

INSPIRE

RESEARCH AUSTRALIA SHOWCASES HEALTH & MEDICAL RESEARCH

INSPIRE is Research Australia's online publication showcasing its members' research, innovation and leadership.

To view visit researchaustralia.org



MEDIA PACK

RESEARCH
AUSTRALIA
CONNECTING • ENGAGING • INFLUENCING

What is INSPIRE?

INSPIRE is Research Australia's signature publication, showcasing our members' research, thought leadership, innovation, technology and philanthropy. It informs and inspires the entire health and medical research sector and the Governments, philanthropists and commercial partners we work with. INSPIRE serves to highlight the breadth, scope and quality of the research being carried out in Australia.

The publication allows Research Australia to raise the profile of Australian health and medical research and promotes our members to the broader sector and Australian community. It is also a powerful channel for organisations offering services to the sector to increase their brand, products and profile through advertising and advertorials.

INSPIRE is a professionally produced quarterly e-magazine which allows our member organisations to speak directly to the sector, Governments at a federal, state and territory level and the wider public. Each issue features a variety of articles around ground-breaking innovations in research, advances in technology in health, case studies of research being funded by philanthropic organisations and collaborative efforts with national and international organisations. We also use our *Last Word* column to profile and promote opinion leaders within the health and medical research community.

INSPIRE provides a broad readership with an engaging and easily readable resource with which to stay informed about cutting edge research and discovery into health areas that impact their lives.

DEMOGRAPHICS

Professional and nonprofessional 25 – 80-year-old who work in or have an interest in health and understand the importance of research in ensuring health outcomes.

Each issue has a focus area from across the pipeline to group the contributors to a common theme. This allows for targeting specific organisations for editorial, advertorials and advertising.

DISTRIBUTION

Our Membership

Each issue is distributed to the Research Australia membership which reaches around 1500 contacts from across 140 organisations, including Government MPs and government agencies, nationally and internationally. Our member organisations then re-distribute through their internal and external networks.

Contributors featured in an issue often promote the publication in their newsletters, website and other key marketing channels, amplifying distribution across multiple organisations and platforms beyond Research Australia's initial, already significant, readership.

INSPIRE is consistently read across 10 countries around the world and the average reading time is around 7 minutes which is extremely high compared with industry standard¹. The open rate of our EDM's is **115%** of the industry average.

¹ According to analytics supplied by the Issuu platform

Website

Research Australia Website

The website attracts around 1000 visits each week with **32%** being new visitors and **68%** returning visitors. Content is updated regularly and social media links to the website daily.

Visits per day:

- Average 2022 122 visits per day
- Average in February 22 145 visits
- Average 2021 158

Visits per month:

- For the month of February 2022 4,053 (organic)
- 2022 Average views per month 2,152
- 2021 Average visits per month in 2020 4,793.

Most popular fixed pages (last 90 days – December 10 2021 to March 10 2022)

- Home page – 1,556 views
- Home page/archives – 932 vies
- Awards – 702 views
- Funding announcements – 599 views
- INSPIRE – 439 views
- Public Opinion Polling 364 views

Members: 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.

ISSUU online publication reader

Each issue has between 1000 -2000 readers and between 3,000-5,000 impressions. Most importantly and the average time spent on each is between 6-8 minutes.

Recent Issues

Issue 22 was published in December 2021 has had **1,743 reads, 3,677** impressions with an impressive average reading time of 8.48mins.

E Signatures

The Research Australia team features the INSPIRE banner of the latest issue on their signatures reaching the hundreds of email recipients sent by the team over a period of 2-3 months until the next issue is published.

Social Media

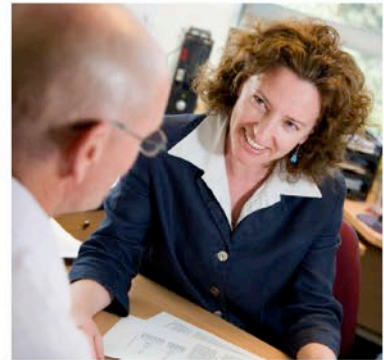
Each Issue is promoted through all Research Australia social media channels with posts to encourage further distribution. The banner and link of each issue is featured on the social media platform furthering exposure with click throughs from all posts for a 2-3 month period.

Twitter: **10,300** followers and rapidly growing

Facebook: **4,000** followers

LinkedIn: **1,000** followers

ADVERTORIAL



SPONSORS ARTICLE MAIN HEADING

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SPECIFICATIONS & COSTS

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Artwork: 297mm (h) x 210mm (w)
5mm bleed

1/2 page = \$1000 +gst

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no bleed required

1/3 page = \$750 +gst

Artwork: 85mm (h) x 180mm (w)
no bleed required

1/4 page = \$500 +gst

Artwork: 63mm (h) x 180mm (w)
no bleed required

ADVERTORIAL

Double page spread = \$2,500 +gst

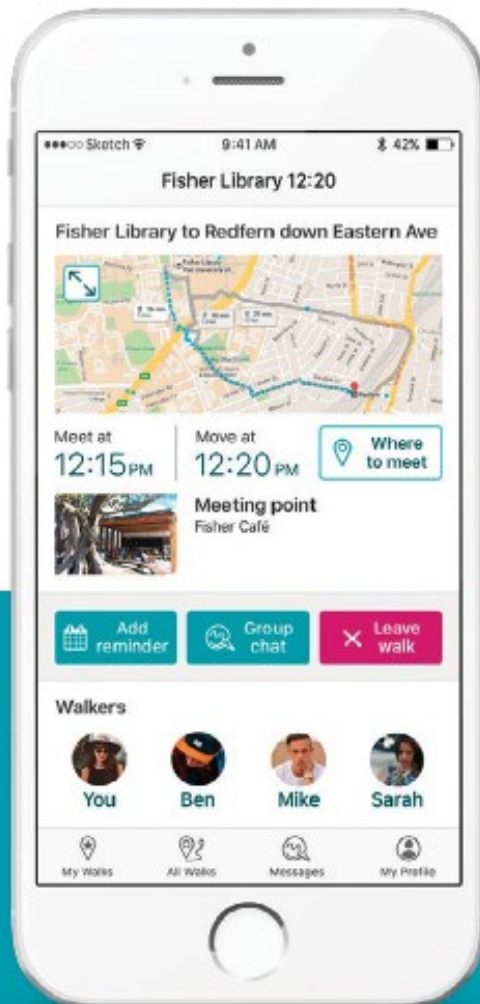
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Publishing Deadlines 2022

2022	ABSTRACTS DUE	Final Articles Adverts/Advertorials Due	PUBLISH MONTH
Issue 23	Investment/Philanthropy in HMR & Awards Feature		
	End February	Mid March	March
Issue 24	Health and Medical Research in rural, regional and remote Australia		
	Early April	Late April	May
Issue 25	International collaboration for global impact		
	Early July	Late July	August
Issue 26	Clinician researchers and the healthcare system		
	Late September	Late October	November

ENQUIRIES

To discuss how Research Australia can promote your organisation, event or campaign or for more information please contact us as per below. We do offer bespoke packages to meet your specific business objectives.

Research Australia

Email: admin@researchaustralia.org

www.researchaustralia.org