



2025 MEDIA KIT

Digital media partner for



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WHO ARE WE?

Established in 2013, Freedom2Live (F2L) began as a fortnightly newsletter, evolving into a weekly e-newsletter in 2019.

Initially focused on assistive technology for allied health professionals, F2L expanded its scope with the rollout of the NDIS in 2020.

We now deliver a wide range of news, research, products, and services to a broad audience, including occupational therapists, carers, suppliers, people with disabilities, and those in rehabilitation.

F2L is widely recognised as a leading resource for disability news and assistive technology.

Our Focus Areas:

- Mobility
- Household Aids
- Vehicles
- Pressure Care
- Health, Wellbeing & Recreation
- Communication
- Paediatrics/Childcare
- Home Solutions
- Holidays/Travel
- Education & Training

We connect product and service providers directly with professionals and consumers, driving innovation and support in the disability sector.

FREEDOM2LIVE TOUCH POINTS



WEBSITE

unique users per month 3,400+
page views per month 4,600+



NEWSLETTER

8004 subscribers
open rate average 24.31%
click through rate average 12.06%



EDM

Access to 8000+ database
open rate average 29.27%
click through rate average 15.34%



EVENTS

ATSA Independent
Living Expos plus more

8,004

READERS AS OF NOVEMBER 2023



OUR AUDIENCE

The Freedom2Live audience consists of a wide range of individuals and organisations involved in the disability and accessibility sector, including:

Occupational Therapists & Allied Health Professionals: Seeking the latest products, services, and assistive technology to recommend to clients.

Rehabilitation Specialists: Searching for tools and products to support recovery and ongoing care.

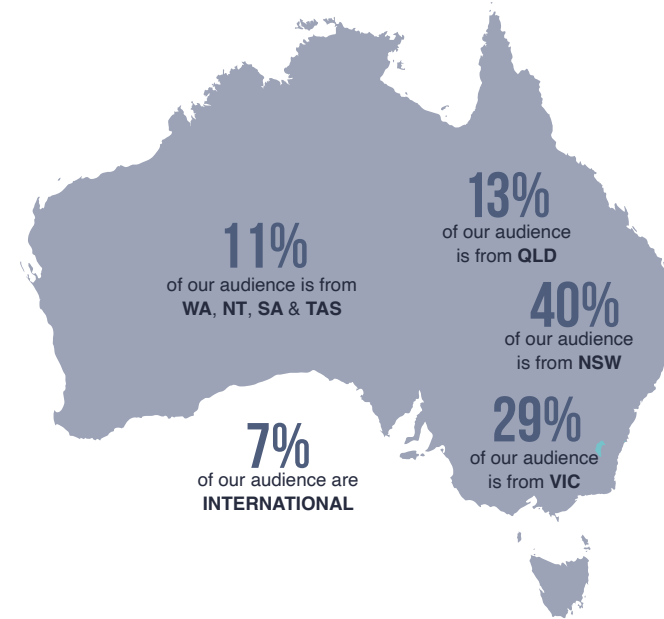
Manufacturers & Suppliers: Companies that produce assistive products, mobility aids, and disability-related services looking to connect with consumers and professionals.

Service Providers: Organizations in the disability sector aiming to reach potential clients, such as caregivers, rehabilitation centres, and disability service companies.

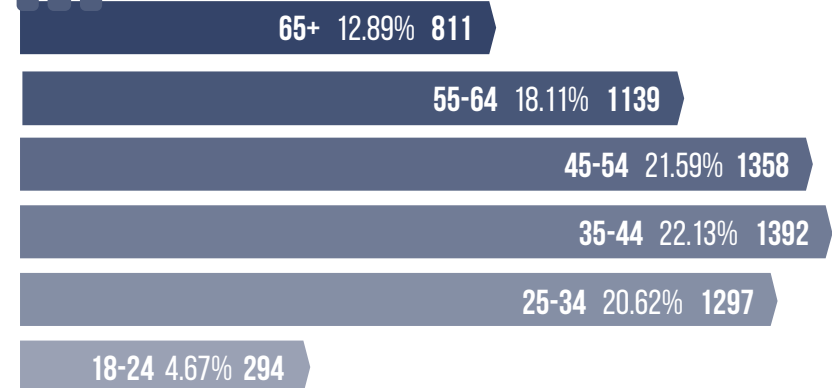
Government Bodies: Including the NDIS, NDIA, and Federal, State, and Territory Health Services, who rely on Freedom2Live to stay informed on industry updates, research, and innovations.

