

link

Australia's Leading National Cross Disability Publication

LINK offers tailored advertising solutions for businesses wanting to target the disability sector.

2025 MEDIA KIT



ABOUT LINK

Australia's Leading Cross-Disability Publication for over 44 years in print and digital format for 20 years

Mission: Deliver insights and perspectives across all areas of disability

Purpose: Share vital disability information through articles, stories, and targeted advertising

Focus: Empowering people to live fully with a disability

Frequency: Published six times a year in print and online (February, April, June, August, October & December)

Content: Latest news, research, and expert opinions on key disability sector issues

Audience: People with disabilities, carers, families, allied health professionals, disability organisations, and government departments.

Unique Features: Easy-to-read, engaging, informative, and inspiring content.

Enhanced Reach: Supported by "What's News in Disability" e-Newsletter (emailed out twice a week Tuesday & Thursday) and the LINK website.

No other B2C & B2B brand can offer such an extensive suite of marketing channels for companies within the Australian disability sector.

PRINT CIRCULATION

5,000

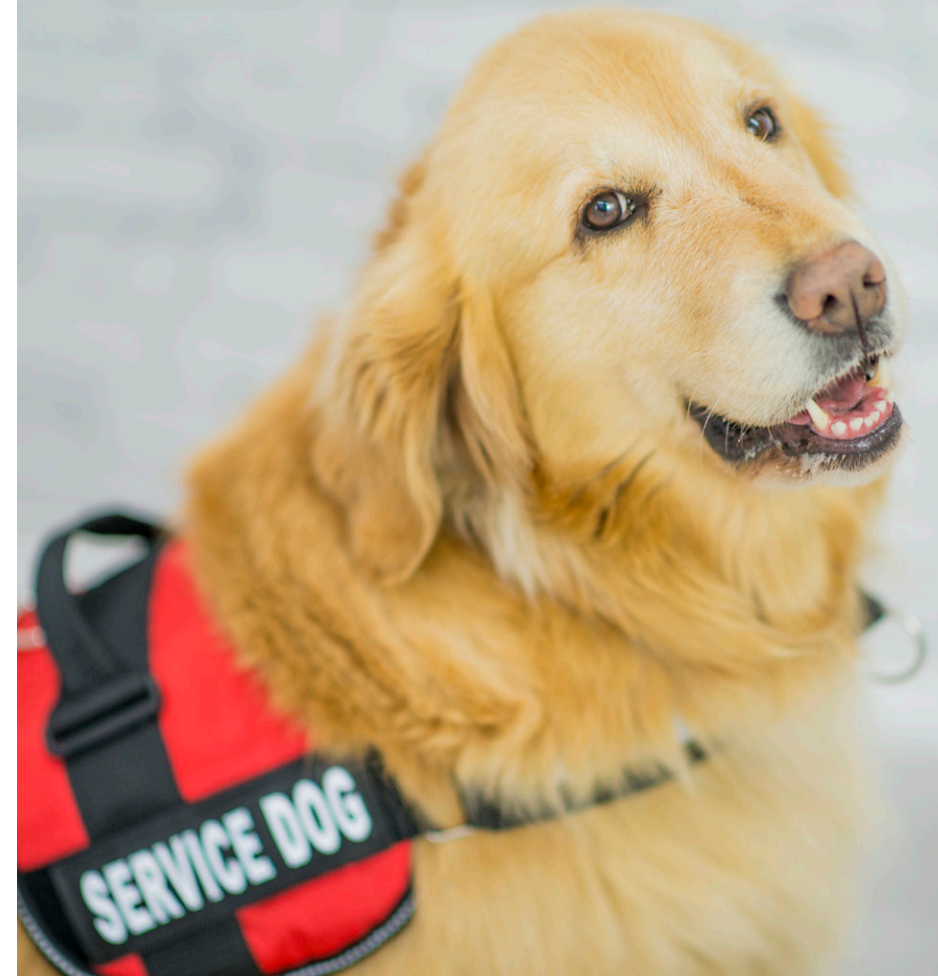
PRINT READERSHIP

22,000

(approx. 4 readers per issue)

LINK Acquired by Interpoint Events (August 2020), part of The Intermedia Group. Backed by 18+ years in the disability sector.

