



Canadian
Physiotherapy
Association

Media Kit 2023

Contact Us

advertising@physiotherapy.ca | 1.800.387.8679

955 Green Valley Crescent, Suite 270

Ottawa, Ontario | K2C 3V4

MEET YOUR AUDIENCE



Our Demographic

62%

of CPA members are 44 years
in age or younger

70%

of CPA members are female

2,000

CPA members are clinic owners



Reach Across Canada



17,000

CPA members
across Canada



Highly Educated

Becoming a
physiotherapist requires a
master's degree.

More than

3,200

student members

Areas of Specialty

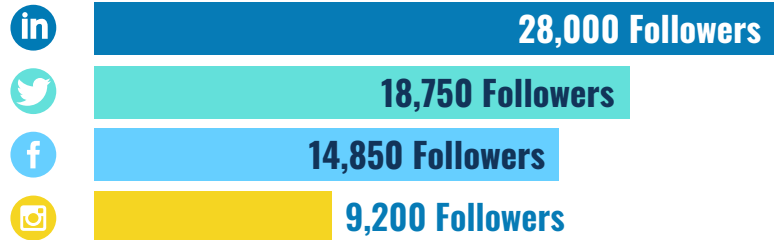
14

Special interest and clinical
practice Divisions

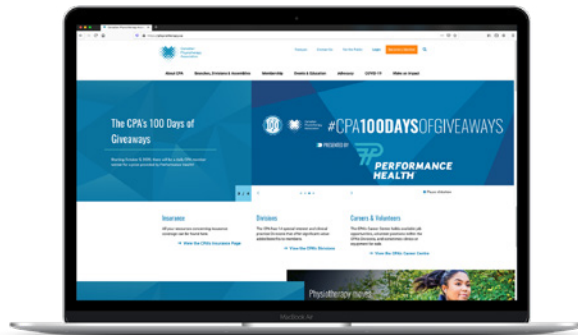
- ✓ Acupuncture
- ✓ Animal Rehabilitation
- ✓ Cardiorespiratory
- ✓ Global Health
- ✓ Leadership
- ✓ Neurosciences
- ✓ Oncology
- ✓ Orthopaedic
- ✓ Paediatric
- ✓ Pain Science
- ✓ Private Practice
- ✓ Seniors' Health
- ✓ Sport Physiotherapy
- ✓ Women's Health

CPA AUDIENCE ENGAGEMENT

Social Engagement



Website Traffic



Average of
135k monthly website pageviews

Newsletter Engagement

Over **13k** members on the CPA's mailing list that span across Canada

54.4% average open rates on our What's Moving newsletter (even higher on other emails)

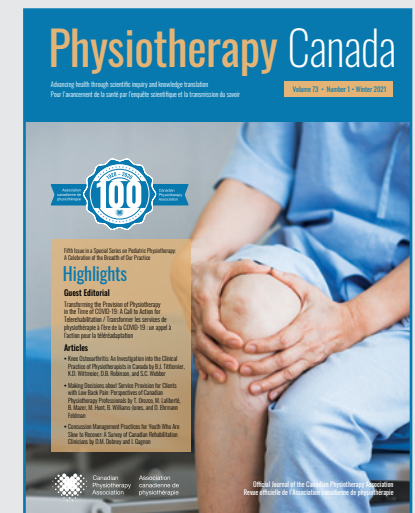


Digital Magazine ▲

Please email advertising@physiotherapy.ca for more information about advertising in Physiotherapy Practice magazine.

Print Media ►

Physiotherapy Canada Journal has a reach of



WHAT IS YOUR GOAL?



We will work with you and your goals to ensure you are advertising through the correct channels.



Education

Sponsor an evidence-informed webinar on a topic relevant to physiotherapists.



Maximum Exposure

Ensure your brand is at the top of their minds with exclusive inclusion in the CPA's membership renewal communications (August-September).



Social Responsibility

Show your support of physiotherapy research and education by becoming a Corporate Sponsor of the Physiotherapy Foundation of Canada (PFC).



Build Your Brand

We are happy to discuss a bespoke brand campaign for you and sponsorship opportunities at the CPA's events.



