

2023 MEDIA KIT



link

Australia's Leading
National Cross
Disability
Publication

CELEBRATING 42 YEARS

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Our story

Link was first published as a state-based newspaper in 1980 and run for two decades by disability advocate Jeff Heath and his partner, Yvonne Baillie. Link's mission is to examine issues from a cross-disability perspective. In 1992 Link was awarded a National Human Rights Award. The publication has grown into a national, bi-monthly magazine supported by a weekly newsletter. In August 2020 Link was acquired by Interpoint Events part of The Intermedia Group one of Australia's largest publishers.

Interpoint has been involved in the disability sector for more than 16 years and currently organises Australia's largest disability expos and publishes the weekly disability newsletter Freedom2Live.

Tell us your STORY

Please send your story ideas and contributions for Link to Kymberly Martin, our editor – we'd love to hear from you. kymberly@intermedia.com.au



About Link

Link Magazine is Australia's premier national cross-disability publication. The magazine is published in print and online six times a year with the latest news, research and opinion on issues facing the disability sector.

Our audience includes people living with disability, their carers and families, health professionals, disability organisations and government.

We deliver to our readers an easy to read, entertaining, insightful publication, up to date with information on the National Disability Insurance Scheme (NDIS) and provide informative, inspiring, educational, personal profiles and advertising features.

With one in five Australians reporting living with disability (Australian Bureau of Statistics), disability touches nearly everyone's lives in some way.



Our Audience

A snapshot of who the Link Reader is:

- **70%** of our readership described Link as a “magazine that provides information on the disability sector and provides a service into the sector,”
- **78%** of our online audience read the magazine to see what is happening in the industry.
- **60%** Work in the disability sector
- **42%** Volunteer or care for someone with a disability
- **49%** Identify with having a disability
- **47%** Refer to Link to source goods, services and supports
- **78%** Read Link to stay up to date with what is happening in the industry

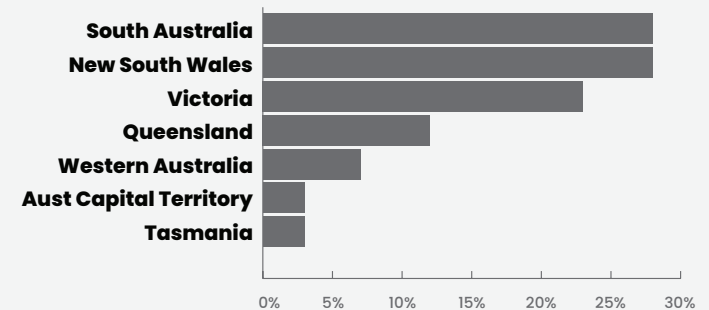
*SBResearch

They provide or use disability services daily, are engaged and pro-active, and keep up with the latest technologies.

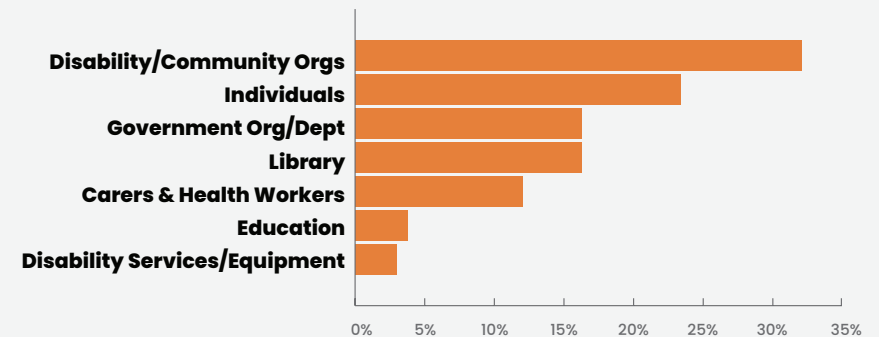
They are socially active, at conferences or social occasions, engaging with us and each other through social media and our weekly e-newsletter.

