



Apooda
Australian Podiatry Association

Media kit

2025 EDITION



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About the Australian Podiatry Association

Podiatrists hold incredible power to help people move and thrive through life. As the peak body for podiatry, the Australian Podiatry Association (APodA) is led by this vision; to inspire growth and champion potential.

This vision is deliberately iterative and without end. We will never stop listening, acting, and caring on behalf of the profession and its influences. The stakes are simply too high to dream small. We dream big and are deliberately brave.

The power of foot and lower limb health can change lives, enable movement, improve mental health, and even extend lives. And this is just the beginning. The impact of podiatry on our society and the wider healthcare picture is nothing short of transformative. This is why we will advocate for amazing podiatry, always.



- Dream big, be brave
- Better together
- We listen, we act, we care
- Inspire growth, champion potential
- Personal responsibility leads to collective excellence



Amazing podiatry
always



Move and thrive
through life



About STRIDE

STRIDE is the official digital publication of the Australian Podiatry Association – and the only national podiatry publication of its kind. Published bi-monthly between March to December, this digital platform offers a home for podiatrists across Australia and globally to connect and collaborate.

Packed with thought-provoking articles written exclusively for podiatrists, STRIDE addresses the latest subject matters across a range of areas that impact the podiatry profession. STRIDE's content includes news updates, research insights, relevant content from aligned stakeholders, interview-rich profile pieces, and so much more.

STRIDE is the most cost-effective and efficient way to get your message to podiatrists across Australia and our increasing global readership.

For advertisers, STRIDE can:

- **Support innovation:** Visibility is improved for advertisers who benefit from a global audience to promote Australian-based innovative products and new technologies.
- **Start conversations:** By sharing articles on social media (that sit next to paid advertisements), targeted tagging can help to raise awareness of current issues and advocacy efforts.
- **Increase exposure:** STRIDE's content (and paid advertising) can be searched online by anyone, improving Search Engine Optimisation opportunities and the benefits this brings.



INSIGHTS AND OPPORTUNITIES

The podiatry profession

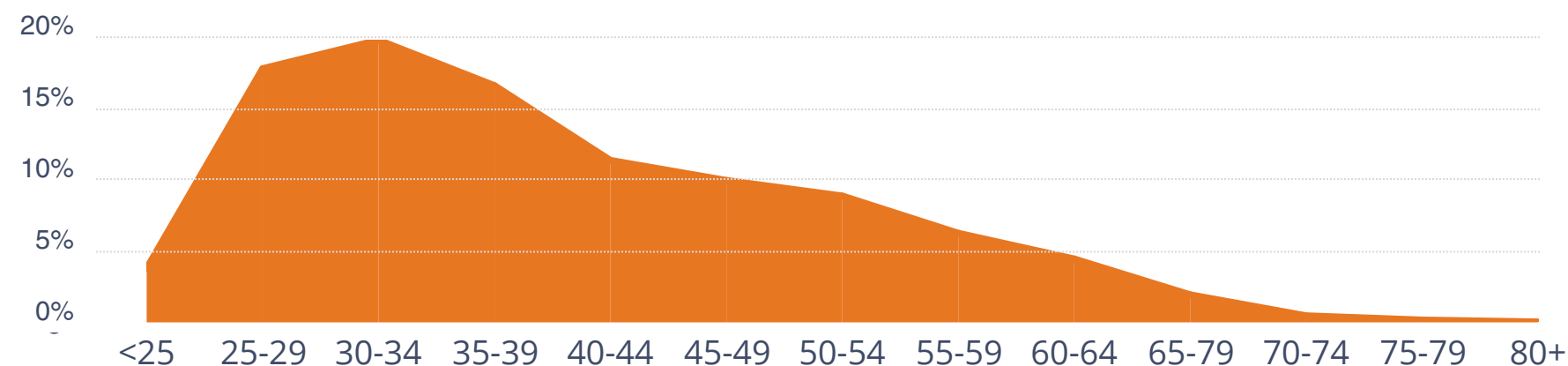
The APodA is Australia’s largest and longest-established peak podiatry association representing the profession.

This also means that the APodA has reach to the majority of registered podiatrists, podiatric surgeons and affiliates in Australia through our communication channels.

Number of registered podiatrists in Australia



Age range of registered podiatrists in Australia



If your primary target audience is podiatrists, advertising your brand on APodA’s channels, in partnership with the peak podiatry association, ensures exact targeting and credibility.



EXPAND YOUR REACH BEYOND PODIATRISTS

Patient interactions

Based on a survey of practice managers we estimate that, on average, podiatrists see around

20
PATIENTS A DAY

With 5,968
REGISTERED PODIATRISTS

ASSUMING EACH WORKS
45 weeks
5 DAYS PER WEEK

Podiatrists would have
26,856,000
interactions with patients
over a 12 month period



If the average repeat rate is
5 appointments

Podiatrists see
5,371,200
unique patients

1 in 5
AUSTRALIANS
EXPERIENCE
FOOT PAIN

Why people see podiatrists?