Caregivers & Carers: Interested in finding resources, products, and services to assist those they care for.

Consumers: People with disabilities and their families looking for solutions to enhance daily living, mobility, and independence.



AUDIENCE AGE GROUPS



WHY ADVERTISE WITH FREEDOM2LIVE?

Want to reach 8,000+ professionals in the disability sector every week? F2L is your gateway to occupational therapists, allied health professionals, suppliers, and carers.

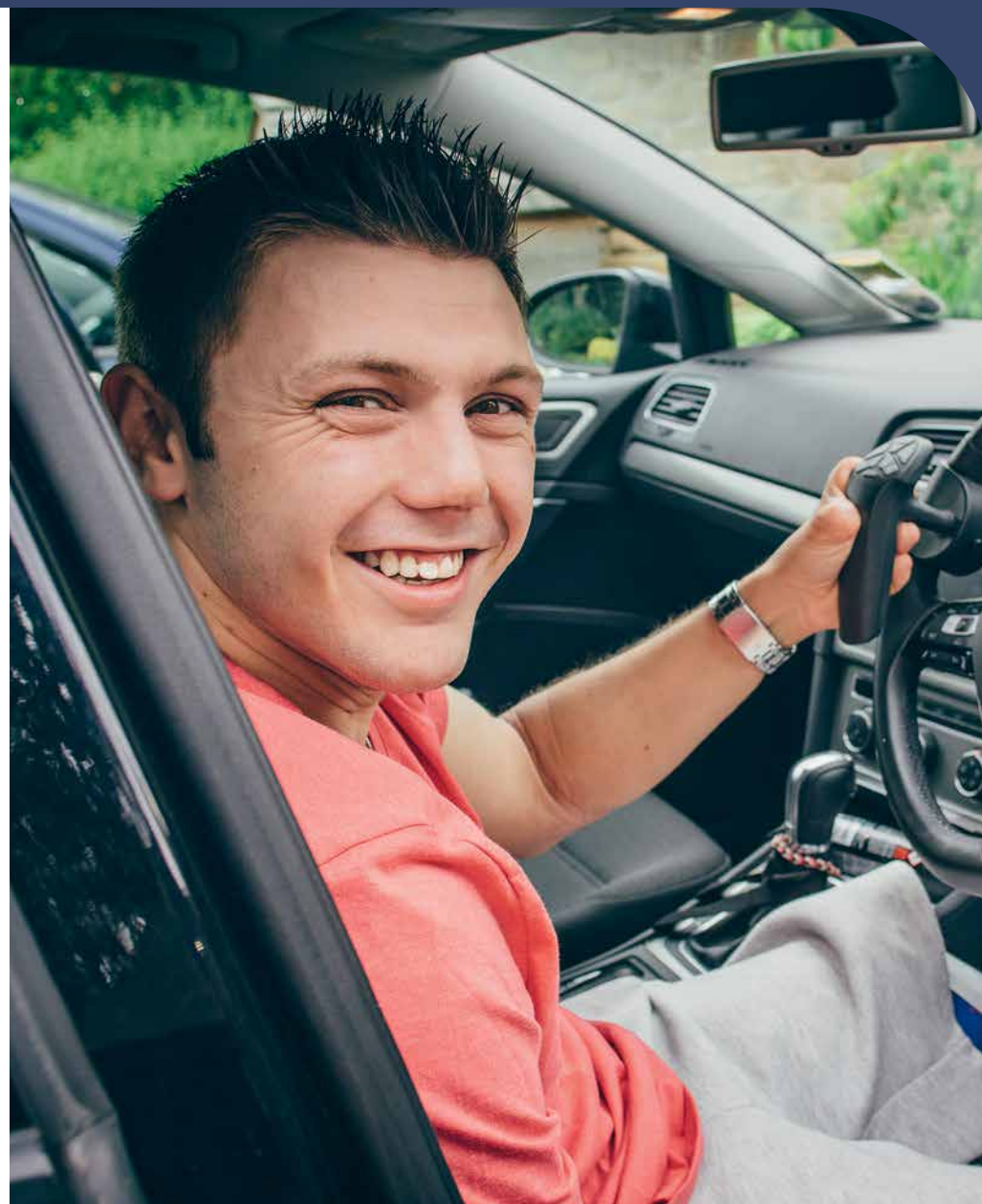
Boost your brand visibility – Advertising with us creates instant awareness and long-term opportunities for your products and services.