Each issue of Link is also sent to Assistive Technology Suppliers Australia (ATSA) members. ATSA is the peak body representing assistive technology suppliers throughout Australia.

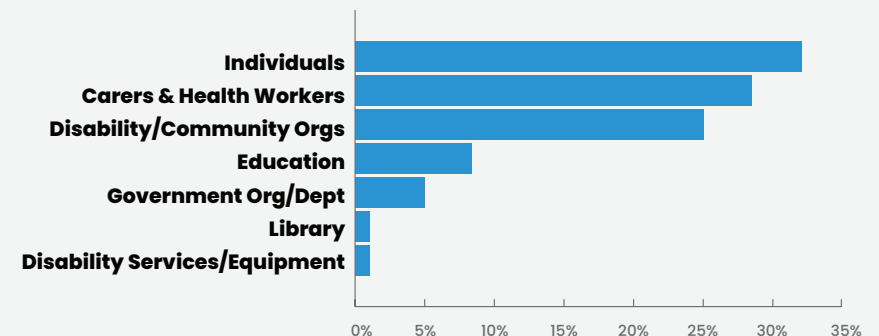
Readers by STATE



Subscribers PRINT



Subscribers DIGITAL



Why advertise with Link?

Link is essential reading for anyone with an interest in the disability sector and the perfect medium for your business in targeting existing and potential customers.

In addition to a strong magazine circulation, Link distributes additional copies throughout the year to major disability events around Australia including three ATSA expos, Disability Award events, the Disability & Ageing expo in Adelaide and many regional shows nationally; providing an even larger potential customer base for our advertisers.

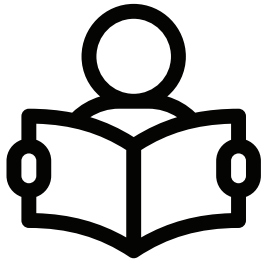
Our readers include service providers, NGOs, health professionals, government agencies, disability organisations, people with disability, carers and families.

Be a part of Australia's premier cross-disability publication and have our audience engage with your business.

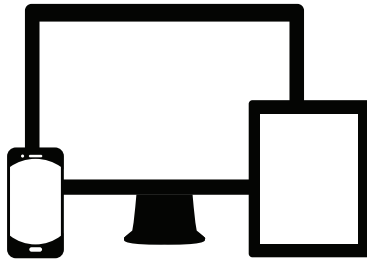
Link Delivers

- **A highly recognised leading publication for the disability sector**
- **A readership of decision-makers, go direct to the people purchasing products and services for people with disability**
- **Information to a targeted readership, keen for the latest disability news and information on products and services**
- **The opportunity to combine print and digital advertising in one integrated, tailored package**
- **Builds longterm awareness of your brand, within the disability market**
- **Link is printed with certified environmentally friendly, carbon offset stock and inks**
- **Link is distributed by D&D Mailing.**

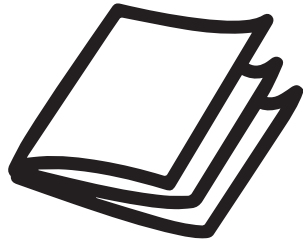
Audience Touch Points



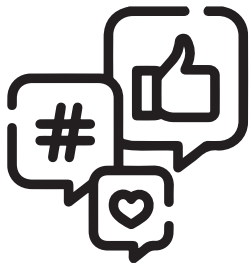
Print Circulation of
5,000



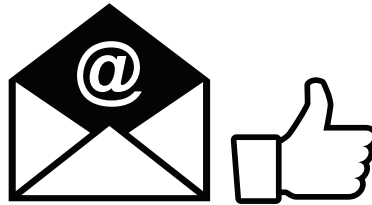
2,400 +
Online unique views
per month



Readership
20,000



Social Media
13,000 +
Facebook followers



E-newsletter
5,000 +
subscribers



The power of print

Adding print magazines to any other media channel delivers strong consumer brand affinity and purchase intent, beyond that achieved when advertising is seen on any other two channel combinations.