- Padding & strapping
- Corn & callus debridement
- Stretching & strengthening
- Footwear assessment & advice
- Nail care
- Wound care
- Shoe padding
- Orthoses & insoles



DIGITAL REACH

APodA's digital influence

STRIDE

AVERAGE MAGAZINE VISITORS

Total mailing list: 7.1k+
Avg. open rate: 50%



MONTHLY AVG. WEBSITE* VISITORS

Podiatrists: 19.4k+
Public: 3.5k+



WEBINAR ENGAGEMENT

Avg. registrations per webinar : 225
Avg. webinar email open rate: 80%



EDM NEWSLETTER ENGAGEMENT

Active mailing list: 6.9k+
Avg. open rate: 57%



PDU* EMAIL ENGAGEMENT

Active mailing list: 7.1k+
Avg. open rate: 54%

*The website is www.podiatry.org.au

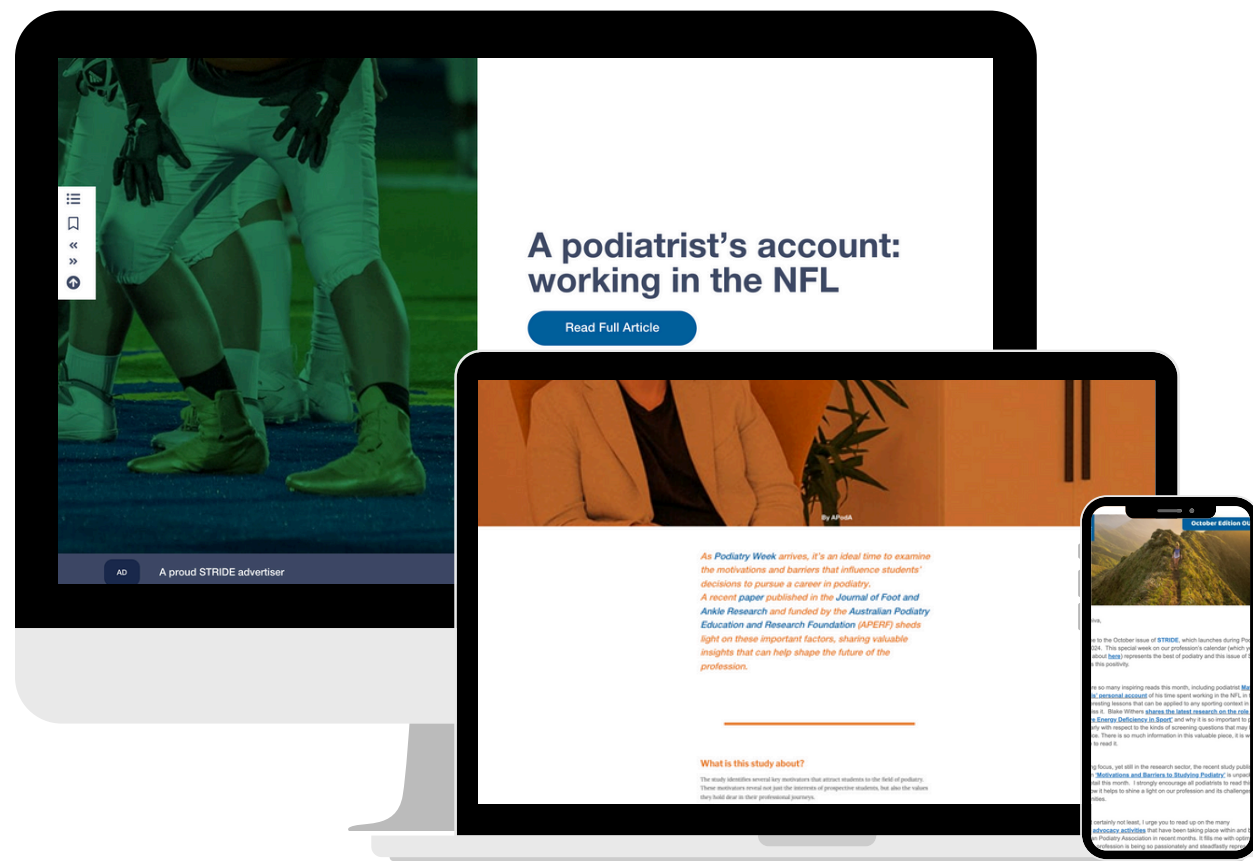
**Our PDU email is the Professional Development Unit email that shares CPD, education and event updates.



DIGITAL MAGAZINE OPPORTUNITIES

STRIDE advertising

STRIDE is issued bi-monthly (6 issues per year) via a solus EDM to our database of podiatrists. Our 7.1k+ STRIDE readers have access to the online magazine via email and social media. Our readers are highly engaged and expect long-form content when they visit our dedicated magazine website.



