



Canadian
Physiotherapy
Association

Media Kit 2024

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



15,000

CPA members
across Canada



Highly Educated

Becoming a
physiotherapist requires a
master's degree.

More than

2,500

student members

Areas of Specialty

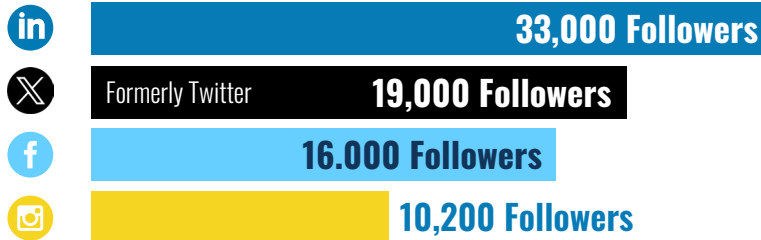
14

Special Interest and Clinical
Practice Divisions

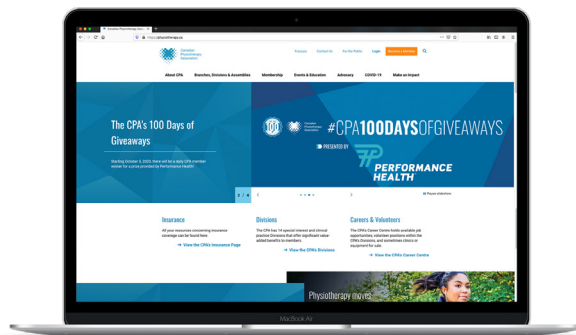
- ✓ Acupuncture
- ✓ Animal Rehabilitation
- ✓ Cardiorespiratory
- ✓ Global Health
- ✓ Leadership
- ✓ Neurosciences
- ✓ Oncology
- ✓ Orthopaedic
- ✓ Paediatric
- ✓ Pain Science
- ✓ Private Practice
- ✓ Seniors' Health
- ✓ Sport Physiotherapy
- ✓ Pelvic & Reproductive Health

CPA AUDIENCE ENGAGEMENT

Social Engagement



Website Traffic



Average of
12k

monthly
website
visits

Newsletter Engagement

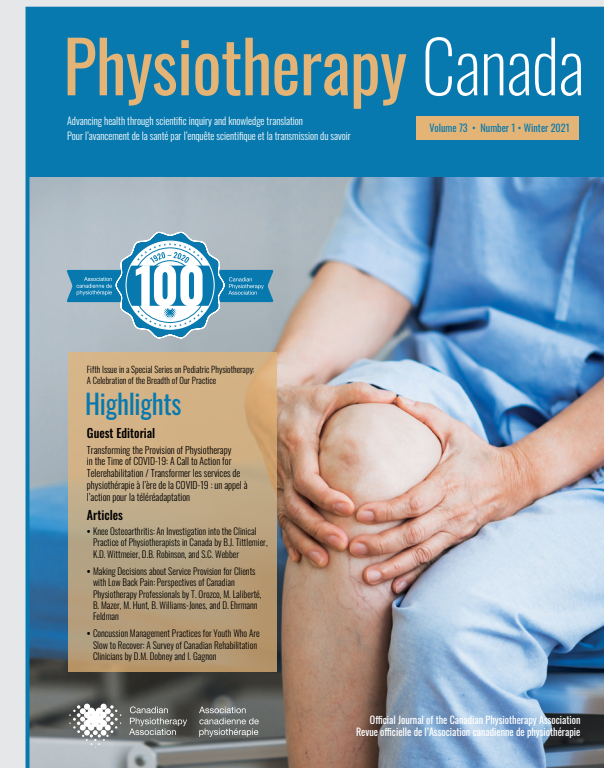


60%
average open rates
on our What's Moving
newsletter

Print Media

Physiotherapy
Canada Journal
has a reach of

15k
Readers



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

WHAT IS YOUR GOAL?



Whether you are trying to build brand awareness, maximize exposure, promote social responsibility, or educate an audience, we will work with you to ensure that your goals are met.