Magazines performance is driven by strong passion among readers:

- Higher claimed attention paid to advertising print magazine over other channels
- Ability to deliver trust and inspiration, which leads to stronger brand confidence and purchase intent
- Ability to build product and brand knowledge driving greater brand familiarity and engagement.

**Fiftyfive5, The impact of including Magazine advertising in an integrated campaign.*



Print features & deadlines

Link has something for all businesses targeting the disability sector; get in touch and we will create a campaign to suit you.

We publish at the beginning of every second month and update our website with a flipbook and pdf of the new magazine (with your linked advert) simultaneously.

Each issue includes the Cover Story, News, NDIS, Accommodation & Home Support, Travel & Leisure, Legal, Employment, Assistive Technology, What's On, Happenings and regular features.

Features & Deadlines 2023

Issue	Editorial Submission	Bookings	Artwork	Issue Feature Topic
February	November 28	December 2	December 7	Accommodation & Home Support Mobility
April	February 17	February 24	March 1	Autism Assistive Technology Assistance & Therapy Dogs
June	April 19	April 26	May 1	Assistive Technology Automotive Services
August	June 17	June 26	June 29	Daily Living Products & Services Home Modifications & Housing
October	August 18	August 25	August 30	Personal Care & Equipment Gov/NDIS Travel & Leisure
December	October 30	October 26	October 31	Employment Mobility International Day of People with Disability

* Bonus Distribution at ATSA Independent Living Expos, May, Jun & Nov 2023 (Melbourne, Perth & Canberra)



Print rates & specifications

Rates		
Size	1 × Rate	6 × Rate*
Outside Back Cover	\$2,650	\$2,390
Inside Front Cover	\$2,600	\$2,350
Inside Back Cover	\$2,600	\$2,350
Double Page	\$2,800	\$2,520
Full Page	\$1,600	\$1,440
Half Page	\$890	\$800
Third Page	\$770	\$700
Rates are exclusive of GST		

Link provides a cost-effective vehicle for you to advertise your products and services to a targeted readership, keen for the latest disability news and information on products and services.

When you advertise in the print edition of Link your advertisement will automatically appear in the digital edition and includes a link to your organisation's website.

Guaranteed Position

Right-hand page attracts a 10% premium.

Inserts

We are able to include inserts and onserts. Please contact us to discuss your options.

Prices are exclusive of GST; *per issue.

This guide will help you provide your print artwork to us with the correct specifications for quality printing. If you have any queries regarding this information or need help designing your ad, please call us!

Double Page 420mm W × 285mm H (+5mm bleed on all sides)	Full Page 210mm W × 285mm H (+5mm bleed on all sides)	Half Page Vertical 98mm W × 275mm H	Half Page Horizontal 182mm W × 120mm H	Third Page Horizontal 182mm W × 79mm H	Third Page Vertical 57mm W × 275mm H
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Material Specifications