Advertising period: 8 weeks

STRIDE allows you to showcase your brand as a static image, gif, or video or combine them within your placement size. Your ads will be displayed online within your STRIDE issue placement. You can measure your long-term performance with a tracking link. STRIDE articles are frequently reshared via APodA's communication channels giving your ad a second or even third wind.

Website link: stride.podiatry.org.au

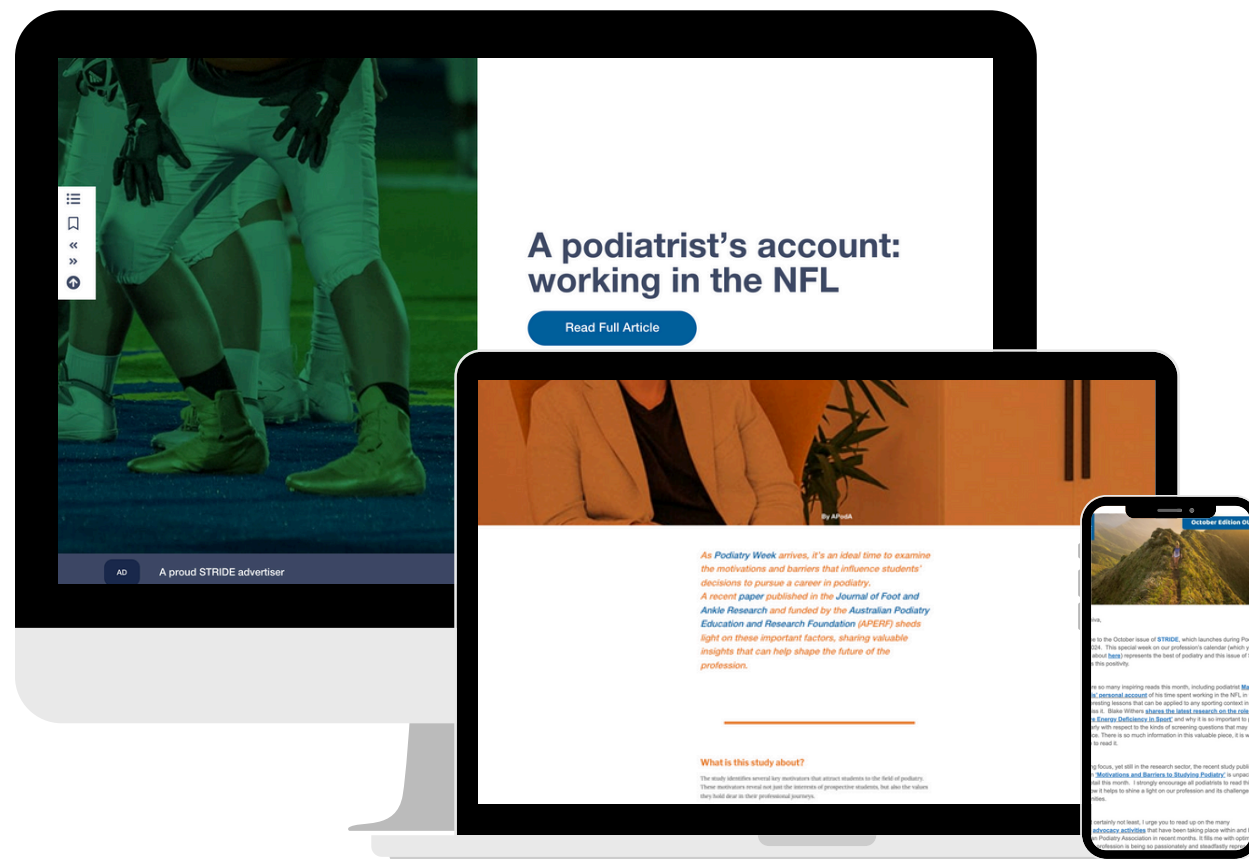
PLACEMENT	BENEFITS	CASUAL PRICE EXCL GST	2-6 ISSUES PRICE EXCL GST
Half panel digital ad	Get affordable visibility and highlight specific products, services, or promotions that can be conveyed with few visuals and concise copy. Ideal for budget-conscious advertisers.	\$1150	\$1000
Full panel digital ad	Showcase your brand with greater detail and visual impact. The larger size offers more creative freedom to reinforce brand recognition and messaging, making it memorable for our readers.	\$1570	\$1300



DIGITAL MAGAZINE OPPORTUNITIES

STRIDE issue site sponsor

We offer a premium site-wide sponsorship opportunity where your logo will have the highest visibility for 8 weeks. Your logo will appear in the top right corner of the top menu bar in desktop browser view and in the collapsed hamburger menu on mobile view. Your brand's logo will be displayed in all current and past magazine views, articles as well as other pages on the website.



