

2025 Advertising Rate Card



EXERCISE RIGHT

Exercise Right is Exercise & Sports Science Australia's (ESSA) national public health initiative designed to educate and support Australians to lead active, healthy lifestyles.

With the help of ESSA accredited exercise professionals and partners, Exercise Right provides advice and guidance about the importance of physical activity and exercising right to meet individual needs and goals.

Through email marketing, Exercise Right offers national exposure of your product or service to a wide range of everyday Australians and health professionals including:

- » Health-conscious/fitness-focused men and women aged 18+
- » Those living with chronic health conditions, injuries or disabilities
- » Commercial fitness professionals
- » Community recreation professionals
- » University staff and students
- » ESSA members of all accreditations
- » Sports professionals and athletes
- » Referrers including GPs and allied health professionals such as physios and dietitians
- » Government health sector workers

Exercise Right's advertising channels currently include:

- » National eNewsletter
- » Sponsored content email

SPONSORED CONTENT EMAIL

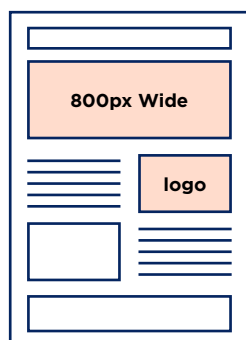
Format:	eNewsletter
Audience:	Australian public – National (60% women, 40% men, age range skewing older)
Ideal for:	Health services, education platforms, programs or foundations
Frequency:	Monthly on a Thursday, max 2 per quarter
Distribution:	approximately 22,800

2025 Rates

SET COST OPTION	COST
Set up fee	\$165 per email
National	\$7,900



Artwork Specifications



- Up to 200 words of body content for email (recommended length)
- Subject line and preview text
- Additional photo, graphic or video content optional
- 1 x banner ad for header

BANNER AD

Width: 800px W **Height:** up to 300px H

- » Please provide desired URL for ad to link to.
- » Artwork must be supplied as an RGB jpeg at 150dpi.
- » Please ensure a png or eps version of your logo is included in addition to your artwork file.

Deadlines

All artwork is required 7 days prior to the scheduled send dates below.

DATES FOR 2025					
Jan	30	May	N/A	Sep	25
Feb	20	Jun	26	Oct	30
Mar	20	Jul	24	Nov	27
Apr	17	Aug	28	Dec	18

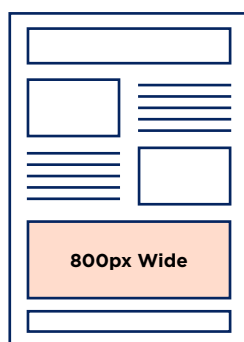
NATIONAL eNEWSLETTER

Format: eNewsletter
Audience: Australian public – National (60% women, 40% men, age range skewing older)
Ideal for: Health services, education platforms, programs or foundations
Frequency: Monthly on a Wednesday
Distribution: Approximately 22,800

2025 Rates

AD TYPE	COST
Banner	\$2000

Artwork Specifications



- » Banner ad
- » Width: 800px W
- » Height: up to 300px H
- » Please provide desired URL for ad to link to
- » Artwork must be supplied as an RGB jpeg at 150dpi



Deadlines

All artwork is required 7 days prior to the scheduled send dates below.

DATES FOR 2025			
January	22	July	16
February	12	August	20
March	12	September	17
April	8	October	22
May	N/A	November	19
June	18	December	10

EXERCISE & SPORTS SCIENCE AUSTRALIA

Exercise & Sports Science Australia (ESSA) is the nation's leading voice on exercise and sports science. We govern and represent degree-qualified professionals who support Australians to reach their health and performance goals. ESSA sets the professional standard for over 9,800 accredited exercise physiologists, exercise scientists, sports scientists and high performance managers. We support them with lifelong education, evidence-based tools, and a strong community of peers. ESSA has a range of advertising channels that can provide maximum exposure of your product or service to a range of professionals including:

- » Private exercise physiology clinicians
- » Commercial fitness professionals
- » Community recreation professionals
- » Medical/science researchers
- » Rehabilitation clinicians
- » Government employees
- » University academic staff and students
- » Sports scientists
- » Sports coaches/strength and conditioning
- » Biomechanists