Maximize your success – Our audience is ready to discover the latest in rehab and disability solutions.

Don't miss your chance – Connect with your target audience in the right place at the right time. F2L is where your future customers are.

Amplify your reach – From desktop to mobile, from exclusive eDMs to newsletters, we've got the digital channels to drive your message across the disability sector.

We cover it all – From assistive technology, mobility, seating, and building design to health, communication, paediatrics, and more. F2L is the go-to resource for everything that improves lives.



DIGITAL MARKETING OPTIONS: DIRECT TO THE INBOX OF DECISION-MAKERS

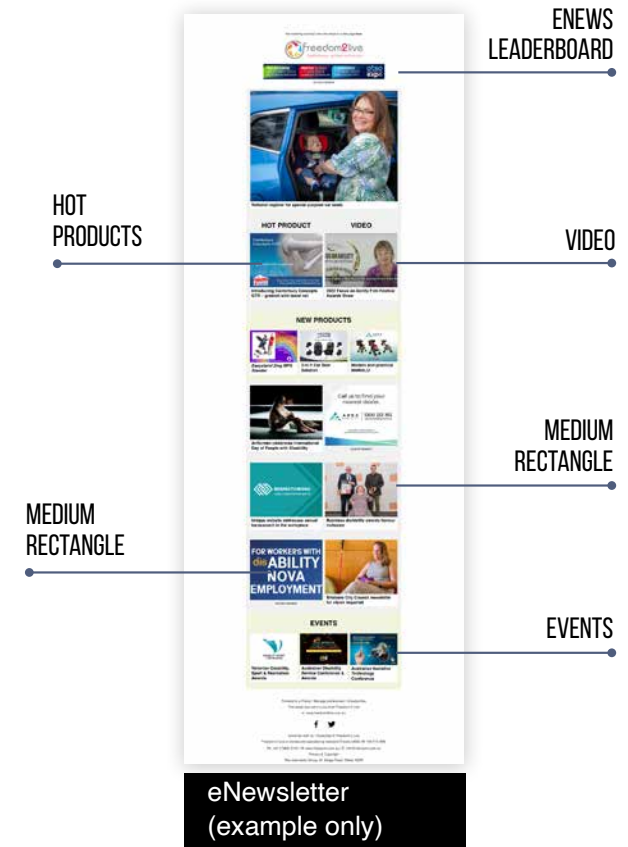
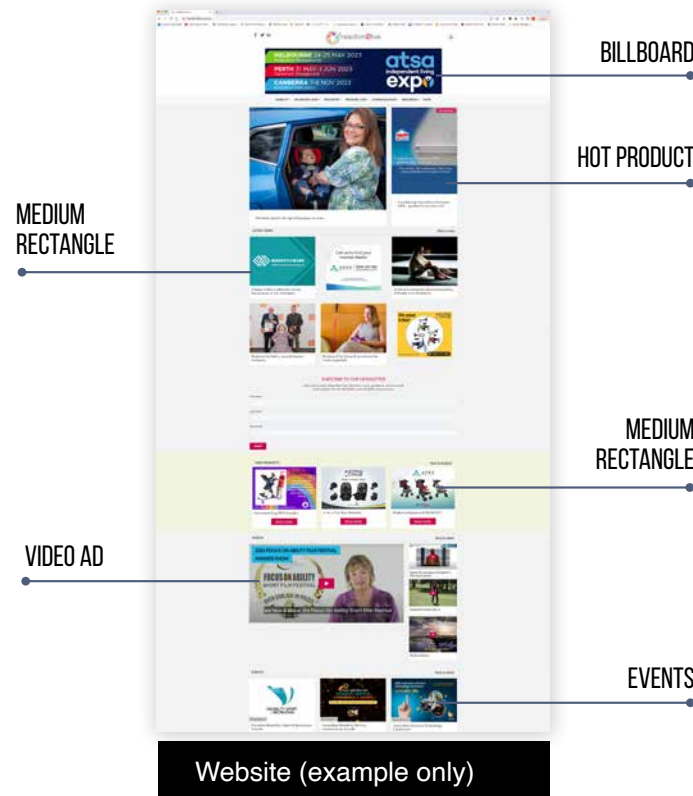
Reach 8,000+ users every week through Freedom2Live – targeted, impactful, and direct.