Advertising period: 8 weeks

Website link: stride.podiatry.org.au

PLACEMENT	BENEFITS	PRICE EXCL GST	2-6 ISSUES PRICE EXCL GST
STRIDE site sponsor (1 avail.)	Showcase your brand while showing support for the advancement of the profession by sponsoring a STRIDE issue. Your logo will be tastefully featured throughout your edition. You will also be featured in our STRIDE EDM to the 7.1k+ database of podiatrists.	\$2500	\$2100



DIGITAL MAGAZINE OPPORTUNITIES

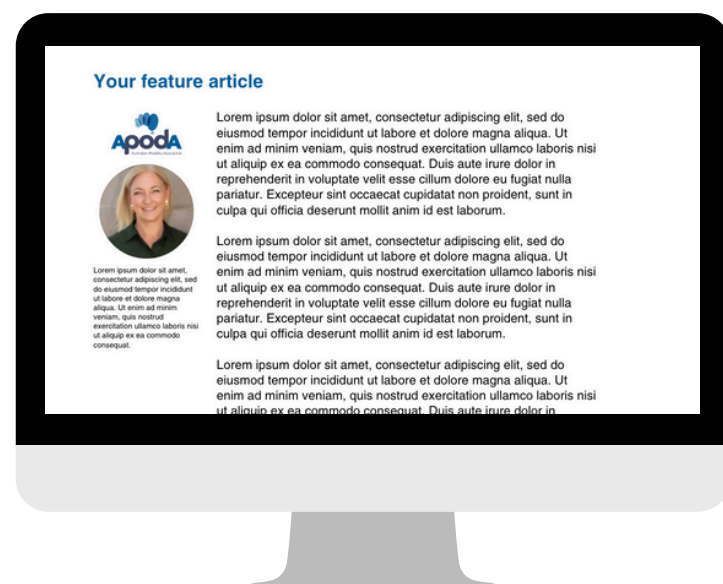
STRIDE feature profile

This exclusive 1:1 interview between the Editor of STRIDE and the leader of your business will be presented as an 800-word, first-person editorial piece in STRIDE, ready for widespread sharing.

There is only one profile piece of this kind included per issue to ensure this opportunity remains exclusive and impactful. Each year, only five client profile slots are available on a first-come, first-served basis. Each client can have one profile per year, featured in only one issue of STRIDE

This piece deliberately doesn't sell your products, it unlocks the heart behind your business; to share what your values are, why you get out of bed in the morning, and what makes your business tick. The profile lends itself to a longer-term engagement strategy with your target market; one that is based on building an authentic relationship. This piece has 'Supporter' at the top of the page and 'Thanks to [Company Name]' for supporting STRIDE at the bottom

This valuable piece of brand journalism comes with its own unique share-worthy URL, and it can be integrated into your marketing and communications channels; ready for repurposing and further syndication.



Website link: stride.podiatry.org.au

PLACEMENT	BENEFITS	CASUAL PRICE EXCL GST	2-5 ISSUES PRICE EXCL GST*
Feature profile written piece (1 avail. Limits apply)	Your 500 - 800 word article will be crafted by our STRIDE Editor then published amongst our other organic articles to build credibility and position your brand as a leader. Your article will also be featured in our STRIDE EDM to the 7.1k+ database of podiatrists.	\$3000	\$2600

Advertising period: 8 weeks

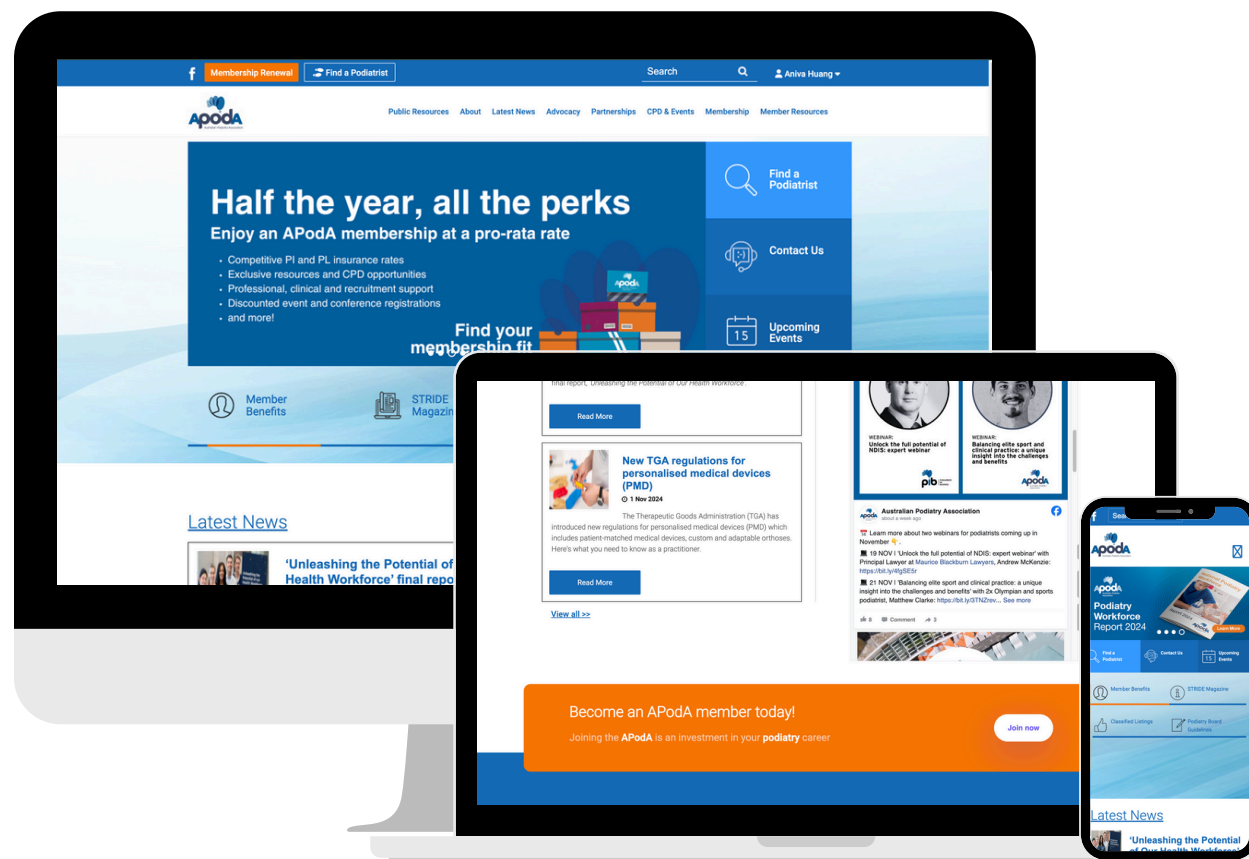
*This pricing is for 1 profile inclusion in 1 issue for advertisers who have purchased in 2 - 5 half or full panel ads per year.