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 one or both of the CPA's monthly national e-newsletters: eclassifieds & What's Moving at the CPA or even Sponsor your own e-blast.

12x/year

11k reach



PD Marketplace

Promote your message on the CPA's Professional Development platform.

CPA Website

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

12k reach/monthly



Sponsored Webinar

Host a webinar to showcase your expertise and engage CPA members.



CHOOSE YOUR CHANNELS

CPA Publication Advertising



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 |
|-------|------------------|---------------|
| 76.1 | October 26, 2023 | February 2024 |
| 76.2 | February 1, 2024 | May 2024 |
| 76.3 | May 3, 2024 | August 2024 |
| 76.4 | August 2, 2024 | November 2024 |

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](#).

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 e-blast going out to over 11K 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 Courses & Events Calendar](#)

All event postings will be listed on the CPA website for either 30, 60 or 90 days, and the webpage linked within the CPA's What's Moving e-blast going out to over 11K CPA members each month.

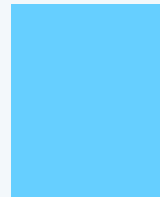
2024 PRINT SPECS & DATES



Print specifications

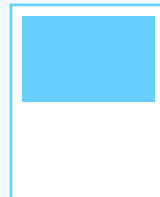


Physiotherapy Practice Print Specs ▼



TRIM+BLEED

8.75" Wide x 11.25" Deep



1/2 PAGE

7.625" Wide x 4.9" Deep



1/4 PAGE

3.75" Wide x 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

Advertisers are encouraged to provide their website URL or other relevant links to their product for the 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.

2024 DIGITAL SPECS & DATES

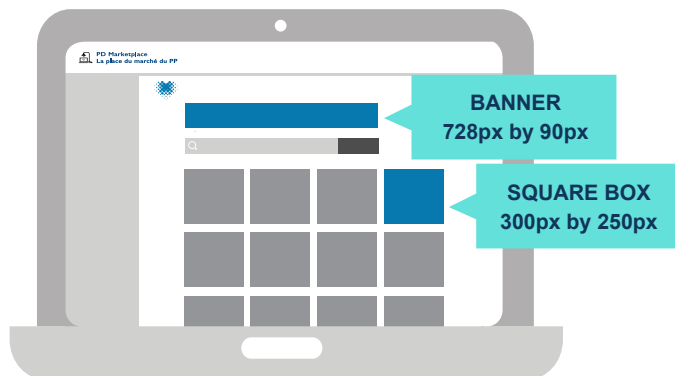
Digital Ads - Layout Options



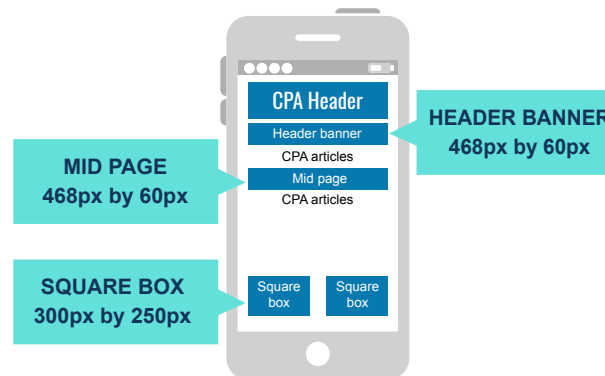
Physiotherapy.ca



PD Marketplace



E-newsletters



Ad Submission Deadlines

📅 E-newsletter Closing Dates*

| E-classifieds | What's Moving at the CPA |
|--|--------------------------------------|
| <i>Monday before the distribution date</i> | <i>Second Tuesday of every month</i> |

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

✉ Email Distribution

| E-classifieds | What's Moving at the CPA |
|--------------------------------------|---------------------------------------|
| <i>First Thursday of every month</i> | <i>Fourth Thursday of every month</i> |

📅 Web Ad Closing Dates

10 business days before the first of every month.

