



link

Australia's
National Disability
Magazine

MEDIA KIT

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Hello, we are Link.

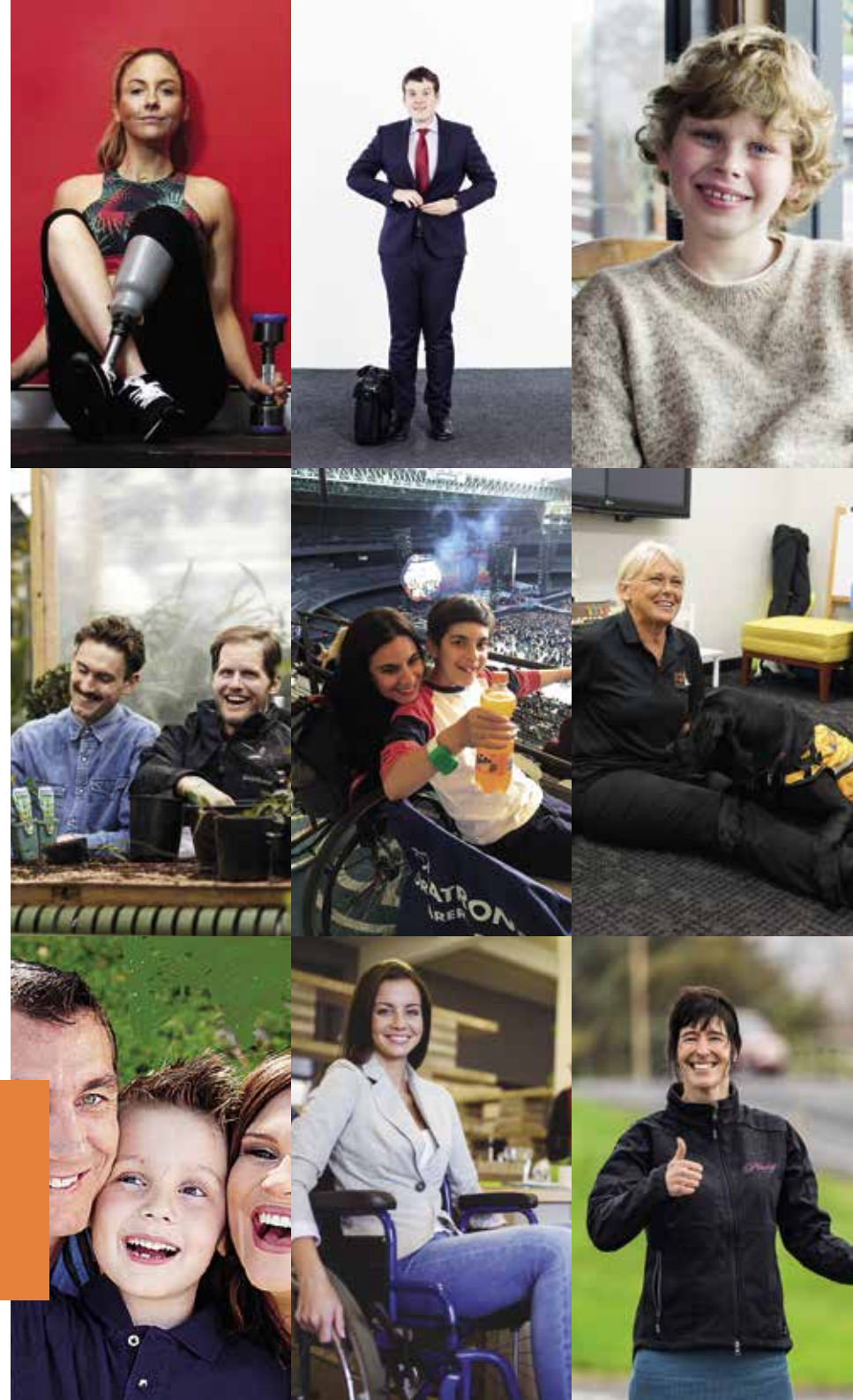
Link Magazine is Australia's premier national cross-disability publication. The magazine is published in print and online six times a year to share the latest news, research and opinion on issues facing the disability sector.

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



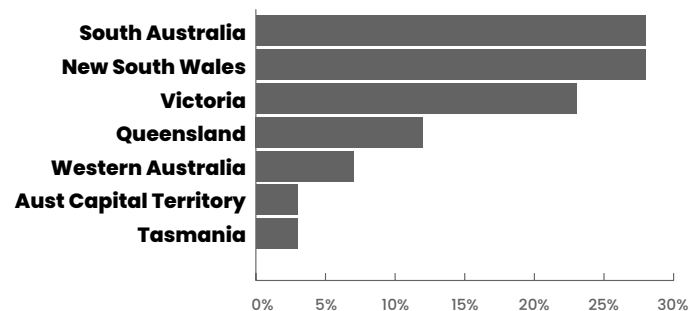
Who are our Readers?

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.