WITH ONE IN FIVE AUSTRALIANS REPORTING LIVING WITH DISABILITY (AUSTRALIAN BUREAU OF STATISTICS), **DISABILITY TOUCHES NEARLY EVERYONE'S LIVES IN SOME WAY.**



LINK AUDIENCE

- Key decision makers
- People with disabilities
- Carers
- Families of people with disability
- Allied health professionals working in the disability sector
- Disability organisations
- NGOs and government agencies
- Service providers
- Actively use disability services daily and stay engaged with the latest technologies
- Proactive and socially active, attending conferences and social events
- Engage with LINK through our e-Newsletter ,website and social media

Link is supported by Assistive Technology Suppliers Australia (ATSA), the peak body representing assistive technology suppliers. Copies are distributed at the ATSA shows and members receive each issue of the magazine.

The magazine is also distributed to delegates from the National Brain Injury and Australian Rehabilitation & Assistive Technology Association's biannual conferences. Throughout the year LINK is distributed to many disability expos, events, and conferences nationally.



WHY ADVERTISE WITH LINK?

ESSENTIAL FOR THE DISABILITY SECTOR

A must-read for anyone interested in disability news, services, and products.

TARGETED AUDIENCE

Reach key decision-makers, people with disabilities, health professionals working in the disability sector, service providers, NGOs and government agencies.

DIVERSE READERSHIP

Engage with a wide range of stakeholders, people with disability, carers, families, and disability organisations.

WIDE CIRCULATION AND EVENT EXPOSURE

Distributed throughout the year at major disability events, including ATSA Expos, Disability Awards, Disability Expos, and conferences across Australia, both regionally and nationally, maximising your brand's visibility.

INTEGRATED ADVERTISING

Combine print and digital options for a tailored, cross-platform package.

BUILD BRAND AWARENESS

Establish long-term recognition within the disability market.

ECO-FRIENDLY PRODUCTION

Printed on environmentally certified, carbon-offset stock and inks.

RELIABLE DISTRIBUTION

Managed by D&D Mailing for accurate and timely delivery.

AUDIENCE TOUCH POINTS



MAGAZINE AUDIENCE

Readership 20,000
Print Circulation 5,000



eNEWSLETTER AUDIENCE

Registered Subscribers 5,000+
Open rate 43% | CTOR 39%



DIGITAL

Website
www.linkonline.com.au
Weekly eNewsletter



WEBSITE AUDIENCE

Unique views
per month 3,860



PRINT & DIGITAL

Bi Monthly
magazine



SOCIAL MEDIA

13,000+ Facebook
Followers

LET US BE YOUR VOICE WE SPEAK DIRECTLY WITH THE AUSTRALIAN DISABILITY SECTOR

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.

Source: Fiftyfive5, *The Impact of Including Magazine Advertising in an Integrated Campaign*

BE A PART OF AUSTRALIA'S PREMIER CROSS-DISABILITY PUBLICATION AND HAVE OUR AUDIENCE ENGAGE WITH YOUR BUSINESS.

2025 LINK RATES		
Size	1 × Rate	6 × Rate*
Outside Back Cover	\$3,400	\$3,100
Inside Front Cover	\$3,000	\$2,800
Inside Back Cover	\$2,900	\$2,700
Double Page	\$3,180	\$2,870
Full Page	\$1,860	\$1,680
Half Page	\$1,080	\$980

Rates are exclusive of GST
Guaranteed Position
 Right-hand page attracts a 10% premium.
Inserts
 We are able to include inserts and onserts.
 Contact us to discuss your options.



PRINT FEATURES & DEADLINES

We offer tailored advertising solutions for businesses targeting the disability sector. Let us create a campaign that fits your needs.

When you advertise in the print edition of LINK your advertisement will automatically appear in the digital edition and includes a link to your website

Publishing Schedule: LINK is published bi-monthly

Comprehensive Content: Every issue covers key topics including:
 Assistive Technology & Artificial Intelligence (AI)
 News & NDIS updates Accommodation & Home Support
 Employment & Legal
 What's On & Happenings
 Travel & Leisure