It's essential to be in the right place at the right time, and right now, that's online.

Meet your audience where they spend their time: on their devices.

Leverage our digital channels – from desktop to mobile, eDMs, and newsletters – to connect with decision-makers and engage both current and prospective customers.

Maximise your reach with precision-targeted digital campaigns that put your brand front and center.



EXCLUSIVE EDM'S

Boost your campaign's reach across the disability sector with our high-engagement digital platform. Take advantage of exclusive eDMs to get your message straight to the inbox of over 8,000+ loyal subscribers of Freedom2live.

WHY USE AN EXCLUSIVE EDM?

Perfect for sharing rich content – combine text, images, and links for maximum impact.

Exclusive visibility – Your message stands out, boosting reader retention and engagement.

WHEN CAN YOU SEND IT?

Choose from Monday, Tuesday, Thursday, or Friday for your dedicated send.

Enjoy the power of exclusivity, ensuring your campaign gets undivided attention.

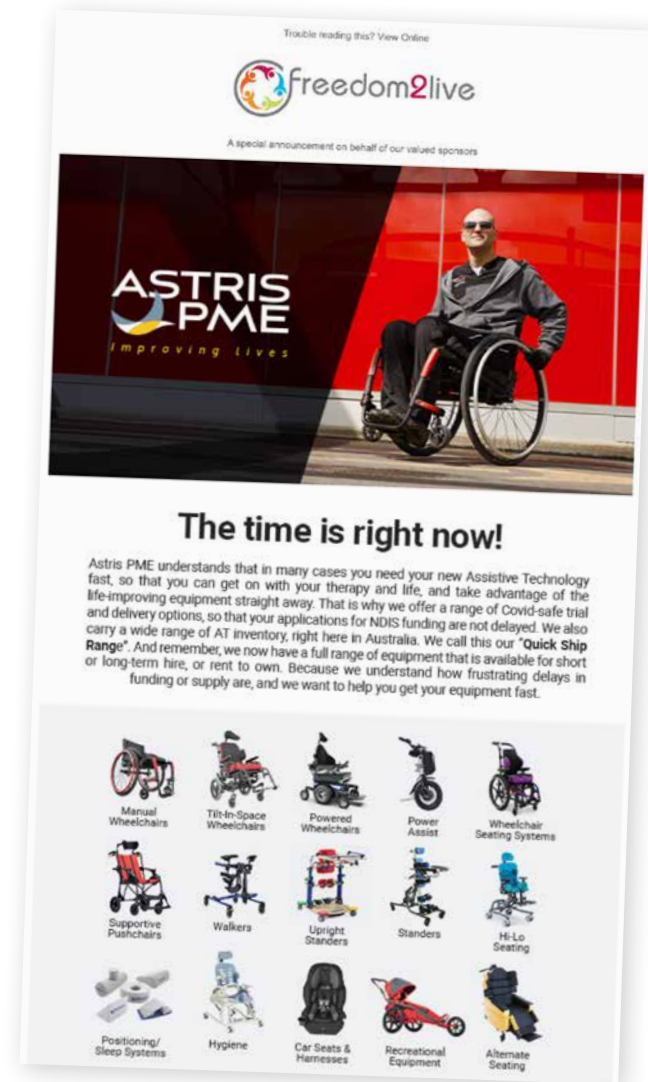
IDEAL FOR:

- Brand Campaigns
- Product Launches
- Company Profiles
- Major Announcements
- Events, Invitations, Competitions
- Seminars and Webinars

