

# Advertise *with* Ageing Australia *in* 2025



Ageing  
Australia

[ageingaustralia.asn.au](http://ageingaustralia.asn.au)

# About Ageing Australia

Ageing Australia is the national peak body representing providers across the aged care landscape, including retirement living, seniors housing, residential care, home care, community care and related services. We represent the majority of service providers, working together to create a sector that empowers older Australians to age with dignity, care and respect.

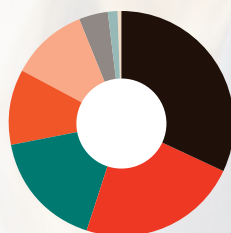
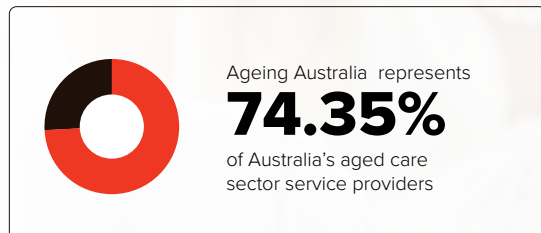
We advocate for a sector that champions excellence, sustainability and innovation, ensuring our members have the tools, resources, and guidance they need to deliver exceptional services. We use our united voice to amplify our members' contributions and concerns to government, media and the wider community. We are committed to reshaping the future of ageing in Australia by fostering collaboration and driving meaningful change, making it a fulfilling journey.

## Our members

With almost 1,100 members, we are proud to support three in four aged care providers across Australia, and three in five retirement living and seniors housing operators. Over half of our members are not-for-profit organisations, with the remainder mostly private as well as some public enterprises. Our members are collectively committed to improving their delivery of aged care services and individually seeking to connect with the right suppliers and partners to help them achieve this goal.



● **31.4%** private  
● **60%** not-for-profit  
● **8.6%** public



● **32.5%** NSW ● **10.4%** WA  
● **24.1%** VIC ● **3.7%** TAS  
● **16.4%** QLD ● **1.4%** ACT  
● **11%** SA ● **0.5%** NT

## Aged Care Today magazine

*Aged Care Today* – the official quarterly magazine of Ageing Australia – reaches over 22,000 key decisionmakers within the aged care sector as an interactive digital publication and a high-quality print edition. Each issue is distributed to Ageing Australia members, associates, stakeholders and relevant government representatives, ensuring widespread exposure.

Our publication is essential reading for senior executives, operational managers, CEOs, CFOs, board members, business development leaders, sales managers, directors of nursing, government officials, policymakers, academics and other stakeholders in aged care. *Aged Care Today* features original content from a broad range of stakeholders, delivering insightful and up-to-date discussions on industry news, policy developments and trends shaping the sector.

Our magazine eDMs boast outstanding engagement, with an average open rate achieving results around 35 per cent – and some issues reaching an incredible 50 per cent. These figures exceed well beyond the allindustry average of 21 per cent. Plus, our click-through rate shines at up to 10 per cent, leaving the industry average of just two per cent far behind.

By advertising in *Aged Care Today*, your business connects directly with the key players in aged care, making it an unmatched opportunity to reach those who matter most.

See our latest publication [here](#).

# Optimised advertiser benefits

For those who choose to advertise with us, we offer brand promotion not just in our magazine, but also on the Ageing Australia website, in our [advertiser carousel](#). We're also delighted to offer you a host of other tools and resources – including social media tiles and website banners – which you can find and download on an exclusive advertiser resources hub, to help you elevate your advertising strategy. This is because we believe in you, and acknowledge the important role you play in helping to strengthen the aged care sector and aged care providers' capacity to deliver quality care. (Please note these benefits are limited to the time for which the issue you advertise in remains current.)