Send us an email to set up your customized package at
advertising@physiotherapy.ca

CHOOSE YOUR CHANNELS

Digital Advertising Opportunities

Emails to Members

Put your message in any, or all, of the CPA's two national monthly e-newsletters: Classifieds & What's Moving at the CPA, or even sponsor your own e-blast.

12x/year

15k reach



PD Marketplace

Promote your message on the CPA's new professional development platform.

CPA Website

Get your message front and centre on the CPA's website. New positions and opportunities available.

135k reach/month



Sponsored Webinar

Speak to CPA members directly on a topic of your choice.



CHOOSE YOUR CHANNELS

CPA Publication Advertising



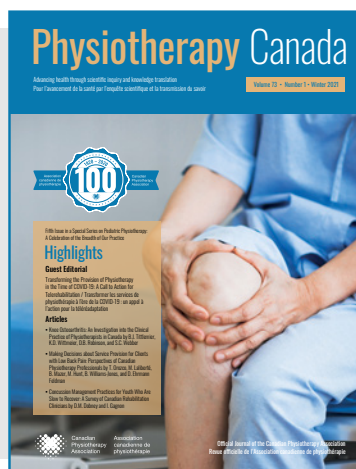
Physiotherapy Practice

Physiotherapy Practice is the CPA's digital member magazine and serves as an important source of news, information, and updates in the profession. It reaches all CPA members across Canada.

4x/year

15k reach

Issue	Closing date
January - March	March 29, 2023
April - June	May 1, 2023
July - September	September 20, 2023
October - December	December 6, 2023



Physiotherapy Canada

Physiotherapy Canada is a peer-reviewed journal that gives direction to clinical science and reasoning, knowledge translation, therapeutic skills, and patient-centred care.

4x/year

15k reach

Issue	Closing date	Mailing date
75.1	October 24, 2022	February 2023
75.2	January 31, 2023	May 2023
75.3	May 3, 2023	August 2023
75.4	August 1, 2023	November 2023
76.1	--	--

CHOOSE YOUR CHANNELS

CPA Career & Event Listings



There is no better place to advertise your events or job postings than with the CPA.



CPA's Career Centre

Looking for a fantastic candidate for a job opening?
Post your listing on the CPA's Career Centre at:
physiotherapy.ca/career-centre

All job postings will be listed on the CPA website for either 30, 60 or 90 days, with all LIVE postings added to the CPA Classifieds eblast going out to over 15k CPA members each month.



CPA's Course & Event Listings

Are you promoting a course or event? Make sure to post it on the CPA's Events Calendar at
physiotherapy.ca/education-events/courses-events/

All of event postings will be listed on the CPA website for either 30, 60 or 90 days, with all LIVE postings added to the CPA What's Moving eblast going out to over 15k CPA members each month.

2023 PRINT SPECS & DATES

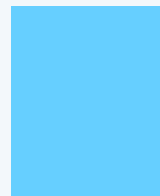


Print specifications



Physiotherapy Canada Print Specs

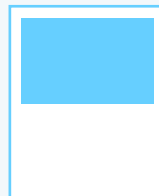
Physiotherapy Practice Print Specs



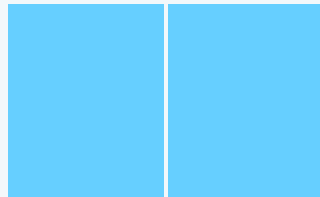
TRIM+BLEED
8.75" Wide
11.25" Deep



NO BLEED
8" Wide
10.5" Deep



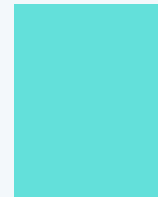
1/2 PAGE
8" Wide
5.125" Deep



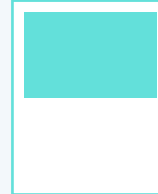
DOUBLE PAGE SPREAD
Trim - 17 x 11"
Bleed - 17.25 x 11.25"