ESSA's advertising channels include:

- » Activate print magazine
- » Member eNewsletter
- » Student eNewsletter
- » Professional Development eNewsletter
- » Sponsored content email

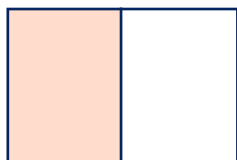
ACTIVATE MAGAZINE

Format: Digital and print magazine
Audience: ESSA members, stakeholders and general public
Topics: Member profiles, good news articles, health advice, etc.
Frequency: Yearly in August
Distribution: Approximately 9,500

2025 Rates

AD TYPE	COST
Full Page	\$2,000

Artwork Specifications



FULL PAGE SPREAD

Size: 210mm W x 297mm H

Bleed: 10mm bleed (no print/crop/bleed marks)



- » All files to be supplied as a CMYK pdf or jpeg at 300dpi
- » All text to be converted to outlines (pdf only) and sitting no less than 5mm from page border

Deadlines

Bookings due: 31 May 2025

Content due: 30 June 2025

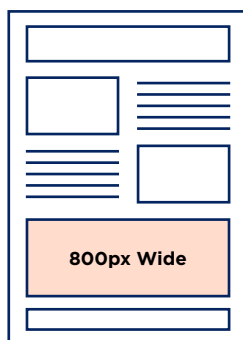
MEMBER eNEWS

Format: eNewsletter
Audience: ESSA members
Topics: Member updates, industry news, advocacy, events, PD opportunities, etc.
Frequency: Fortnightly on a Wednesday
Distribution: Approximately 9,400

2025 Rates

AD TYPE	COST
Banner	\$600

Artwork Specifications



- » Banner ad
- » Width: 800px W
- » Height: up to 300px H
- » Please provide desired URL for ad to link to
- » Artwork must be supplied as an RGB jpeg at 150dpi



Deadlines

All artwork is required 7 days prior to the scheduled send dates below.

DATES FOR 2025			
January	15, 29	July	2, 16, 30
February	12, 26	August	13, 27
March	12, 26	September	10, 24
April	9, 23	October	8, 22
May	7, 21	November	5, 19
June	4, 18	December	3, 17

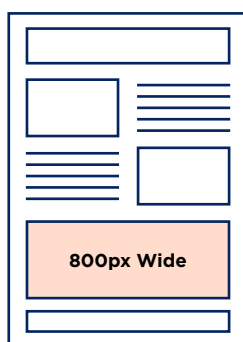
STUDENT eNEWS

Format: eNewsletter
Audience: ESSA student members
Topics: Employment opportunities, scholarships, industry news, student events, etc.
Frequency: Monthly on the first Friday
Distribution: Approximately 2,200

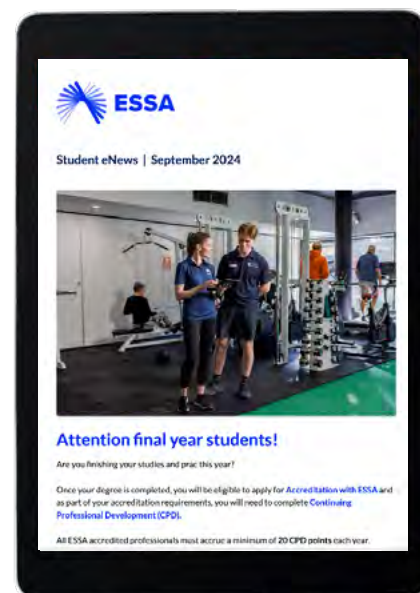
2025 Rates

AD TYPE	COST
Banner	\$300

Artwork Specifications



- » Banner ad
- » Width: 800px W
- » Height: up to 300px H
- » Please provide desired URL for ad to link to
- » Artwork must be supplied as an RGB jpeg at 150dpi



Deadlines

All artwork is required 7 days prior to the scheduled send dates below.