## Advertiser resources

**Banner 160x600px**

**Email signature 600x200px**

**Banner 250x250px**

**Web banner 1000x200px**

**Social Media 1200x1200px**

## Advertiser carousel on the Aged Care Today webpage

## Advertising rates per issue

	1 issue associate	1 issue non associate	2 issues associate	2 issues non associate	3 issues associate	3 issues non associate	4 issues associate	4 issues non associate
Double Page Spread	\$ 4,200	\$ 5,040	\$ 3,780	\$ 4,536	\$ 3,402	\$ 4,309	\$ 3,062	\$ 3,674
Full page	\$ 2,400	\$ 2,880	\$ 2,250	\$ 2,700	\$ 2,100	\$ 2,640	\$ 1,950	\$ 2,340
Half page	\$ 1,900	\$ 2,280	\$ 1,750	\$ 2,100	\$ 1,600	\$ 1,920	\$ 1,450	\$ 1,740
Quarter page	\$ 1,400	\$ 1,680	\$ 1,250	\$ 1,500	\$ 1,100	\$ 1,320	\$ 950	\$ 1,140

### All prices include GST

Ageing Australia associate subscribers enjoy a host of exclusive benefits, including substantial discounts on advertising, sponsorship and exhibition opportunities. Discover more about becoming an associate [here](#).

## Material specifications

**Double page spread**  
 Type area each page: 265 mm(h) x 180 mm(w)  
 Trim: 297 mm(h) x 420 mm(w)  
 Bleed: add 3 mm to trim

**Full page**  
 Type area: 265 mm(h) x 180 mm(w)  
 Trim: 297 mm(h) x 210 mm(w)  
 Bleed: add 3 mm to trim

**½ page horizontal**  
 123 mm(h) x 180 mm(w)

**½ page vertical**  
 255mm(h) x 88 mm(w)

**¼ page vertical**  
 123 mm(h) x 88 mm(w)

- All artwork must be supplied as press quality PDFs.
- All fonts must be embedded or outlined.
- All double-page spreads and full pages are supplied with 3mm bleed. This continuation of your artwork allows for potential minor variation when the magazine is trimmed.
- Reversed text should be medium to bold.
- Colour: Text and images must be supplied CMYK or grayscale, no embedded colour profiles, no spot colours.
- Images: All illustrations, images and logos to be TIFF or EPS. JPGs will only be accepted subject to quality resolution 300dpi or better at 100 per cent finished size.
- Email limit: 10 MB.

For further information, please email [agedcaretoday@ageingaustralia.asn.au](mailto:agedcaretoday@ageingaustralia.asn.au)

## Hyperlinks

When the magazine is viewed online, readers can click on your advertisement and be redirected to you. Please supply your preferred web address when you submit your advertisement.

## Final artwork

Suppliers of digital material are responsible for checking all files before submitting artwork. Ageing Australia does not accept responsibility for reproduction problems which result from incorrectly supplied material.

## Artwork deadlines

Edition	Artwork deadline
Autumn 2025	21 February 2025
Winter 2025	14 May 2025
Spring 2025	21 August 2025
Summer 2025	13 November 2025

## Editorial submissions

Ageing Australia welcomes editorial submissions for *Aged Care Today* magazine. See the contributor guidelines [here](#).

Please forward media releases and article proposals to [editor@ageingaustralia.asn.au](mailto:editor@ageingaustralia.asn.au). Items will be published at the editor's discretion. Ageing Australia reserves the right to edit or abridge items accepted for publication.

Advertisers that have editorial accepted may request their advertising run alongside their article as a double-page spread.

## Digital engagement opportunities

Electronic advertising with Ageing Australia is more than just a marketing opportunity; it's about establishing connections with aged care providers throughout Australia through a trusted industry body. With robust membership numbers and frequent communication, Ageing Australia holds significant influence within the industry.

We represent three in four aged care providers across Australia and communicate with even more. Our members and broader audience highly value the information and guidance we provide, recognising our commitment to integrity and excellence.

Ageing Australia offers robust advertising opportunities across digital channels, including the Ageing Australia *Informer* eNewsletter and the Associate Directory on our website. The Ageing Australia *Informer*, our primary eNewsletter, reaches over 10,200 subscribers every Thursday, achieving a 55.3 per cent open rate and a 7.9 per cent click-through rate, engaging aged care providers, associates, suppliers, government bodies, educational institutions and industry affiliates.

Our [Associate Directory](#), averaging 2,200 monthly visitors, enhances visibility for associates among aged care providers and the broader sector. Listings include company details, with optional webpage banners for those purchasing *Informer* advertorials. We drive traffic to this directory through member newsletters, social media and our homepage, expanding your reach across the aged care community.