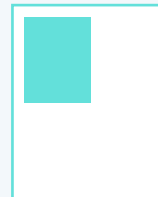
1/4 PAGE
3.875" Wide
5.175" Deep



TRIM+BLEED
8.375" Wide
11.125" Deep



1/2 PAGE
7.625" Wide
4.9" Deep



1/4 PAGE
3.75" Wide
4.9" Deep

All images must be in press-ready PDF format:

- ✓ Fonts embedded/converted to outlines
- ✓ Document colour mode: CMYK
- ✓ Photos: 300 DPI
- ✓ Safety margin of .375" on all 4 sides

Tip:

Advertisers are encouraged to provide their website URL or other relevant links to their product for inclusion in the digital magazine or online version of the journal.

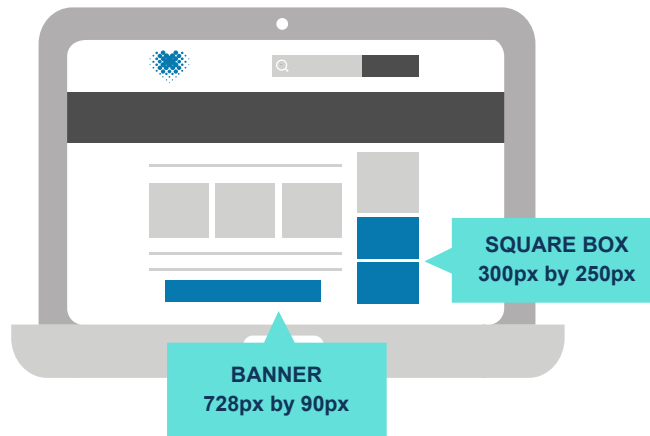
Note: The acceptance of an advertisement does not represent an endorsement by the CPA. The CPA reserves the right to refuse any advertisement that does not meet CPA policy or standards, or that is inconsistent with publication style and/or content.

2023 PRINT SPECS & DATES

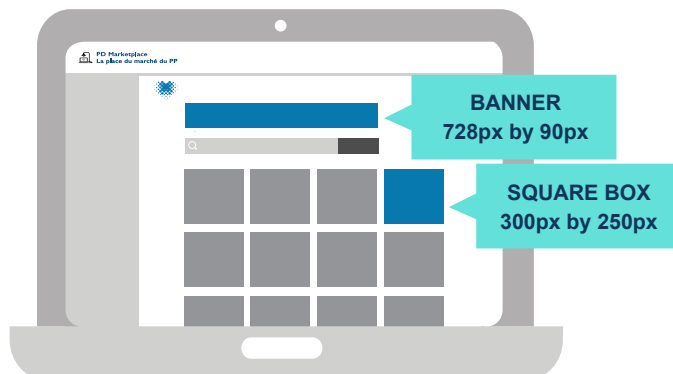
Digital Ads - Layout Options



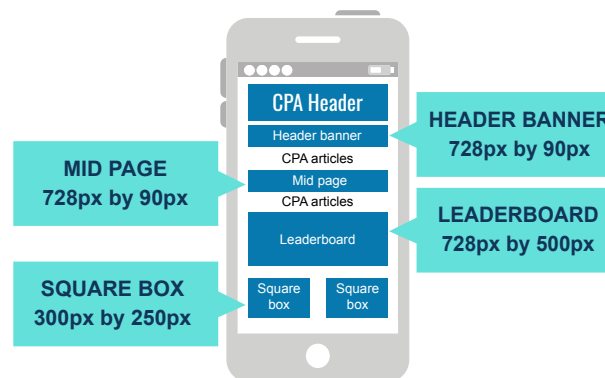
Physiotherapy.ca



PD Marketplace



E-newsletters



Ad Submission Deadlines

📅 E-newsletter Closing Dates

Classifieds	What's Moving
Second Tuesday of every month	Fourth Tuesday of every month

*There is no CPA What's Moving eblast in December

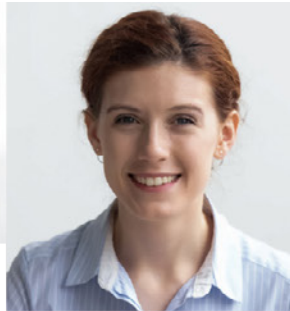
✉ Email Distribution

Classifieds	What's Moving
Second Thursday of every month	Fourth Thursday of every month

📅 Web Ad Closing Dates

The 26th of every month for the following month.