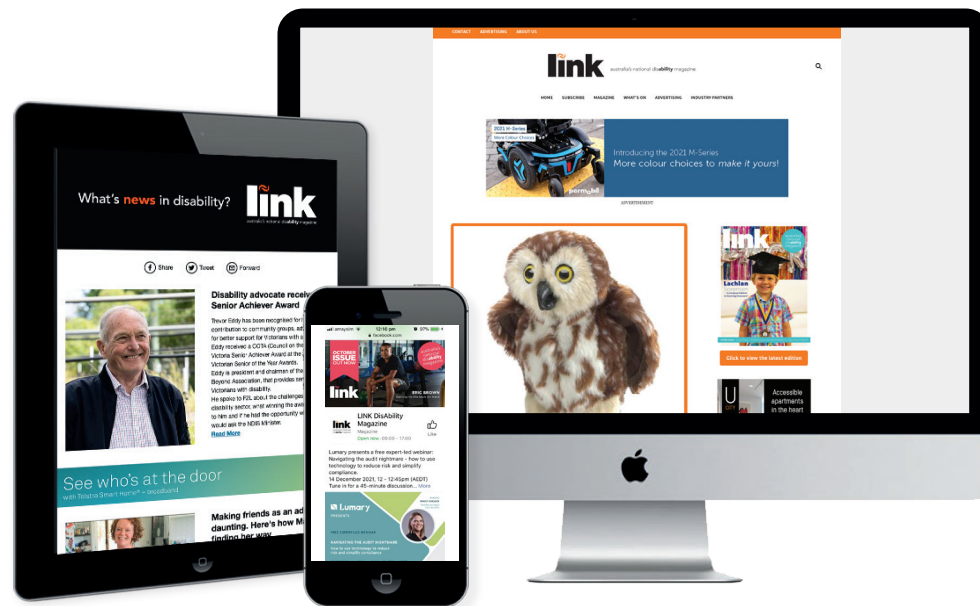
- All artwork is supplied as Press Quality PDFs.
- All logos and images are 300dpi, CMYK (no spot or RGB)
- All fonts are embedded or outlined.
- All full page and double page ads must be supplied with 5mm bleed. This continuation of your artwork allows for potential minor variation when the magazine is trimmed.
- This magazine is read by people with disabilities. Please consider text size when producing your artwork.
- Colours will only be matched if artwork is supplied with a hard copy proof, provided from a printer's professional colour proofing system. All other hard copy proofs will be used as a positional guide only.
- Our design team can produce your artwork for you. Get in touch for a quote!

Link's finished size is 285mm high × 210mm wide and is printed on quality satin stock.

Digital advertising

Leverage our digital channels to connect with current and prospective customers.

It is crucial to your marketing plans to connect with your audience in the right place and at the right time.



Send your event details to whatson@linkonline.com.au that we will feature it on our **What's On** page on our website and in our weekly **E-newsletter**. We can also feature your event on the **Link Magazine Happening pages**

Digital Platforms:

www.linkonline.com.au

Link's website provides readers with a multimedia experience, beyond the pages of the print magazine. This high-traffic content-rich site also presents excellent promotional opportunities.

Facebook

Our audience actively engages with us through social media and our numbers continue to grow due to our niche content.

Weekly E-newsletter

Our weekly e-newsletter offers a snapshot of both national and international disability news and research, providing advertisers with a direct line to target audiences. Content is researched from other media sources and delivered in an easy-to-read format.

Flipbook

Our flipbook provides an engaging and interactive experience. Readers can follow links, take deeper dives into stories of interest and share information with friends. Advertisers now have the ability to connect beyond the print page.

What's On?

Keeping our readers up to date with the latest expos, conferences, and events across Australia. Link your event on our comprehensive guide.

E-newsletter rates & specifications

Connect and engage with your customers through our weekly e-newsletter targeting over 5000+ subscribers

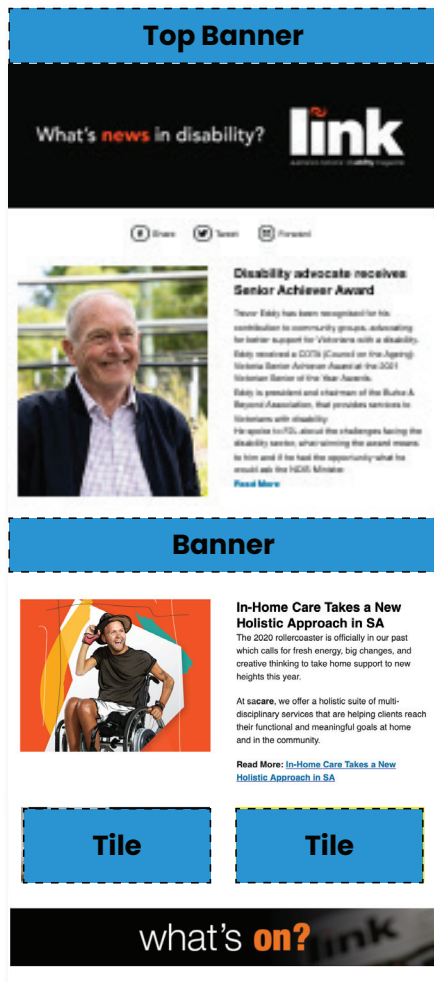
E-newsletter

- All artwork is supplied JPG or PNG (PNG preferred).