Connect with and promote your products and services to over a thousand aged services providers and numerous industry connections nationwide through the premier national association for the aged care sector.

### EMAIL STATISTICS

**11,268**  
ACTIVE EMAIL  
SUBSCRIPTIONS

**27%**  
AVERAGE  
OPEN RATE

**46%**  
AVERAGE CLICK-  
THROUGH

### ONLINE STATISTICS

**355,550**  
total website users  
per annum

**1,384,400**  
total webpage  
views per annum  
as at March 2024

**23,444**  
total social  
media followers

## Products & Prices

Advertising opportunity	Duration/exposure	Price
<b>Ageing Australia <i>Informer</i> eNewsletter*</b>		
Banner advertisement	1 eDM issued weekly	\$1,900 incl. GST
Advertorial	1 eDM issued weekly	\$1,600 incl. GST
<b>Ageing Australia Associate Directory Directory webpage</b>		
Webpage banner	7 Days	Complimentary with Ageing Australia <i>Informer</i> advertisement purchasers
Free 'News and Events' including educational content such as white papers and case studies	30 days	Free for Ageing Australia associates

\*Advertisements in the Ageing Australia *Informer* eNewsletter are complimented by online banner advertising housed on the Ageing Australia Associate Directory webpage.

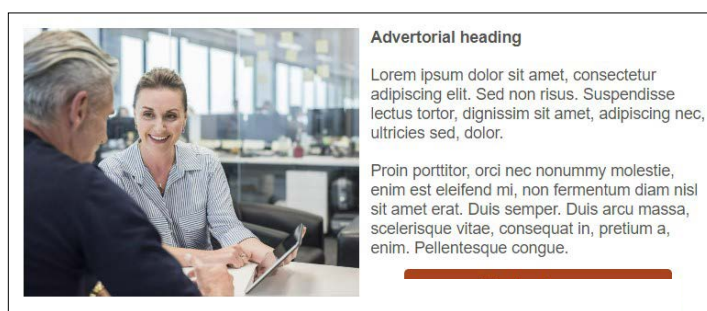
## e-Newsletter banner advertisement: \$1,900 incl. GST



Content required:

- eNewsletter banner advertisement 600x200px (jpg) and at least 150ppi
- a 'call-to-action'. This can be a web URL or a contact email (use a tracking URL for campaign monitoring)
- webpage banner advertisement 1320x350px (jpg) and at least 150ppi.

## e-Newsletter Advertorial: \$1,600 inc GST



Content required:

- one (1) image 600x500px (jpg) and at least 150ppi
- article heading
- article copy (maximum of 50-60 words)
- a 'call-to-action'. This can be a web URL or a contact email.
- webpage banner advertisement 1320x350px (jpg) and at least 150ppi.

When purchasing an Ageing Australia *Informer* eNewsletter advertisement, you receive a complimentary seven-day webpage banner. These banners are displayed in a sliding format and feature a maximum of three partners weekly.

When preparing your eNewsletter advertisement, remember to keep it simple, use buttons judiciously, limit text and provide a trackable website link.

## Free news and events (complimentary for associates)

Exclusive to Ageing Australia associates is a dedicated section at the bottom of the Associate Directory, designed to promote your complimentary news, events and educational content. Whether it's product launches, webinars, whitepapers or industry reports, this platform provides a unique opportunity to increase sector awareness and drive engagement – at absolutely no cost.

The section accommodates an unlimited number of articles, each featuring concise text and an optional small image (excluding logos).

Content required:

- one (1) image 570x350px (jpg) and at least 150ppi
- maximum 80 words of text
- a 'call-to-action,' such as a web URL or contact email (use a tracking URL for campaign monitoring)
- listing displayed for 30 days.

## Digital engagement guidelines

When considering advertising with Ageing Australia, please adhere to these guidelines for optimal results.

