

# INSPIRE

RESEARCH AUSTRALIA SHOWCASES HEALTH & MEDICAL RESEARCH



**PROPRIOCEPTION:  
THE KEY  
TO WALKING  
ON MARS**

**CLINICAL TRIALS  
CRUCIAL TO  
DRIVING NEW  
DISCOVERIES  
IN CANCER  
TREATMENT**

**PREVENTING  
BLINDNESS  
WITH ARTIFICIAL  
INTELLIGENCE**

**RESEARCH  
AUSTRALIA**

CONNECTING • ENGAGING • INFLUENCING

# **MEDIA PACK**

# What is INSPIRE?

INSPIRE is Research Australia's member magazine which showcases the best Australian health and medical research projects. INSPIRE informs and inspires the community and the sector showcasing the breadth, scope and quality of the research being carried out in Australia. INSPIRE raises the profile of Australian health and medical research and promotes our members to the broader public.

INSPIRE is a professionally designed and edited quarterly e-magazine that allows our members to speak directly to the Australian public and ensure their valuable work, either raising funds, awareness or conducting research is known and valued. INSPIRE provides the public with an inspiring, engaging and easily readable resource with which to stay informed about cutting edge research and discovery into disease areas that impact their lives.

# Who is reading INSPIRE?

Professional and non professional 25 – 80 year old males and females who are passionate about health, and understand the importance of research in ensuring health outcomes, many of which donate to health & medical research regularly.

# What is our reach?

## Publication

**7,000+** readership across a range of distribution channels

Publication is also supplied to all contributors and is shared more broadly with their stakeholders internally and externally. Issues are read across 10 countries around the world

## Social Media

Each Issue is regularly posted through all Research Australia social media channels.

Facebook: **2,601+** followers | Twitter: **8,098+** followers

Follower interests 91% Science News, 83% Business News, 130,000+ impressions in 3 months 350+ click throughs per month

## Website

**Research Australia Website**

**60,000+** visits in the last 12 months

**30%** new visitors | **70%** returning visitors

**2,500+** subscribers on our mailing list

**Types of subscribers:** Individuals from Universities, Medical Research Institutes, Consumer Interest Groups, Large Corporates, H&MR related Associations, Foundations, Pharmaceutical, Biotech and Medical Device Companies, Government Agencies, State & Federal Politicians and Ministers, General Public.

Open rate: **115%** of the industry average

**ISSU online publication reader**

**220,469** impressions since 2014 with four issues publishes each year. Each issue has around 1000 readers and the average time spent on each is over 5 minutes.

# Advertorial & Advertising

INSPIRE has recently seen a substantial growth both in member engagement and community interest. This has been off the back of a full refresh and redesign of the publication which better reflected the maturity and sophistication of the publication and articles.

Research Australia now offers various advertorial and advertising options to further help promote our members key messaging and increase the profile of Australian health and medical research, whilst at the same time recouping our production costs.

## Advertorial

Sponsor an edition of INSPIRE for maximum exposure.

Platform	Inclusions
Publication	4 pages / 2 double page spreads, including: Opening spread with large images, headings & subheadings for maximum impact, full page article at least 950 words including logo and website URL + full page advertisement.  Highlighted article mention on Contents Page.
Website	Logo & “sponsored by” on the INSPIRE page of the Research Australia website
Distribution	Logo & “sponsored by” on the email that goes to the entire Research Australia database announcing the release of the new issue
Social Media	Headline & excerpt from article, including image posted on all Research Australia social media linking to the magazine on ISSU and relevant sponsors social media
INVESTMENT	\$2,500



# ADVERTORIAL



## SPONSORS ARTICLE MAIN HEADING

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## Help us find a cure for Multiple Sclerosis

Multiple sclerosis (MS) affects more young people than any other acquired chronic neurological disease.

MS Research Australia is the only national organisation targeting prevention, better treatments and eventually a cure for MS through funding the best, peer-reviewed, MS research in Australia.

[www.msra.org.au](http://www.msra.org.au) • 1300 356 467

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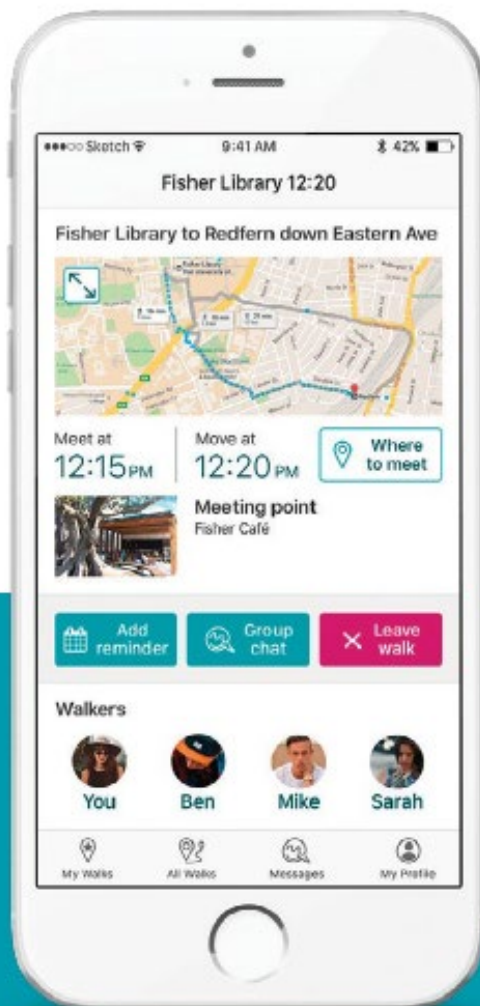
Advertise in INSPIRE magazine and promote your key messaging, events, campaigns or just increase your profile.

Platform	Inclusions
Publication	Full page, full colour advertisement hyperlinking from the publication back to your business
Social Media	Copy provided by Advertiser, promoting their organisation / event / campaign etc and web URL posted on all Research Australia social media along with advert image once during publication cycle.
INVESTMENT	\$2,000

# Full Page Advertisement



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# Publishing Deadlines

ISSUE	ABSTRACTS DUE	ADVERTISING AND ARTICLE DEADLINE	PUBLISH
Autumn <i>Edition 11</i>	30 January 2019	15 February 2019	February
Winter <i>Edition 12</i>	12 April 2019	13 May 2019	May
Spring <i>Edition 13</i>	12 July 2019	2 August 2019	August
Summer <i>Edition 14</i>	30 October 2019	15 November 2019	December

## More information

To discuss how Research Australia can promote your organisation, event or campaign or for more information on the above packages, please contact:

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Partnerships and Marketing Manager

Research Australia

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[www.researchaustralia.org](http://www.researchaustralia.org)