Ads for Link E-newsletter can either be static jpegs or PNG files.

Recommended file size: 40KB
Maximum file size: 100KB
No animation.

- All logos and images are 72dpi, RGB (no spot or CMYK)
- This E-newsletter is read by people with disabilities. Please consider text size when producing your artwork.
- Our design team can produce your artwork for you. Get in touch for a quote!



Top Banner 1400px w x 180px h

Banner 1400px w x 180px h

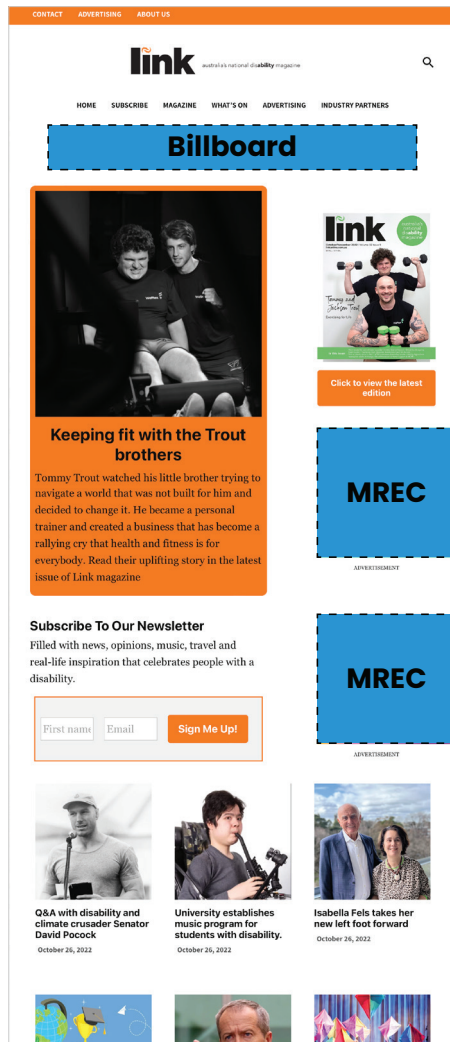
Tile 580px w x 230px h

Weekly E-Newsletter Rates

	per month
Top Banner	\$440
Banner	\$360
Tile	\$260
Company logo (includes hyperlink)	\$90

Rates are exclusive of GST

Website rates & specifications



Billboard 970px W × 250px H

Leaderboard 728px W × 90px H

Mobile Leaderboard 300px W × 50px H

MREC 300px W × 250px H

Website Rates	
	per month
Billboard	\$400
Leaderboard	Included
Mobile Leaderboard	Included
MREC	\$310

Rates are exclusive of GST



Readers can click through to your website with 24/7 access to your business.

- All artwork is supplied JPG, GIF or PNG. Ads for Link website can either be static jpegs, animated gifs or PNG files. Maximum file size: 1MB
- 7-second animation max. No audio.
- Location may be shared with up to three (3) other advertisers
- All logos and images are 72dpi, RGB (no spot or CMYK)
- This website is read by people with disabilities. Please consider text size when producing your artwork.
- Our design team can produce your artwork for you. Get in touch for a quote!

Please note:

When supplying billboard artwork we also require supply of **LEADERBOARD** and **MOBILE LEADERBOARD** artwork to appear across all digital platforms.



Australia's
National Disability
Magazine

Contact us

Link has something for all businesses targeting the disability sector; get in touch and we will create a campaign to suit you.

Advertising

Michelle Stevens

mstevens@intermedia.com.au

0419 822 717

Editorial

Kymberly Martin

kymberly@intermedia.com.au

(02) 8586 6164

Subscriptions

Alan Leech

subscriptions@intermedia.com.au

(02) 8227 6486