ADD-ON OPPORTUNITIES

Website advertising

Compliment your STRIDE advertising placements by expanding your campaign onto the APodA website to capture new business or share a brand new campaign with the flexibility to change your artwork within your 8 weeks of placements. Our website welcomes 19.4k+ podiatrist visitors a month increasing your ad impressions to 26.5k+.



Advertising period: 8 weeks

Share a static banner image across our website as a form of retargeting advertising or take this opportunity to share a new key message, feature or benefit. You can measure your performance with a tracking link and do 2 banner changes to mix it up.

Website link: www.podiatry.org.au

PLACEMENT	BENEFITS	PRICE EXCL GST
Homepage banner (solo ad amongst APodA banners)	You will be featured as the first slide to achieve maximum exposure and ensure high visibility as our only homepage banner advertiser.	\$600
Homepage banner shared (4 avail.)	Share the limelight while gaining brand awareness through our rotating banner.	\$250
Homepage footer solo	Ideal for messaging that doesn't require immediate action, such as reminders, or ongoing offers.	\$180
Member resources homepage banner solo	Only accessible by APodA members, meaning this placement targets highly engaged podiatrists who are more likely to respond to your ads.	\$350
Member resources homepage footer solo	This placement is a lower-cost option providing visibility to a focused readers without the premium price tag	\$150
CPD & events homepage banner solo	This placement has strong visibility with all podiatrists that are highly interested in professional development.	\$400
CPD & events page footer solo	Reinforce your messaging with repeated visibility to build awareness over time.	\$175



ADD-ON OPPORTUNITIES

EDMs and email advertising

Grow your exposure through our monthly EDMs and position your brand upfront and centre. Intentional readers are ready engage with your content and learn more about your brand.



Advertising period: 1 inclusion per email/EDM send

Share a static or gif banner image in our email comms as a form of retargeting advertising or take this opportunity to share a new key message, feature or benefit. You can measure your performance with a tracking link.

PLACEMENT	BENEFITS	PRICE EXCL GST
Monthly update EDM solo (middle banner row)	The ideal placement for brand reinforcement, which is valuable for building recognition and trust among podiatrists.	\$350
Monthly PDU email solo (middle banner row)	Reach podiatrists who are actively interested in CPD, events and development. Let them know you're coming to the event or show how you can support them.	\$400
Webinar communication emails solo (bottom banner row on our short registration confirmation, reminders & post-webinar emails)	With an 80% open rate, these emails reach a highly interested and actively engaged readers, ideal for advertisers seeking high levels of visibility and engagement.	\$600
STRIDE release email (member and non-members)	STRIDE emails attract more engaged readership. Use this placement to share more complex messages, such as brand stories, case studies, or insights relevant to podiatry.	\$350

Monthly update EDM purpose: to share updates and all other news in the profession
 PDU EDM purpose: to share CPD, events and other professional opportunities
 Webinar email purpose: to send confirmation, reminders and post-webinar information



ADD-ON OPPORTUNITIES

Webinar advertising

Capture our podiatrists' attention while they're attending one of our webinars. This is a great opportunity to be showcased to a live digital audience and tell your brand story.