FEATURES & DEADLINES 2025

Issue	Editorial Submission	Bookings	Artwork	Issue Feature Topic
February	2 nd December 2024	13 th December	18 th of December	Mobility Home Support Specialist Disability Accommodation (SDA)
April	9 th February 2025	21 st February	26 th February	Autism Tech Innovations in Assistive Devices Artificial Intelligence
June	13 th April 2025	24 th April	30 th April	Car Conversions & Automotive Services Specialist Disability Accommodation Innovative Therapies and Wellness Practices
August	15 th June 2025	27 th June	2 nd July	Assistive Technology Accommodation & Home Support Adaptive Fashion and Style
October	11 th August 2025	22 nd August	27 th August	Disability – Accessible Travel & Tourism Personal Care & Equipment Education Access & Innovations
December	13 th October 2025	24 th October	29 th October	Employment: Inclusive Workplaces Disability & the Arts Christmas Events



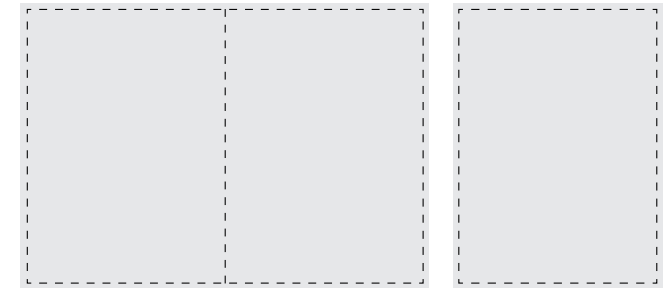
LINK PRINT SPECIFICATIONS

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, call us!

MATERIAL SPECIFICATIONS

- All artwork 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.

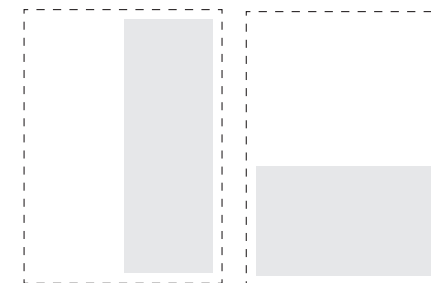


Double Page

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

LEVERAGE LINK'S DIGITAL CHANNELS

Connect with current and prospective customers through our multi-platform approach, ensuring your brand reaches the right audience at the right time.

DIGITAL PLATFORMS:

LINK website

www.linkonline.com.au - A dynamic, high-traffic website offering a multimedia experience that extends beyond the print magazine. Rich content provides prime promotional opportunities for brands looking to engage with the disability sector.

LINK Interactive Flipbook

An immersive, interactive format with clickable links and shareable content. Advertisers can now engage readers beyond the print page, driving deeper connections.

eNewsletter

Delivers a curated snapshot of national and international disability news and research. A direct line to targeted audiences, offering advertisers a highly relevant, easy-to-read format.

Facebook

Our niche content drives ongoing audience engagement and growth. Active social media presence offers a platform to connect directly with a highly engaged community.

What's On? Events Coverage

Stay ahead with the latest expos, conferences, and events in Australia. Feature your event on our comprehensive online and newsletter event guide, reaching our engaged readers across multiple platforms. Send event details to whatson@linkonline.com.au for placement on our website, e-Newsletter, and print magazine.

Right Place, Right Time

It's crucial for your marketing strategy to reach your audience where and when it matters most.



EXCLUSIVE eDM

An eDM is a sponsored promotion distributing an exclusive marketing message into the inbox of 5,000+ registered LINK subscribers. This third-party eDM send provides your message with exclusivity and higher reader retention.

Why should I use an eDM?

An eDM is ideal for distributing a large amount of content that includes a combination of words and images as well as links.

When can I send an eDM?

Exclusive eDM's can be delivered Monday, Wednesday, and Friday plus, Saturday or Sunday as preferred.

This third-party eDM send provides your message with exclusivity and higher reader retention.

eDM's are ideal for promoting:

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

RATE \$1,100 ex GST per send. (Limited sends per week)

Specs

600 pixels wide HTML file with subject line



LINK WEBSITE

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.

Website Audience

Unique views per month **3,860**

WEBSITE RATES		
	Per Month	Per 12 Months
Billboard	\$450	\$5,400
Leaderboard	Included	Included
Mobile Leaderboard	Included	Included
MREC	\$350	\$4,200

SPECS

Billboard 970px W × 250px H

Leaderboard 728px W × 90px H

Mobile Leaderboard 300px W × 50px H

Please note:

When supplying Billboard artwork we also require supply of Leaderboard and Mobile Leaderboard.

