



# The Australian **Chiropractor**

## Media Kit 2022

advertising@chiro.org.au  
02 8844 0400

# Our Profession

## CHIROPRACTIC IN AUSTRALIA

### WHAT IS CHIROPRACTIC?

Chiropractic is a drug and surgery free modality of treatment concerned with the diagnosis, management and prevention of mechanical disorders of the musculoskeletal system (spine); this includes the effects of these disorders on the function of the nervous system and general health.

### WHO ARE CHIROPRACTORS?

Chiropractors focus on the detection and correction of abnormal spinal function and its subsequent effect on how the nervous system controls and coordinates the body. Chiropractors in Australia are nationally registered and regulated healthcare professionals.

### CHIRO FACTS



300,000 Australians visit a chiropractor every week.



\$1.5 billion revenue for chiropractic and osteopathic services in 2020 (source: IBISWorld)



There are over 5,500 registered chiropractors in Australia.



Australian chiropractors study at university for minimum five years.

# Our Association

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## THE PEAK BODY REPRESENTING CHIROPRACTORS

The Australian Chiropractors Association (ACA) is the leading voice for chiropractors in Australia and a member-centric organisation actively working to further the profession of chiropractic. ACA is the strongest advocate for the chiropractic profession, engaging with government, stakeholders and the public to promote the benefits of chiropractic care and influence health policy for the future.

### OUR PURPOSE

To ensure that more Australians experience the benefit of chiropractic care.

### OUR VISION

More Australians value and experience chiropractic care for their health and wellbeing.



### OUR MISSION

Supporting chiropractors, enhancing health.

# Our Magazine

## AUSTRALIA'S FOREFRONT CHIROPRACTIC PUBLICATION

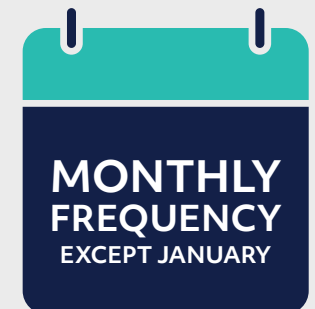
*The Australian Chiropractor* is Australia's forefront chiropractic news and views report delivered monthly to ACA members throughout Australia.

ACA's major communication vehicle to members, informing chiropractors across Australia of the latest news in the profession.

Providing research, professional development and advocacy updated, *The Australian Chiropractor* enriches the professional lives of chiropractors.

*The Australian Chiropractor* is a valuable source of information for chiropractors and is an effective medium for reaching a niche target market through advertising\*.

## EDITORIAL PROFILE



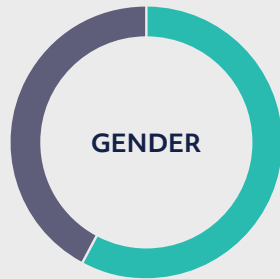
\*The ACA is under no obligation to print any advertisement or article submitted for publication in *The Australian Chiropractor* and has the discretion to accept or reject such material without obligation to give reason.

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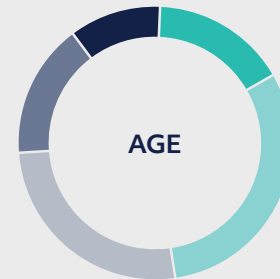
# AUDIENCE PROFILE



- full-time practitioner **61%**
- part-time practitioner **9%**
- student **30%**



- male **54%**
- female **46%**



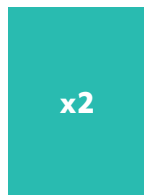
- 20-29 **16%**
- 30-39 **31%**
- 40-49 **26%**
- 50-59 **16%**
- 60+ **11%**