PLACEMENT	BENEFITS	PRICE EXCL GST
Pre-webinar video or slide ad solo (30 secs max)	Use this time to share your brand with our engaged webinar attendees before the webinar program starts.	\$800
Pre-webinar video or slide shared (2 avail. 15 secs max)	Share the limelight! Use this time to share your brand with our engaged webinar attendees before the webinar program starts.	\$450
Post-webinar logo slide shared (3 avail.)	Showcase your brand logo to reinforce brand recognition and build credibility.	\$100

Advertising period: Dependent on placement choice

*Webinar advertisers must be pre-approved by APodA before purchasing.



ADD-ON PACKAGES

Package 1: Product or service launch

See the below suggested package for brands who are launching a new product or service to podiatrists.

PLACEMENTS	BENEFITS	AD PERIOD	USUAL PRICE EXCL GST
Homepage banner (solo ad amongst APodA banners)	Capture podiatrists' attention when they visit the APodA website by featuring your brand on our front page. This placement allows you to reach podiatrists who may not read STRIDE so it's a great opportunity to introduce yourself to more podiatrists.	8 weeks	\$600
Monthly update EDM solo (middle banner row)	Remind podiatrists about your new product or service by featuring a captivating EDM banner in our monthly newsletter. This is the perfect chance to reinforce your best selling point, feature or benefit while podiatrists are highly engaged.	1 email send	\$350
Pre-webinar solo video or static slide (30 secs max)	All eyes are on you! This is your chance to promote your new product or service while all of our webinar attendees are engaged and open to receiving new information.	30 secs	\$800
		Total usual price EXCL GST	\$1750
		Package price EXCL GST	\$1500
		Estimated monthly impressions from the podiatry profession	27,108



ADD-ON PACKAGES

Package 2: Expand your reach

See the below suggested package for brands who want to get their product or service in front of podiatrists at multiple touch points.

PLACEMENTS	BENEFITS	AD PERIOD	USUAL PRICE EXCL GST
Homepage banner shared (max 3 other ads & APodA banners)	Capture podiatrists' attention when they visit the APodA website by featuring your brand on our front page. This placement allows you to reach podiatrists who may not read STRIDE so it's a great opportunity to introduce yourself to more podiatrists.	8 weeks	\$250
Webinar communication emails solo (bottom banner row on our short registration confirmation, reminders & post-webinar emails)	With an 80% open rate, these emails reach a highly interested and actively engaged readers. This is ideal for reaching high levels of visibility and engagement.	3 webinar emails	\$600
Pre-webinar video or slide shared (max. 1 other advertiser. 15 secs max)	Use this time to share your brand with our engaged webinar attendees before the webinar program starts to reinforce your messaging from the webinar comms.	15 secs	\$450
		Total usual price EXCL GST	\$1,300
		Package price EXCL GST	\$1200
		Estimated monthly impressions from the podiatry profession	26,905



WEBINAR OPPORTUNITIES

Industry partner webinar

Invite the podiatry community to attend your webinar through APodA's platform. This is a chance to educate and build relationships with podiatrists virtually in real-time. Your webinar will be listed on the APodA website as an event.



Advertising period: Dependent on placement choice

PLACEMENT	BENEFITS	PRICE EXCL GST
Webinar only	Connect with podiatrists through APodA's trusted community.	\$3000
Add-on: 1 solus EDM promotion for webinar	Promote your webinar through APodA's emailing list.	\$450
Add-on: 3 social media posts on Facebook, Instagram and LinkedIn	Expand your reach through APodA's social media channels.	\$300