Artwork to appear across all digital platforms

MREC 300px W × 250px H



All artwork is supplied as 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!



For advertising enquiries contact **Michelle Stevens**
 P: 0419 822 717 E: mstevens@intermedia.com.au

eNEWSLETTER

LINK eNewsletter 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. Sent out twice a week - Tuesday and Thursdays eNewsletter Audience.

eNewsletter Audience

Registered Subscribers **5,000+**

Open rate **43%**

CTOR **39%**

eNEWSLETTER RATES		
	Per Month	Per 12 Months
Top Banner	\$500	\$5,400
Banner	\$400	\$4,320
Tile	\$300	\$3,240
Company Logo (includes hyperlink) Only Available to advertisers booking 3 or 6 issue of LINK magazine	\$100	\$1,080
Sponsored Article	\$250 per article	

SPECS

Top Banner 1400px W x 180px H

Banner 1400px W x 180px H

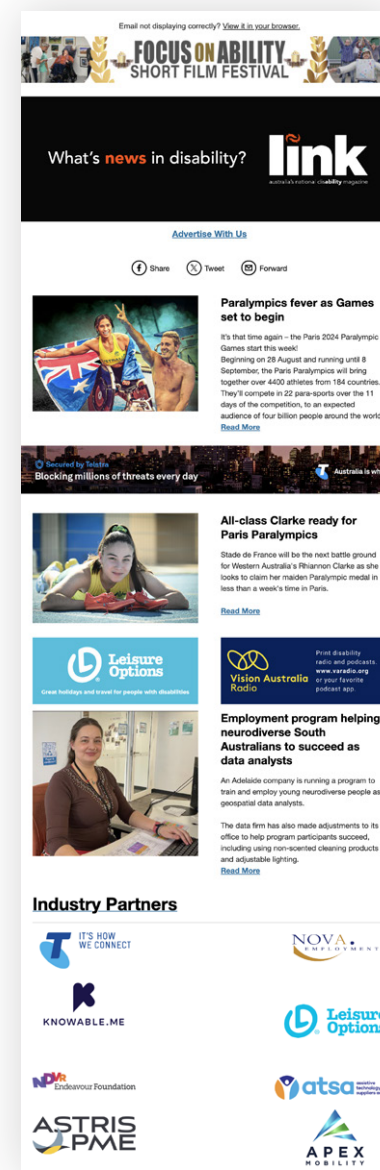
Tile 580px W x 230px H

Article Provide Image, headline and link to the full article on your website

All artwork is supplied as JPG or PNG (PNG preferred). Ads for Link eNewsletter 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 eNewsletter 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!

IMPORTANT INFORMATION

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



TOP BANNER

BANNER

TILE

SPONSORED ARTICLE

COMPANY LOGO



For advertising enquiries contact **Michelle Stevens**
P: 0419 822 717 E: mstevens@intermedia.com.au

NEW ZEALAND LINK eNEWSLETTER

LINK's New Zealand eNewsletter offers a direct line to target audiences. Content is gleaned from other media sources and delivered in an easy-to-read format fortnightly (Tuesday) Focus on the New Zealand disability sector.

eNEWSLETTER AUDIENCE

2,500 Registered Subscribers

Open rate 36%

CTOR 31%

eNEWSLETTER RATES		
	Per Month	Per 12 Months
Top Banner	\$300	\$3,240
Banner	\$250	\$2,700
Sponsored Article \$150 per article		