# Advertising Information



## SIZES AND SPECIFICATIONS



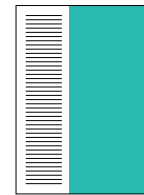
### DOUBLE FULL PAGE

Width: 430mm  
Height: 297mm  
Bleed: 3mm



### FULL PAGE

Width: 210mm  
Height: 297mm  
Bleed: 3mm



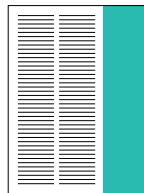
### 2/3 PAGE VERTICAL

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Bleed: 3mm



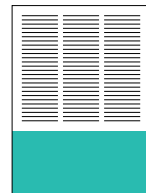
### 1/2 PAGE HORIZONTAL

Width: 210mm  
Height: 142.5mm  
Bleed: 3mm



### 1/3 PAGE VERTICAL

Width: 62mm  
Height: 297mm  
Bleed: 3mm



### 1/3 PAGE HORIZONTAL

Width: 210mm  
Height: 91mm  
Bleed: 3mm



### 1/4 PAGE

Width: 99mm  
Height: 142.5mm  
Bleed: 3mm



### 1/6 PAGE HORIZONTAL

Width: 210mm  
Height: 39.5mm  
Bleed: 3mm

**INSERT ADVERTISING** Insert material must be no larger than A4

**EMAIL ADVERTISING** Please contact [advertising@chiro.org.au](mailto:advertising@chiro.org.au)

Artwork must be supplied in digital format as press ready PDF with all images as CMYK colour and high resolution of 300dpi. Placement of display advertising within the magazine is at the discretion of the Editor.

**DEADLINES Bookings:** Must be made by 10th of month prior to publication **Artwork:** Must be supplied by 15th of month prior to publication



# BOOK TODAY AND SAVE THOUSANDS!



	INSERTIONS	COST PER EDITION	SAVING
<b>DOUBLE FULL PAGE</b>	1	\$3499	
	3	\$3319	5%
	6	\$3139	10%
	11	\$2799	20%
<b>FULL PAGE</b>	1	\$1999	
	3	\$1899	5%
	6	\$1799	10%
	11	\$1599	20%
<b>2/3 PAGE VERTICAL</b>	1	\$1399	
	3	\$1329	5%
	6	\$1259	10%
	11	\$1119	20%
<b>1/2 PAGE HORIZONTAL</b>	1	\$1099	
	3	\$1039	5%
	6	\$979	10%
	11	\$879	20%

	INSERTIONS	COST PER EDITION	SAVING
<b>1/3 PAGE VERTICAL</b>	1	\$799	
	3	\$759	5%
	6	\$719	10%
	11	\$639	20%
<b>1/3 PAGE HORIZONTAL</b>	1	\$799	
	3	\$759	5%
	6	\$719	10%
	11	\$639	20%
<b>1/4 PAGE</b>	1	\$599	
	3	\$569	5%
	6	\$539	10%
	11	\$479	20%
<b>1/6 PAGE HORIZONTAL</b>	1	\$399	
	3	\$379	5%
	6	\$359	10%
	11	\$319	20%

<b>INSERTS</b>	INSERTIONS	COST PER EDITION	SAVING
	1	\$1699	
	3	\$1609	5%
	6	\$1519	10%
	11	\$1359	20%

<b>EMAIL ADVERTISING</b>	INSERTIONS	COST PER EDITION	SAVING
	1	\$299	
	3	\$279	5%
	6	\$269	10%
	11	\$239	20%

## DESIGN SERVICE

We are able to offer a design service should your advertisement need adjusting to the correct specifications and/or design standard

All rates shown are effective 1 January 2022, are in Australian Dollars and inclusive of GST.

**CANCELLATION:** Cancellations after the booking deadline will incur a cancellation fee of 100% of the advertised rate. If artwork is not supplied by the specified date, the ACA reserves the right to cancel a booking without refund.





AUSTRALIAN  
CHIROPRACTORS  
ASSOCIATION

# The Australian Chiropractor

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For more information and to book online:

[chiro.org.au/publications](https://chiro.org.au/publications)

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