

Advocate

A VOICE FOR ACCESSIBLE, EQUITABLE AND EMPOWERED LIVES



For more than 60 years, Spinal Life Australia has supported people with spinal cord damage and other physical disabilities to live as independently as possible.

In addition to providing high-quality support services, we are dedicated to improving access and inclusion for all Australians.

The Advocate is a platform for people living with spinal cord damage and other physical disabilities to share their stories and life experience, combined with the latest news, advice from our experienced team, and much more. As the quarterly magazine for Spinal Life, it's a trusted source of information that is relevant to our audience, covering topics that matter most to them and inspiring people to take life back.

Key features of the magazine include:



Profiles of our members and community, providing a personal insight into their daily lives and interests



Advocacy updates, focusing on Spinal Life's current efforts to improve access and inclusion



Health tips, supporting the wellbeing of our community with essential information



Reviews directly from our readers, via our Accessible Australia app and other channels

On average we distribute 4,000 hard copies of the magazine each issue. A digital edition is uploaded and promoted online.

Our Audience

Our readers include people with disability, their families and supporters, Spinal Life's personal support team, health professionals, government departments and community service providers.

We have a highly engaged audience who actively contribute to the magazine and our social media channels.

Our readership spans across many different age groups and backgrounds across the disability sector, and our articles are written to cater for this wide audience.

We are keen to partner with our advertisers and develop long-term relationships to help reach your audience in the most effective way to generate a return on your investment.

Stats



Digital edition published online with ads hyperlinked.



More than 10,500 followers and growing. Spinal Life also manages a closed Peer Support Facebook group with more than 2,400 members.



More than 3,000 followers. Highly engaged audience which includes professionals within the disability sector

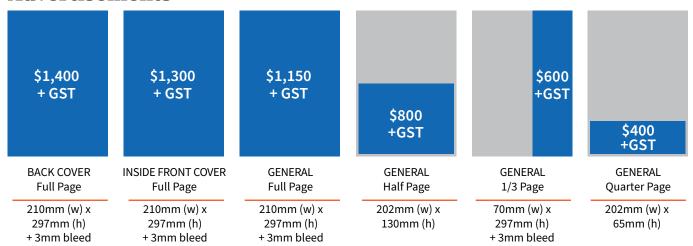


More than 750 followers. Recently-established account with steady organic growth and reach of 48.8% in 2024.

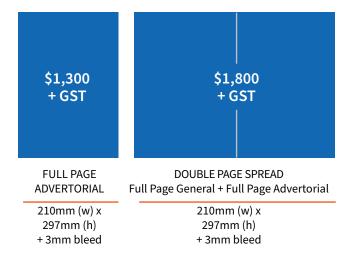


PRICING

Advertisements



Advertorials



Deadlines

| | BOOKING | ARTWORK |
|-----------|--------------|------------|
| AUTUMN 25 | 24 January | 31 January |
| WINTER 25 | 11 April | 17 April |
| SPRING 25 | 4 July | 11 July |
| SUMMER 25 | 26 September | 3 October |

Book full page adverts in four issues and receive a complimentary full page advertorial. Digital opportunities may also be available upon request.

CONTACT US

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