SPECS

Top Banner 1400px W x 180px H

Banner 1400px W x 180px H

Tile 580px W x 230px H

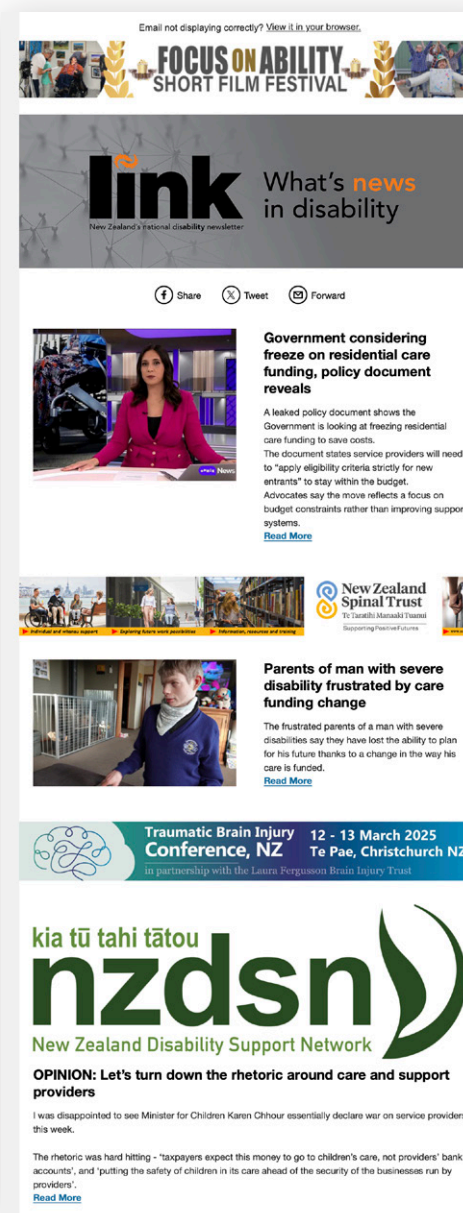
Article Provide Image, headline and link to the full article on your website

All artwork is supplied JPG or PNG (PNG preferred). Ads for Link eNewsletter 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 eNewsletter 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!

IMPORTANT INFORMATION

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



TOP BANNER

SPONSORED ARTICLE

BANNER



For advertising enquiries contact **Michelle Stevens**
P: 0419 822 717 E: mstevens@intermedia.com.au

TESTIMONIALS

“NOVA chooses to advertise with Link because of the magazine’s cross disability focus and national profile.”

As a Link reader I find the articles engaging and believe other readers appreciate both the depth and breadth of coverage that Link provides.

We receive regular feedback from readers (magazine and eNewsletter) wanting more information on our services that confirms our decision to advertise with Link”

Martin Wren | CEO Nova Employment

“Astris PME has been advertising with Link Magazine since 2021. During this time, we have enjoyed a collaborative relationship aimed at supporting our strategic goals. The Link team is consistently responsive to our needs and is always a pleasure to work with.”

Link Magazine is a wonderful publication. It offers an exceptional platform comprised of both print and digital media to continue building our brand.”

Vil Fulgencio | National Marketing Manager Astris PME

“Working with the team at Link Magazine for many years I have always found their professionalism, and commitment to delivering interesting content is unparalleled. The team is always approachable, and often offering new ideas and value adds. Partnering with them has added significant value to ATSA and ATSA Independent Living Expo’s.”

Melanie Robertson | Event & Marketing Manager ATSA
(Assistive Technology Suppliers Australia)

“The Link Magazine has become an integral part of Leisure Options marketing strategy, providing us with a platform to reach a wider audience and strengthen our connection with existing customers and their communities.”

Gary Elliott | Director Leisure Options

“When it comes to sharing important news and announcements from employment to entertainment with switched on people across the disability sector, there is no better conduit than LINK Disability Magazine.”

Lee Robson | Director iStories.

“We have advertised our business in LINK magazine over the years, utilising both advertorials and promotional materials for our business. The editor consistently provides timely reminders for submission, making the process very easy. The magazine is always beautifully presented, showcasing the latest news, updates, and images within the disability sector from both businesses and individuals within our community. Our customers enjoy reading LINK in our waiting room, and it has become an invaluable resource for them.”

Cassidy Van Mullekom | Operations Manager Freedom Motors Australia

“As someone who has worked in the field of assistive technology for 30 years, I value the availability of Link Magazine as a comprehensive and free Australian disability magazine. The Link editorial team works hard to bring together timely and accessible information on national disability issues. Link Magazine being available in both paper and digital versions is particularly useful for my networks who have individual information access needs or preferences, that mean one form or the other may be more accessible for them.”

Libby Callaway | Associate Professor (Occupational Therapist) Monash University and ARATA.



Australia's Leading National Cross Disability Publication

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 | Kimberly Martin
kimberly@intermedia.com.au (02) 8586 6164

Subscriptions
subscriptions@intermedia.com.au (02) 8227 6486



For advertising enquiries contact **Michelle Stevens**
P: 0419 822 717 E: mstevens@intermedia.com.au