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Hello, we are Link.

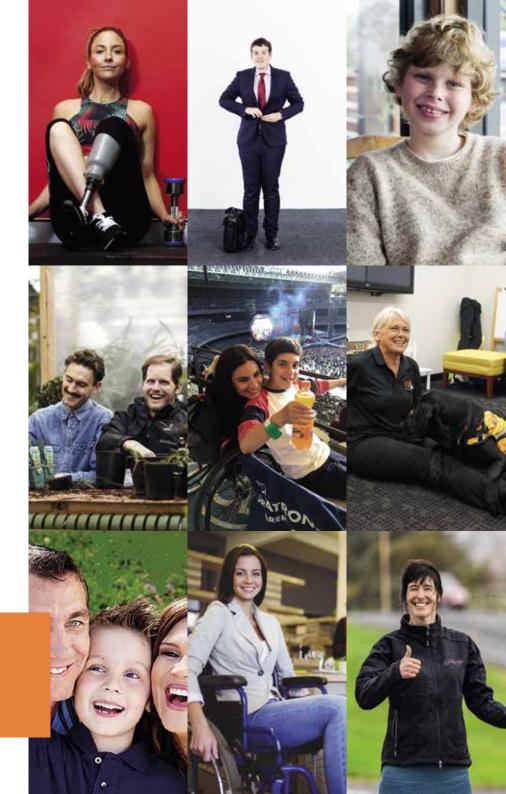
Link Magazine is Australia's premier national cross-disability publication. The magazine is published in print and online six times a year to share the latest news, research and opinion on issues facing the disability sector.

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

We keep our readers up-to-date with information on the National Disability Insurance Scheme (NDIS) and provide informative, inspiring and educational stories.

We aim to produce content which at heart serves to create and facilitate conversation about living with disability.

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



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 wife, Yvonne Baillie. Link's mission is to examine issues from a cross-disability perspective. 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 15 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

handicaps,

parents and public 10 cents or subsc

Volume 1, No. 1.

Registered for posting as a publication/Category A.

August 1, 1980

What about schools?

unde sort just she

The row over the alleged cr invalid pensioners is still simr denials of any change in pro-Federal Ministers and deman facts and figures from the Oppo

News Brief curables, the Regency Park Centre for Physically Handicapped Children, and

August 10 at 2,30 p.m. Anyone interested in any facet of drama will be welcome.

others, have started a

drama group.
Called the PHAB

Players (PHAB stands

for Physically Han-dicapped and Able-Bodied), the group will

hold an introductory

afternoon at Maesbury Community Centre

(Kensington Special

Light refreshments will be served. An informal discussion will follow half an hour of "good old-fashioned melodrama", accor-ding to one of the group, Ms. Susan Dit-

A WORKSHOP on all facets of production of radio programmes for the print handicapped is to be held on Sunday, August 24. Full details inside.

MELBOURNE'S new underground system has lifts as well as elevators for use by those in wheelchairs. The Loop is due to open in October.

Top Adelaide journalists, artists and photographers will be contributing to LINK, as well as many parents and with handicaps

Inside, this month, ALEX KENNEDY talks with parents about the need for a disability allowance.

Welcome also goes cartoonists MICHAEL ATCHISON AND VIKTOR BOHDAN photographer PETER

And LINK would like

Il-in allowance gaining support

The movement for a new disability allowance to replace the present piecemeal eash benefit system is now being pursued at the Federal level.

Many involved in the field of handicap are hopeful that a decision on the introduction of such an allowance will be made by next year The International Year of Disabled

Persons. Such an allowance

would also place more stress on the rights of individuals to live at home rather than in institutions, if they so.

By a LINK reporter

In reply to a ques-tion from LINK, the Minister for Social Security, Senaret Margaret Senator Guilfoyle, avoided making a specific commitment on the introduction of such an allowance, but said that the Commonwealth Government was "interested in any well thought out ideas for improving the forms

The Minister pointed out that the Bright Committee had made other suggestions, for example the question of a mobility allowance and the matter of the exten-

sion of sales tax exemptions for disabled

people. "All such sugges tions will be con-sidered by the Governproviding the most equitable and practical types of assistance for handicapped people," The present S.A.

Governent, whose predecessor set up the Bright Committee the Committee on Rights of Persons with Handicaps - in 1976, supports the policy of home care rather than institutional care.

The S.A. Attorney-General, Mr. Griffin, told LINK: "Our policy is to place greater emphasis on

The cost of caring - next page



themselves and, for in their home environment rather than in institutions.

"I support a concept of a disability allowance to all in-dividuals," he said.

"If they can be assisted to live their lives in their home enhelping vironment

is due out in October and is expected to reiterate the need for a rationalised allowance

enrich their lives.

The Bright Commit-

tee's second report, on

intellectual handicap,

The first report discusses the shortcomings of the present Federal cash benefits system and also the system of funding institutions.

It says the existing cash schemes have been arrived at on an ad hoc basis and "are

A classic example is that of blind people.

"Blind person receive the full per sion, regardless other income. Other persons are subject

Continued on next pag

Welcome to LINK. Its aim is summed up in its title.