- **Ensure relevance:** align your advertisement with current topics of interest to our audience, such as aged care, health care, community support, and human rights issues like workforce and staffing, aged care reform, finance, ageism, quality standards, compliance, mental health and loneliness.
- **Craft your story:** clearly identify your angle and elaborate on it to demonstrate its relevance to the audience. Does your advertisement address a problem, present original thought-leadership, educate stakeholders or initiate a conversation?
- **Avoid common mistakes:** define your objectives – whether it is driving sales or increasing brand awareness – to determine the most effective ad placement and type. Thought-leading advertorial content tends to have higher engagement. Always include a call-to-action to prompt reader action. Understand Ageing Australia's audience of professional aged care and community care providers. If targeting aged care consumers, Ageing Australia may not be the most suitable platform.

## Advertising booking process

To book advertising for *Aged Care Today*, please fill out the relevant booking form and send it to [agedcaredtoday@ageingaustralia.asn.au](mailto:agedcaredtoday@ageingaustralia.asn.au) or complete the online booking form [here](#).

To book digital advertising complete the booking form and email to [partners@ageingaustralia.asn.au](mailto:partners@ageingaustralia.asn.au) or complete the online booking form [here](#).

Please note:

- All content must be submitted at least two weeks in advance to allow for review by the Ageing Australia Marketing & Communications team.
- Approval time may vary depending on the advertiser. Final approval of content rests with Ageing Australia.
- Payment in full is required before the advertising booking is confirmed.
- Once approved and accepted, Ageing Australia will make every effort to fulfil its obligations to the advertiser.
- Ageing Australia reserves the right to determine the placement of advertisements within the publication.
- Advertisements may be deferred to another issue or requested to be changed.
- In the event an advertisement cannot be run, a refund will be provided.
- Ageing Australia will communicate any changes to the advertising content or schedule to the advertiser, providing a reasonable explanation when necessary.

**Primary contact person**

First name	
Last name	
Position	
Organisation	
Email address	
Phone number	
Primary address	
	Postcode State

Existing ACCPA associate or member?

- Ageing Australia associate
- Ageing Australia member
- Not an associate or member
- Unsure

Please provide details for your preferred advert placement. Note if your preferred placement is not available, we will reach out to you to discuss an alternative.

- Health & wellbeing
- Culture & diversity
- Workforce & training
- Governance & finance
- Innovation & technology
- Built environment & design

Please provide details for your requested advert size:

- Double page spread (2 facing pages)
- Half (1/2) page
- Full (1) page
- Quarter (1/4) page

Please advise preferred page facing details:

- Left facing
- Right facing

Please provide details for the issues you wish your advert(s) to be published in:

- Autumn 2025 (Mar 2025 – May 2025)
- Winter 2025 (Jun 2025 – Aug 2025)
- Spring 2025 (Sep 2025 – Nov 2025)
- Summer 2025 (Dec 2025 – Feb 2026)
- All four issues

If you have selected for your advert to run in more than one issue, will you be supplying new artwork for each issue or would you like your advert repeated in each issue?

- New artwork
- Repeat
- Supplying own artwork
- Requiring advert design

Our advertisers usually supply artwork according to our specifications. Should you require us to create your advert for you, this will be possible at an additional cost. Do you require Ageing Australia to prepare artwork for you?

- Yes
- No

**Please email a copy of this form to**  
[agedcaretoday@ageingaustralia.asn.au](mailto:agedcaretoday@ageingaustralia.asn.au)





Primary contact person

First name	
Last name	
Position	
Organisation	
Email address	
Phone number	
Primary address	
	Postcode State

Ageing Australia Informer

Please provide details for your preferred advert option in the Ageing Australia Informer eNewsletter.

- Advertorial
- Banner

Please indicate which month(s) you wish to advertise in the Ageing Australia Informer newsletter.

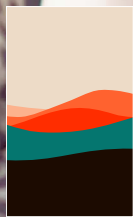
- January 2025
- February 2025
- March 2025
- April 2025
- May 2025
- June 2025
- July 2025
- August 2025
- September 2025
- October 2025
- November 2025
- December 2025

Ageing Australia Informer is issued every Thursday. Please indicate if you have a preferred date.

Website – Associate Directory

- Free news & events

Please email a copy of this form to [partners@ageingaustralia.asn.au](mailto:partners@ageingaustralia.asn.au)



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