CONNECT WITH CPA MEMBERS



Sponsored Post in the CPA's What's Moving e-newsletter

Engage up to 11K members and
promote your brand with a short,
sponsored article

11k
reach



Sponsored Webinars

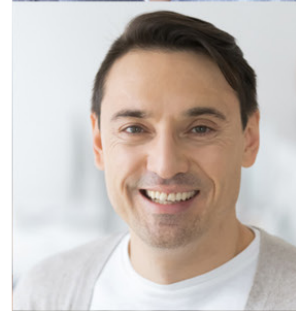
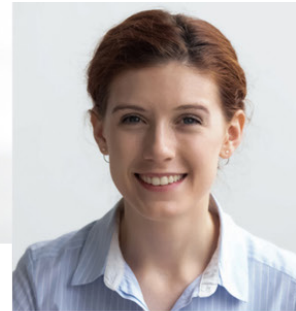
Host a webinar and generate
interest about your area of
expertise in physiotherapy



Sponsored Social Posts*

Expand your reach among members
and other stakeholders by
using one or more of CPA's
social media 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) | \$2,000 | \$1,700 | \$1,625 | \$1,550 |

| E-Newsletters | Ad Placement | 1x | 3x | 6x | 12x |
|---------------|-------------------|---------|---------|-------|-------|
| | Sponsored Post | \$2,100 | \$1,785 | N/A | N/A |
| | Header Banner (1) | \$630 | \$475 | \$440 | \$410 |
| | Mid Page (1) | \$525 | \$395 | \$370 | \$340 |
| | Square Box (2) | \$250 | \$190 | \$150 | \$100 |
| | Sponsored E-Blast | \$4,500 | N/A | N/A | N/A |

| PD Marketplace | Ad Placement | 1x | 2x | 3x | 12x |
|----------------|---------------------|---------|---------|---------|---------|
| | CPA Carousel Advert | \$3,150 | N/A | N/A | N/A |
| | Square Box | \$1,575 | \$1,250 | \$1,175 | \$1,125 |
| | Banner | \$1,050 | \$840 | \$795 | \$750 |

ADVERTISING PRICE LIST

Publication Advertising



| Physiotherapy Canada Scientific Journal | Ad Placement | 1x | 2x | 4x | 6x | 8x |
|---|--------------------|---------|---------|---------|---------|---------|
| | Full Page | \$2,025 | \$2,161 | \$2,117 | \$2,073 | \$1,985 |
| | 1/2 Page | \$1,483 | \$1,405 | \$1,347 | \$1,347 | \$1,290 |
| | Inside Front Cover | \$3,087 | \$3,025 | \$2,905 | \$2,905 | \$2,848 |
| | Inside Back Cover | \$3,087 | \$3,025 | \$2,905 | \$2,905 | \$2,848 |
| | Outside Back Cover | \$3,308 | \$3,240 | \$3,113 | \$3,113 | \$3,050 |

ADVERTISING PRICE LIST

Other Advertising



| Sponsored Webinar | Ad Placement | 1x | 3x | 6x |
|-------------------|--------------------------|---------|---------|---------|
| | Sponsored Webinar Advert | \$3,750 | \$2,650 | \$1,100 |
| | Sponsored Webinar | \$5,250 | N/A | N/A |

| 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 |
| | Featured Listing (top of page) | | \$125 for 30 days |
| | Non-CPA Members Listing Unit | | Unit Cost |
| | 30 Day Non-Member Standard Listing | | \$600 |
| | 60 Day Non-Member Standard Listing | | \$900 |
| | 90 Day Non-Member Standard Listing | | \$1,200 |
| | Featured Listing (top of page) | | \$150 for 30 days |

| Course and Events Listings | 30 Day Standard for CPA Members | 30 Day Combo* | 60 Day Standard | Featured Listing (top of page) |
|----------------------------|-------------------------------------|---------------|-----------------|--------------------------------|
| | \$200 | \$500 | \$300 | \$125 for 30 days |
| | 30 Day Standard for CPA Non-Members | 30 Day Combo* | 60 Day Standard | Featured Listing (top of page) |
| | \$300 | \$650 | \$400 | \$150 for 30 days |

*Featured Listing & Direct Link in What's Moving e-Newsletter

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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