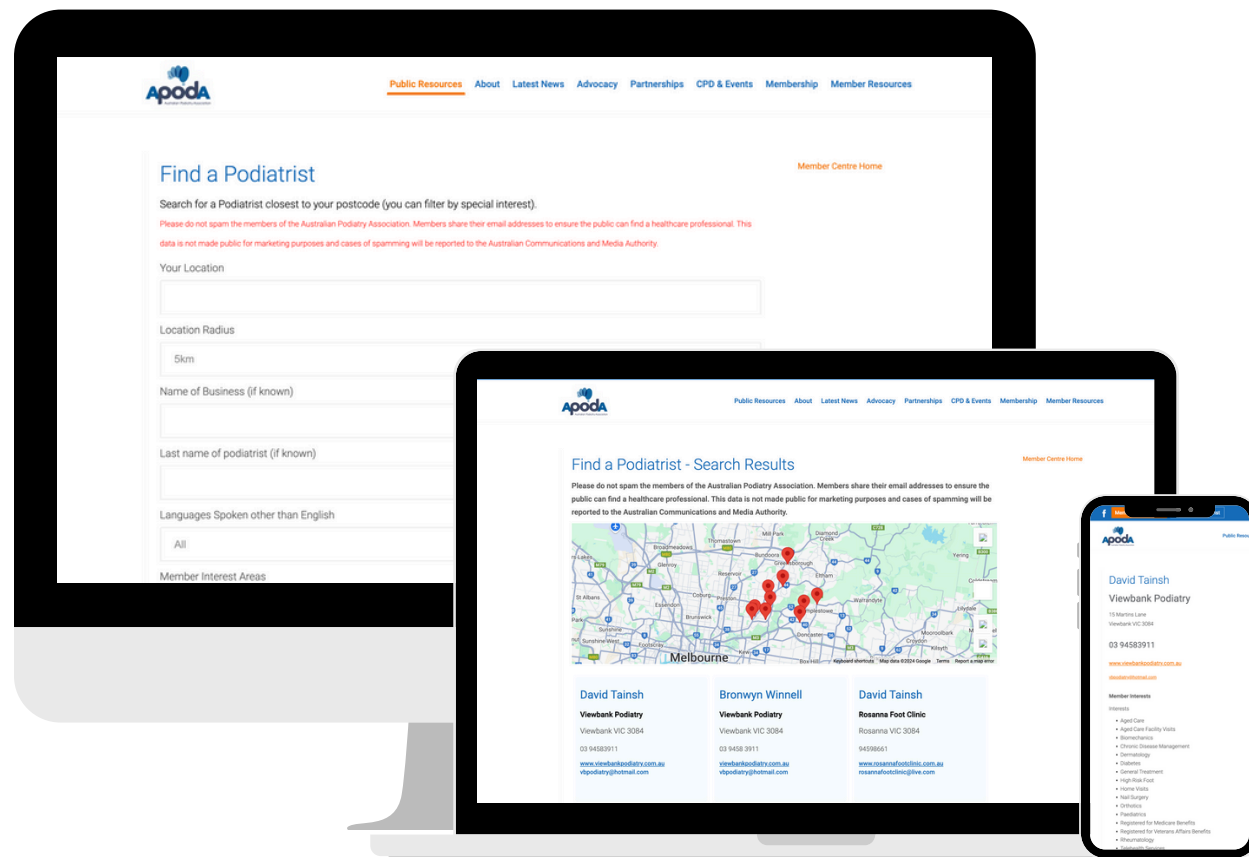
*Webinar advertisers must be pre-approved by APodA before purchasing.



REACH CONSUMERS

Find a podiatrist page

Reach the general public by advertising on our “Find a podiatrist” webpage. This page is visited by consumers who are seeking a podiatrist near them to improve their lower limb, ankle and/or foot health.



PLACEMENT	BENEFITS	PRICE EXCL GST
Find a podiatrist search page	Put your brand in front of consumers who are interested in improving their lower limb, ankle and/or foot health.	\$350
Find a podiatrist results page	Target consumers while they have high intention and engagement with lower limb, ankle and/or foot health improvement.	\$400

Advertising period: 8 weeks

Website link: www.podiatry.org.au/find-a-podiatrist



IN-PERSON REACH

APodA's in-person influence



The bi-annual Australian Podiatry Conference welcomes delegates from Australia, New Zealand, South East Asia and beyond, offering maximum exposure.



The Professional Development Series is an immersive educational symposium, that deep dives into core focus areas. Alternates years with our bi-annual conference.



Live & Local are unique events for podiatrists to come together, share knowledge, and foster connections within their local communities across Australia.

Event sponsorship and exhibition opportunities vary depending on the event size and location. Please contact us to see how we can collaborate.



DEADLINES

Advertising deadlines

We aim to publish and share STRIDE on the second Monday of each month. Please find the deadlines for STRIDE and advertising artwork below:

Issue	Format	Advertising artwork deadlines
March	Digital	Monday 10th February 2025
May	Digital	Monday 14th April 2025
July	Digital	Monday 9th June 2025
September	Digital	Monday 11th August 2025
October (Podiatry Week)	Digital	Monday 8th September 2025
December	Digital	Monday 10th November 2025



DEADLINES

STRIDE advertising specifications

We offer two sizes of ads, Full Panel Ads (full width of screen) and Half Panel Ads (a square panel, appearing side-by-side with another Half Panel Ad).

Please find the STRIDE advertising artwork specifications below:

Advertising type	Size	Format/s	Other
Half panel ad*	Desktop view: 960 pixels wide x 1080 pixels high Mobile view: 960 pixels wide x 1080 pixels high	72 dpi in JPEG, PNG or GIF formats. Videos must be hosted on Youtube, Vimeo or a private service and shared to us as a public link.	You can provide a tracking link
Full panel ad*	Desktop view: 1920 pixels wide x 1080 pixels high Mobile view: 1080 pixels wide x 1920 pixels high	72 dpi in JPEG, PNG or GIF formats. Videos must be hosted on Youtube, Vimeo or a private service and shared to us as a public link.	You can provide a tracking link
Site sponsor	135px wide by 71px high	72 dpi in JPEG or PNG	Full colour and white logos with transparent backgrounds to be provided.
Feature profile	-		The STRIDE editor will be contact with you to start the interviewing process. Logo and supporting photos to be provided.