\$1,300 ex GST per send

Average open rate: 29.27%

Average click-through rate: 15.34%



DIGITAL MARKETING OPTIONS

VIDEO ADS

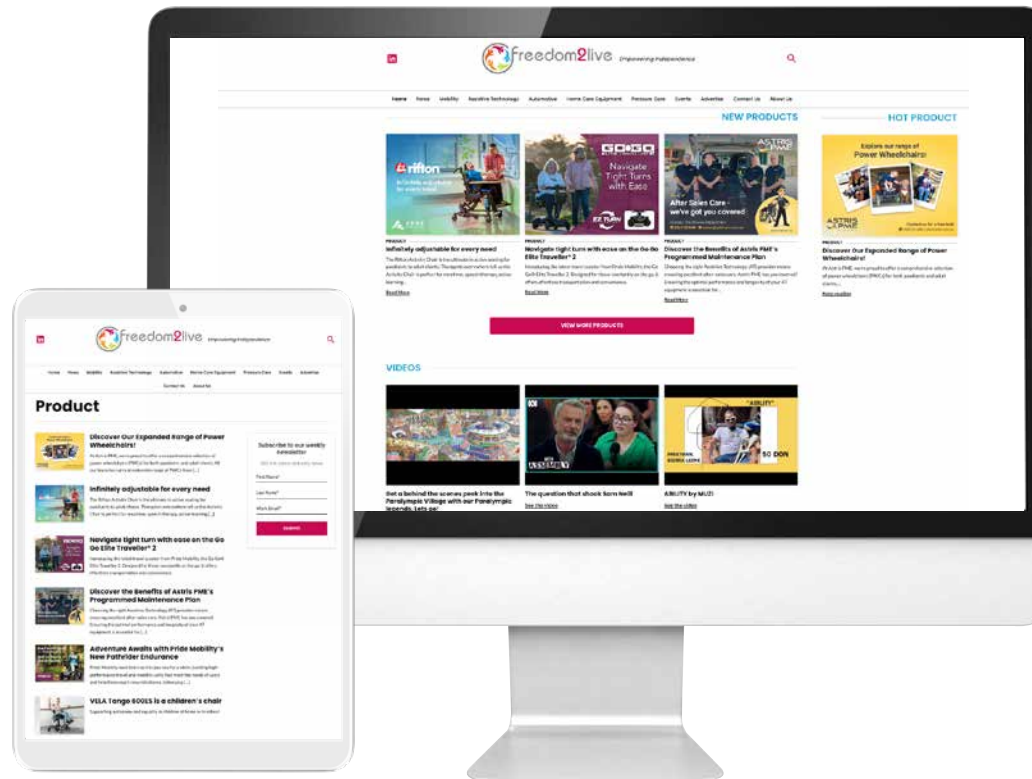
Bring your brand to life with video ads – deliver more information and engage your audience in 3D. Your video stays live on the Freedom2live website and weekly eNewsletter for one month.

\$1,580 ex GST per month

EVENTS, CONFERENCES, & EDUCATION OPPORTUNITIES

Promote your event across our website and eNewsletter to boost brand awareness, attract exhibitors, and drive delegate registrations.

\$250 per week



HOT PRODUCTS

Feature your product in a prime location on the F2L eNewsletter and website for one week, then move to the new product section for the following three weeks. Then they remain on the F2L website for readers to access.

- Limited availability - only one Hot Product per week.
- Ideal for promoting:
- Product launches
- Homepage image
- Newsletter promotions

\$550 ex GST per Hot Product

RATES & SPECS

BANNER TYPE	DIMENSIONS (Width x Height)	ENEWS ONLY	WEB ONLY	WEB & ENEWS
EDMs	600 pixels wide HTML file with subject line	\$1,300		
eNews Leaderboard	468 (w) x 60 (h) pixels*	\$1,050 per month		
Billboard	970 (w) x 250 (h) pixels*		\$1,300 per month	
Leaderboard	728 (w) x 90 (h) pixels		Included with Billboard	
Mobile Leaderboard	300 (w) x 50 (h) pixels		Included with Billboard	
Medium Rectangle	300 (w) x 250 (h) pixels* (maximum 2 ads on rotation)			\$750 per month
Hot Products	SPECIFICATIONS: Headline: 5-10 words (Include Product name) Main Description: 300 words Hot Product: 1200 (w) x 900 (h) pixels and 420 (w) x 555 (h) pixels			\$550 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			\$270 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		\$1,580 per month

IMPORTANT INFORMATION & SPECIFICATIONS

All advertisements have live links to the url supplied by the client.

Web and email files: jpg or gif.

F2L 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 F2L

Prices quoted are for "basic animated gif or jpeg ads" with up to 4 frame changes.

**CONTACT US TO FIND
OUT HOW TO GET
YOUR MARKETING
COMMUNICATIONS IN
FRONT OF A HIGHLY
ENGAGED AND
TARGETED AUDIENCE**

ADVERTISING

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Over
5.5 MILLION
people in
Australia have
some form
of disability.

54.2%
of people with
disability use
mobility aids
or equipment.

Almost half
47%
of NDIS
participants
receive assistive
technology
supports.