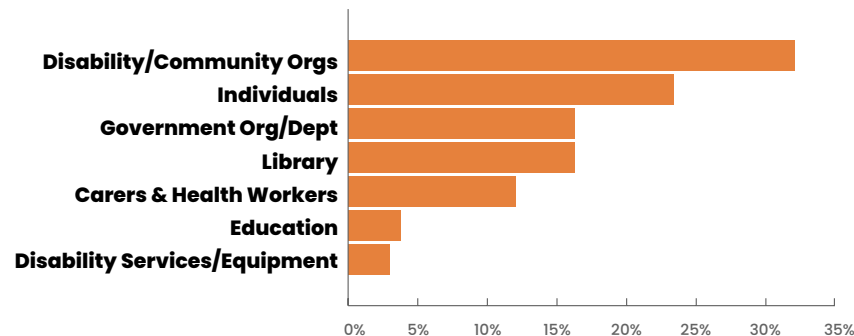
As over 60% of our readership works in the sector and 49% identify with having a disability, your advertising hits directly into your target audience, especially when it is known that 47% of our readership use our platforms as a resource when looking for goods, services and supports.

**SBResearch*

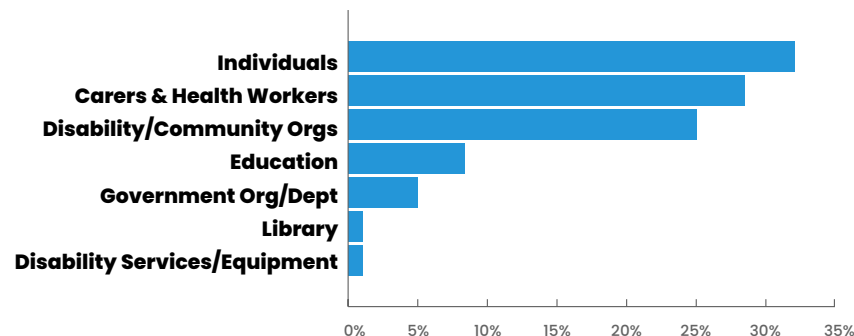
Readers by State



Subscriber PRINT



Subscriber DIGITAL



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 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
- › 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



link

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 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 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 x Rate	6 x 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 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

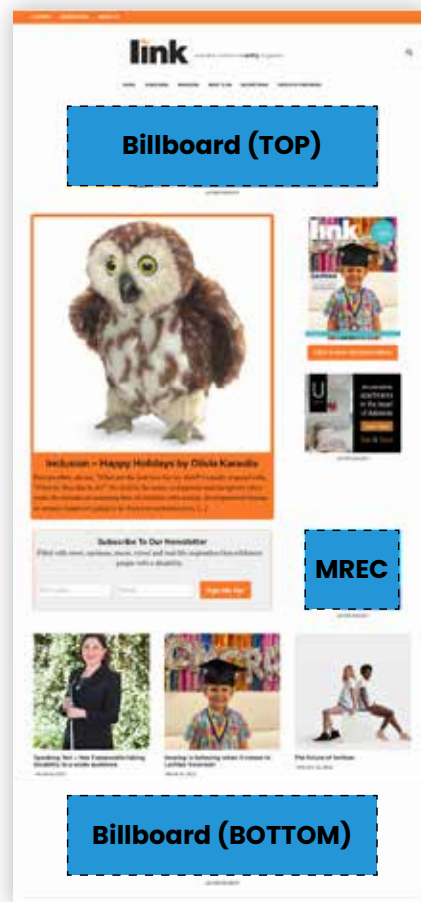
Our flipbook provides an engaging and interactive experience. Readers can follow links, take deeper dives into stories of interest and share information with friends. Advertisers now have the ability to connect beyond the print page.

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.

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.

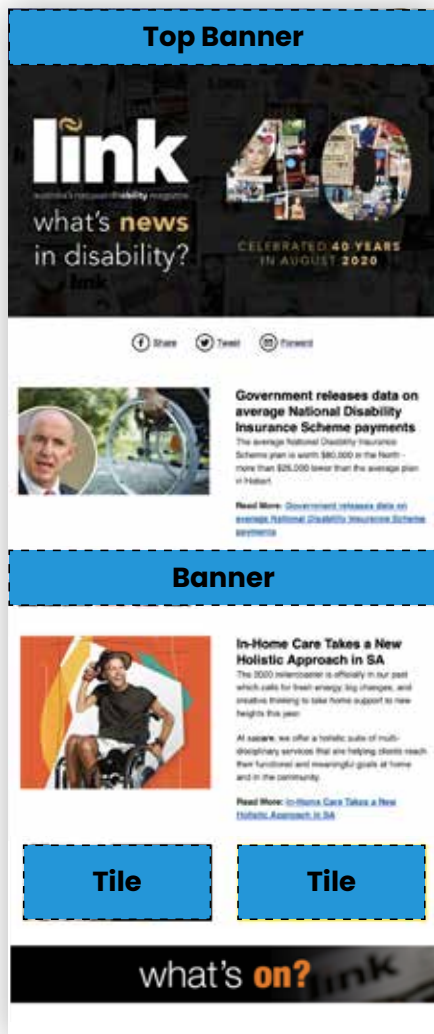
Location may be shared with up to three (3) other advertisers

- 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.



Australia's
National Disability
Magazine

Get in touch
with Link.



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