

# 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](http://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 adults 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 health and medical research theme. Some recent themes include Investment and philanthropy in Health and Medical Research, Health and Medical Research in rural, regional and remote Australia, International collaboration for global impact and Clinician researchers and the healthcare system. 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 1700 contacts from across 134 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 standard<sup>1</sup>. The open rate of our EDM's is **34%** compared to the industry average of 21.3%<sup>2</sup>.

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<sup>1</sup> According to analytics supplied by the Issuu platform

<sup>2</sup> Mailchimp.com - 2022 Email-marketing-benchmarks

# Website

## Research Australia Website

The website attracts around 1000 visits each week. Content is updated regularly and social media links to the website daily.

### Visits per day:

- Average 2022 168 visits per day
- Average in January 23 109 visits
- Average 2021 158

### Visits per month:

- For the month of January 2023 3,380 (organic)
- 2022 Average views per month 5,100
- 2021 Average visits per month 4,793.

### Most popular fixed pages (November 18, 2022 to February 15, 2023)

- Home page – 2,002 views
- Home page/archives – 1,340 views
- Awards – 1,321 views
- Funding announcements – 913 views
- 2022 Health & Medical Research Awards finalists – 777 views
- INSPIRE – 369 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, Patient Advocacy Groups, and the 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 26 was published in December 2022 has had **842 reads, 1,405** impressions with an impressive average reading time of 7.01 mins.

### 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: **10,800** followers and rapidly growing

Facebook: **4,000** followers

LinkedIn: **1,625** followers

# 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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# SPECIFICATIONS & COSTS

## ADVERTISEMENTS

Advertise in INSPIRE magazine and promote your key messaging, events, campaigns or just increase your profile. We offer 4 sizes and the specifications are below

**Full page = \$2000 + gst**

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

5mm bleed

**1/2 page = \$1000 + gst**

Artwork: 131mm (h) x 180mm (w)

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**

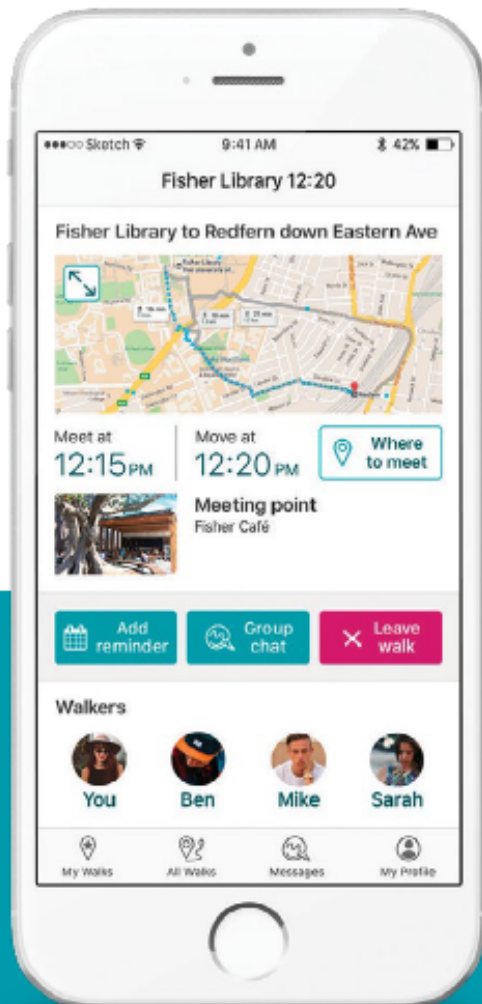
## PROMOTIONAL PACKAGES

We do offer bespoke packages to meet your specific business objectives. Please call us to discuss how best to promote your organisation.

# Full Page Ad **Example**



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meet your group and  
move together!

More info at  
[www.meetandmoveapp.com](http://www.meetandmoveapp.com)

Available in July from  
the Mac App Store

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# Publishing Deadlines 2023

2023	ABSTRACTS DUE	Final Articles Adverts/Advertorials Due	PUBLISH MONTH
<b>Issue 27</b>	<b>Health Innovations that improve lives and Innovations in our Health System</b>		
	20 February	20 March	<b>April</b>
<b>Issue 28</b>	<b>Future Workplace Planning opportunities and challenges What are the future roles in Health and Medical Research?</b>		
	22 May	19 June	<b>July</b>
<b>Issue 29</b>	<b>Women's Health and Medical Research</b>		
	17 July	21 August	<b>September</b>
<b>Issue 30</b>	<b>Health and Medical Research advances in Paediatrics 20th Annual Health and Medical Research Award Winners</b>		
	16 October	17 November	<b>December</b>

## 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](mailto:admin@researchaustralia.org)

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