DATES FOR 2025			
January	17	July	4
February	7	August	1
March	7	September	5
April	4	October	3
May	2	November	7
June	6	December	5

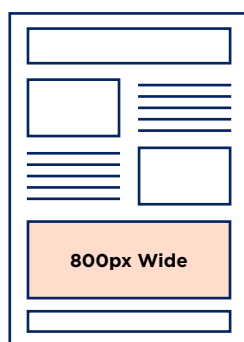
PROFESSIONAL DEVELOPMENT eNEWS

Format: eNewsletter
Audience: ESSA members and accredited non-members
Topics: PD opportunities, major events, networking opportunities, etc.
Frequency: Monthly
Distribution: Approximately 9,600

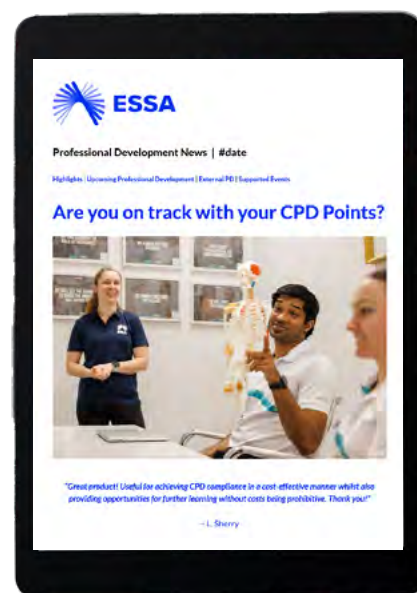
2025 Rates

AD TYPE	COST
Banner	\$600

Artwork Specifications



- » Banner ad
- » Width: 800px W
- » Height: up to 300px H
- » Please provide desired URL for ad to link to
- » Artwork must be supplied as an RGB jpeg at 150dpi



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March	17	September	15
April	21	October	20
May	19	November	17
June	16	December	15

SPONSORED CONTENT EMAIL

Format:	eNewsletter
Audience:	Selection of ESSA members, student members and accredited non-members
Available to:	ESSA accredited professional development providers or ESSA accredited universities
Topics:	ESSA accredited PD, ESSA accredited courses, information sessions, etc.
Frequency:	Fortnightly on a Wednesday, max 2 per month

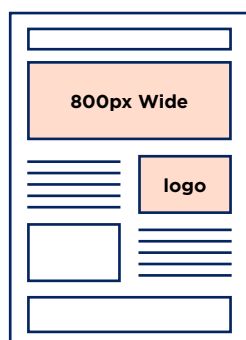
2025 Rates

SET COST OPTION	COST
Set up fee	\$165 per email
National	\$5500
NSW	\$2000
QLD	\$1470
VIC	\$1050
WA	\$660
SA	\$370
ACT	\$160
TAS	\$105

PER CONTACT OPTION	COST
Set up fee	\$165 per email
Per Contact	\$0.70



Artwork Specifications



- Up to 200 words of body content for email (recommended length)
- Subject line and preview text
- Additional photo, graphic or video content optional
- 1 x banner ad for header

BANNER AD

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Jan	22	May	14, 28	Sep	3, 17
Feb	5, 19	Jun	11, 25	Oct	1, 15, 29
Mar	5, 19	Jul	9, 23	Nov	12, 26
Apr	2, 16	Aug	6, 20	Dec	10

BOOKING FORM

To book, please complete the form below and email to marketing@essa.org.au.

PERSONAL DETAILS

Company _____ ABN _____

Address _____

Town/Suburb _____ State _____ Postcode _____

Name _____

Email _____

Phone _____ Fax _____

ESSA ADVERTISING OPTIONS - PLEASE TICK YOUR CHOICE/S

eNEWSLETTERS

COST

QTY

ACTIVATE MAGAZINE

Member eNews

\$600

Full Page Ad

\$2,000

Student eNews

\$300

Professional Development News

\$600

Sponsored Content Email

\$POA

EXERCISE RIGHT ADVERTISING OPTIONS - PLEASE TICK YOUR CHOICE/S

eNEWSLETTERS

COST

QTY

Sponsored Content eNewsletter

\$7,900

National eNewsletter

\$2,000

Dates Requested:

Signature: _____ Date: _____

Please read carefully as this form is a non-refundable contract. ESSA does not pay commission costs in any of our advertising invoices. All payments are required to be made by the payment terms listed on the invoice - our default payment term is 14 days. ESSA has the right to reject any advertising artwork that we feel is not suitable for our industry, or is not of the quality required.

P 07 3171 3335 **E** marketing@essa.org.au

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