GET CLOSER TO THE CPA'S MEMBERSHIP



Sponsored Post in the CPA's What's Moving Eblast

Add a short sponsored article to the CPA's What's Moving Eblast

15k
reach



Sponsored Webinars

Speak with a group of members on a topic of interest to physiotherapy.

Sponsored Social Posts*

Promote your brand on the CPA's vast social channels.

*The CPA reserves the right to choose social advertisers



ADVERTISING PRICE LIST

Digital Advertising



Website Home Page	Ad Placement	1x	2x	3x	12x
	Square Box	\$2,000	\$1,700	\$1,625	\$1,550
	Banner	\$1,500	\$1,300	\$1,200	\$1,200

*Only 1 per year – selected CPA Partners Only

E-Newsletters	Ad Placement	1x	3x	6x	12x
	Sponsored Post*	\$2,000	\$1,700	N/A	N/A
	Header Banner	\$600	\$450	\$420	\$390
	Mid Page	\$500	\$375	\$350	\$325
	Leaderboard	\$200	\$150	\$140	\$130
	Square Box	\$100	\$75	\$70	\$46

*Advertisers are limited to one advert every 2 months

PD Marketplace	Ad Placement	1x	2x	3x	12x
	CPA Carousel Advert*	\$3,000	N/A	N/A	N/A
	Square Box	\$1,500	\$1,200	\$1,125	\$1,050
	Banner	\$1,000	\$800	\$750	\$700

ADVERTISING PRICE LIST

Publication Advertising



Physiotherapy Practice Virtual Member Magazine	Ad Placement	1x	2x	4x	6x
	1/2 Page	\$1,433	\$1,390	\$1,362	\$1,290
	Full Page	\$2,205	\$2,139	\$2,095	\$1,985
	Inside Front Cover	\$3,087	\$2,994	\$2,933	\$2,778
	Inside Back Cover	\$3,807	\$2,994	\$2,993	\$2,778
	Outside Back Cover	\$3,308	\$3,208	\$3,142	\$2,977

Physiotherapy Canada Scientific Journal	Ad Placement	1x	2x	4x	6x	8x
	1/2 Page	\$1,365	\$1,338	\$1,310	\$1,283	\$1,229
	Full Page	\$2,100	\$2,058	\$2,016	\$1,974	\$1,890
	Inside Front Cover	\$2,940	\$2,881	\$2,824	\$2,767	\$2,712
	Inside Back Cover	\$2,940	\$2,881	\$2,824	\$2,767	\$2,712
	Outside Back Cover	\$3,150	\$3,086	\$3,025	\$2,965	\$2,905

ADVERTISING PRICE LIST

Other Advertising



Sponsored Webinar	Ad Placement	1x	3x	6x
	Sponsored Webinar Advert	\$3,500	\$2,500	\$1,000
	Sponsored Webinar*	\$5,000	N/A	N/A

*Limited number of webinars per year.

Career Centre Listings	CPA Members Listing Unit		Unit Cost
	30 Day Member Standard Listing		\$300
	60 Day Member Standard Listing		\$450
	90 Day Member Standard Listing		\$600
	Non-CPA Members Listing Unit		Unit Cost
	30 Day Member Standard Listing		\$600
	60 Day Member Standard Listing		\$900
	90 Day Member Standard Listing		\$1,200

Featured adverts are an extra \$100 per month

Event Listings	Commercial Standard	Commercial Combination	Member Standard	Member Combination
	30 Days - \$300	30 Days - \$950	30 Days - \$200	30 Days - \$850
	60 Days - \$400	N/A	60 Days - \$300	N/A
	90 Days - \$500	N/A	90 Days - \$400	N/A

Looking for a unique opportunity?

Allow us to create a customized package to suit your marketing objectives and budget.

Send us an email at advertising@physiotherapy.ca.



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