*Please name your artwork file with the following details [advertiser name]-[half-panel]-[960x1080]- [desktop OR mobile]

Sample filenames:

- yourname-full-panel-1920x1080- desktop.png, and;
- yourname-full-panel-1080x1920- mobile.png



DEADLINES

Add-on advertising specifications

Please find the add-on advertising artwork specifications below:

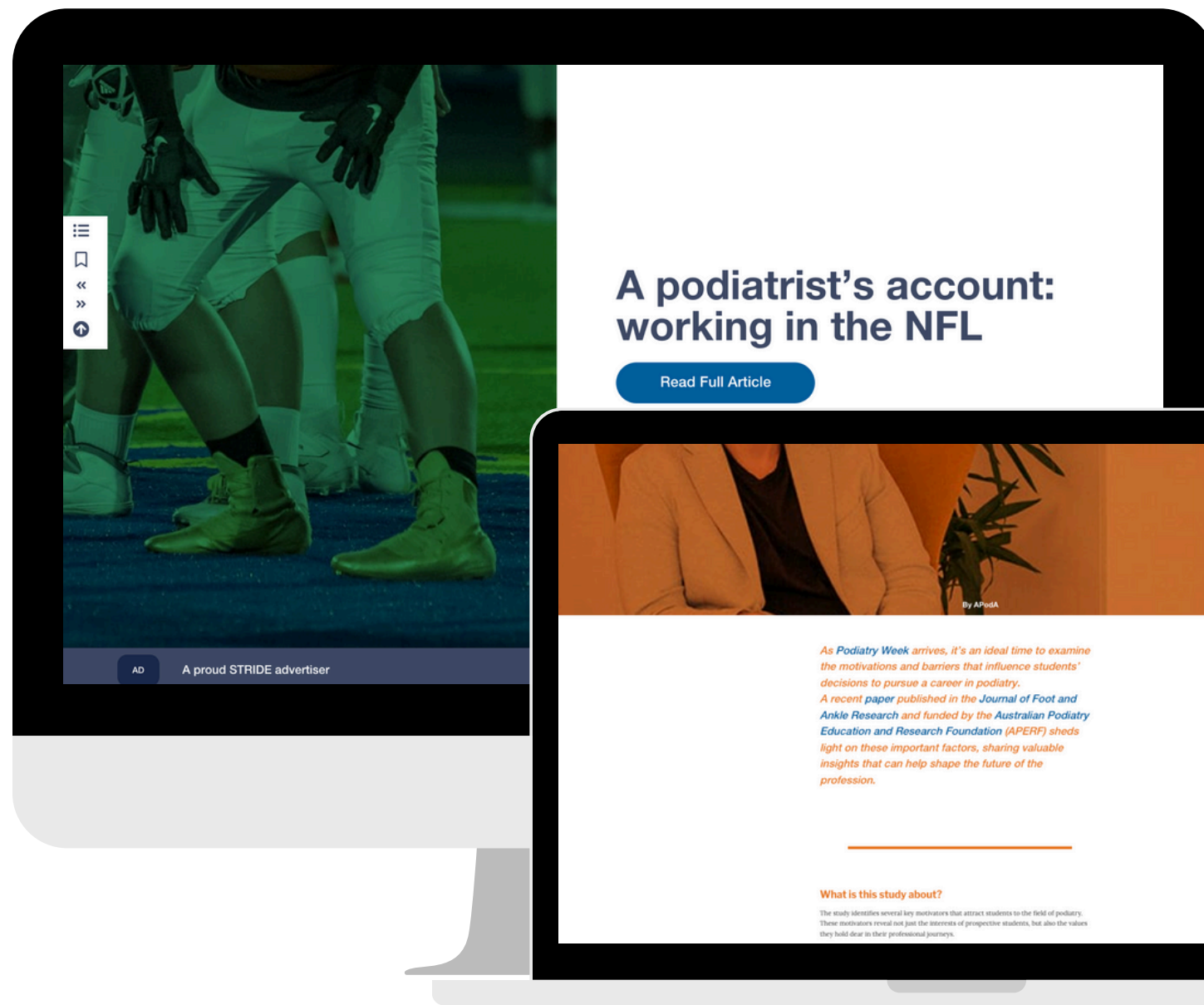
Advertising type	Size	Format/s	Other
Homepage banners	936px wide by 404px high	PNG or GIF	You can provide a tracking link
Member resources, CPD & Events and consumer pages homepage banners	600px wide by 120px high	PNG	You can provide a tracking link
Member resources, CPD & Events and consumer footer banners	600px wide by 180px high	PNG	You can provide a tracking link
All EDM/email banners	600px wide by 120px high	PNG	You can provide a tracking link
Webinar video	16:9 ratio	MP4 format	Video can be maximum 30 or 15 seconds depending on your placement purchase
Webinar logo	200px wide by 200px high	PNG	



LET'S COLLABORATE

Contact us

We can't wait to help you amplify your brand, products and services to the podiatry profession!



 Paul Andrew

 0411 476 624

 lorcymedia@bigpond.com

You can view the APodA advertising terms & conditions on podiatry.org.au

