

aca Aged Care Australia

Voice of the aged care industry

The **official publication** of Aged Care Association Australia



Aged Care Association
Australia

2012/2013 media kit

Aged Care Australia is the official journal of the Aged Care Association Australia. As the “voice of the aged care industry”, it is the most respected publication within the aged care sector, sent free of charge, by name, to the decision-makers of *all aged care facilities nationally*.

Aged Care Association Australia (ACAA) is a professional, national industry association for providers of quality residential and community aged care services. A federated peak body, ACAA is the only organisation that represents care providers from the private and voluntary sectors on a national basis. ACAA provides a truly representative voice for the residential care industry to the Commonwealth and State governments, all associated agencies and professional bodies, via a structure of autonomous state association, and a national presence in Canberra.

In 2009, the number of Australians aged over 65 was almost 2.8 million. This figure is expected to double in just over 20 years.

Within this enormous growth market, ACAA and Aged Care Australia offer the best value for your advertising dollar, reaching key decision-makers in the Aged Care industry.

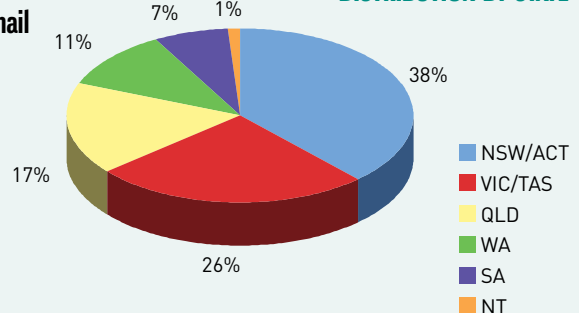


DISTRIBUTION AND READERSHIP

Aged Care Australia is a high-quality, full colour publication which has quarterly circulation in excess of 5,000 copies, distributed by direct mail **FREE OF CHARGE** to the decision-makers in **EVERY** aged care centre throughout Australia.

- Readership consists of:
- ▶ Chief Executive Officers
 - ▶ Senior Management
 - ▶ Directors of Nursing
 - ▶ Commonwealth and State agencies
 - ▶ Financial Controllers
 - ▶ Owner-Operators

DISTRIBUTION BY STATE



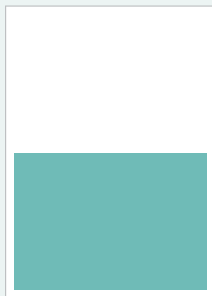
ADVERTISING RATES



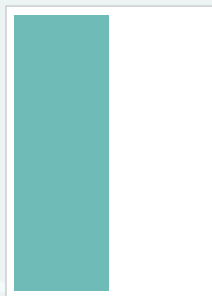
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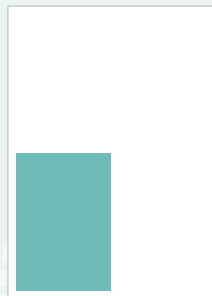
Full Page
Type area: 270 mm(h) x 185 mm(w)
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1/2 page horizontal
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Double Page Spread	\$4495 +GST
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Quarter Page	\$1250 +GST

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3 issues – 10%
4 issues – 12.5%

Agency Commission add 10% **Cover position** add 10%

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- Fonts:** All fonts must be embedded or supplied. Postscript or OpenType fonts only.
- Colour:** Text and images must be supplied CMYK or grayscale, no embedded colour profiles.
- Images:** ALL Illustrations, images and logos to be TIFF or EPS
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- Resolution:** 300dpi or better at 100% finished size
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EDITORIAL SUBMISSIONS

Aged Care Australia welcomes editorial submissions. Please forward material to Jane Murray, jane@agedcareassociation.com.au. Items will be published at the editor's discretion. **Aged Care Australia** reserves the right to edit or abridge items accepted for publication.

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- June
- September
- December



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