MARCH:

Homecare Equipment
Personal Products - Clothing, Personal & Grooming items, Hygiene Products

APRIL:

World Autism Awareness Month
Toys, Play Equipment, Therapeutic Equipment, Learning Devices, Sensory Equipment

MAY:

ATSA EXPOS: Brisbane and Sydney
Mobility Products: Wheelchairs, Power Wheelchairs, Scooters, Walkers, Walking Sticks
Wheelchair Accessible Vehicles & Conversions

JUNE:

Hearing: Products & Assistance
Mobility Accessories: Household Aids, Bathroom Aids, Kitchen Aids



SPECIAL FEATURES & EVENTS DIRECTORY 2022

JULY:

Vision Impairment: Products & Services

AUGUST:

Mobility Access Home Modifications: Flooring, Ramps, Home Modifications,
Stair lifts, Rails, Hoists, Sliding Doors, Bidets

SEPTEMBER:

Specialised Sports Wheelchairs & Equipment: Exercise Equipment & Aids
Specialised Vehicle Modifications

OCTOBER:

Ergonomic Seating: Backrests & Cushions

NOVEMBER:

Assistive Technology for Children Toys & Learning Devices, Play Equipment,
Wheelchairs, Mobility Equipment

DECEMBER:

International Day of People with Disability
Travel: Accessible Accommodation, Supported Holidays