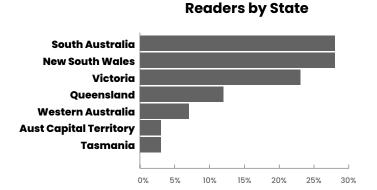
LINK intends to bridge gaps, to join hands, to bring people — both those with handicaps, their parents and the rest of the community - together through a better deretanding of the problems caused by

LINK aims to help dissolve those bar-

Another example: some parents, especially mothers, may initially feel angry, guilty, frustrated or sad when a particular disability is diagnosed in a

LINK aims to show these parents that they are not alone, that others share such lings. LINK will try to help by showing

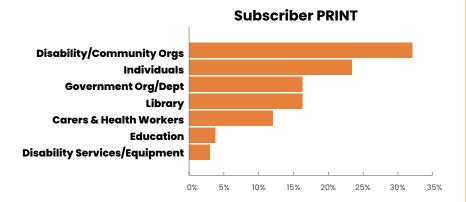
Who are our Readers?

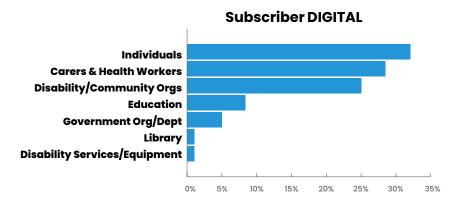


In recent research, 70% of our readership described Link as a "magazine that provides information on the disability sector and provides a service into the sector," with over 78% of our online audience reading the magazine to see what is happening in the industry.

As over 60% of our readership works in the sector and 49% identify with having a disability, your advertising hits directly into your target audience, especially when it is known that 47% of our readership use our platforms as a resource when looking for goods, services and supports.

*SBResearch





A snapshot of who the Link Reader is:

- > 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

Why advertise with us?

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

In addition to a strong magazine circulation, Link distributes additional copies throughout the year to major disability events around Australia, providing an even larger potential customer base for our advertisers.

Link has a loyal readership that has continued to grow over the past 40 years.

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

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

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

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 in the disability sector
- a readership of decisionmakers - 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
- your ideal customer and 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.

Print 20,000 + readership

 Distributed to all NDIA offices throughout Australia







Social Media 10,000 +

Facebook followers

Connect with a growing community

Online

600 + unique views

- Digital version of magazine
- What's On





E-newsletter

5,000 + subscribers

Up-to-date news and events

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 perfomance 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 advertising rates & features

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 our regular features including Cover Story, News, NDIS, Accommodation & Home Support, Travel & Leisure, Legal, Employment, as well as specific issue feature topics.



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.

Link print booking and artwork deadlines 2021-2022

Issue	Editorial	Bookings	Artwork	Issue Feature Topic
June	May 4	May 4	May 11	Automotive Services & Assistive Technology
August	Jun 29	Jul 6	Jul 13	Household & Personal Aids
October	Sep 17	Sep 14	Sep 24	Leisure & Travel and Mobility
December	Nov 3	Oct 29	Nov 10	Employment
February	Nov 26	Dec 1	Dec 8	Accommodation, Home Support and Personal Care
April	Mar 3	Mar 1	Mar 10	Autism and Mobility

^{*} Bonus Distribution at ATSA Independent Living Expos, May 2021 (Melbourne & Perth)

Rates

Size	1 × Rate	6 × Rate*
Double Page	\$2,450	\$2,200
Full Page	\$1,390	\$1,250
Half Page	\$770	\$700
Third Page	\$665	\$599

Guaranteed Position

Right-hand page attracts a 10% premium.

Inside covers and back cover attract a premium.

Inserts

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

Prices are exclusive of GST; *per issue.

Rates do not include agency commission.

Print artwork 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, please call us!

Double Page

420mm W × 285mm H (+3mm bleed on all sides)

Full Page

210mm W × 285mm H (+3mm bleed on all sides) Link's finished size is 285mm high × 210mm wide and is printed on quality satin stock.

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

Please ensure:

- 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 3mm 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!



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.

Digital advertising



Social Media

10,000 +

Facebook followers

 Connect with a growing community



E-newsletter

5,000 + subscribers

Up-to-date news and events



Online

600 +

unique views

- Digital version of magazine
- What's On

Send us details of your event to whatson@linkonline.com.au and we will feature it on our What's On page on our website and in our weekly E-newsletter. We may also feature your event on the Link Magazine Social Scene.

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 contentrich 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.

Website rates & specifications

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



Billboard 970px W × 250px H

Leaderboard 728px W × 90px H

Mobile Leaderboard 320px W × 50px H

MREC 300px W × 250px H

Website Rates

	per month
TOP Billboard	\$350
BOTTOM Billboard	\$300
Leaderboard	Included
Mobile Leaderboard	Included
MREC	\$250

All prices are exclusive of GST.

Please ensure:

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.

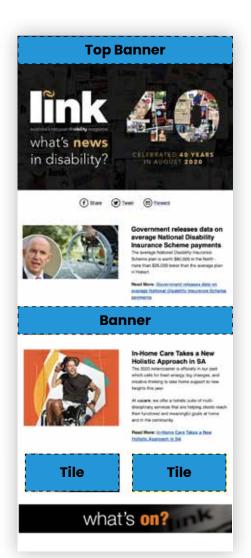
Location may be shared with up to three (3) other advertisers

- 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.

E-newsletter rates & specifications



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	\$375
Banner	\$315
Tile	\$210
Company logo (includes hyperlink)	\$80

All prices are exclusive of GST.

Please ensure:

- 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!



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



Get in touch with Link.



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