



Canadian
Physiotherapy
Association

Media Kit 2026

Contact Us

advertising@physiotherapy.ca | 1.800.387.8679

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

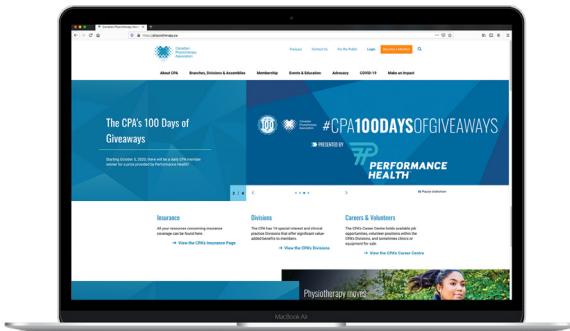
- ✓ Private Practice
- ✓ Seniors' Health
- ✓ Sport Physiotherapy
- ✓ Pelvic & Reproductive Health

CPA AUDIENCE ENGAGEMENT

Social Engagement



Website Traffic



Average of
12k

monthly website visits

Newsletter Engagement

11k
✉

members
on CPA's
mailing list

60%

average open rates
on our What's Moving
newsletter

Print Media

Physiotherapy
Canada Journal
has a reach of

15k
Readers

Physiotherapy Canada

Advancing health through scientific inquiry and knowledge translation
Pour l'avancement de la santé par l'enquête scientifique et la transmission du savoir



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

CPA Website

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

12k reach/monthly



CHOOSE YOUR CHANNELS

CPA Publication Advertising



Physiotherapy Canada

Advancing health through scientific inquiry and knowledge translation
Pour l'avancement de la santé par l'enquête scientifique et la transmission du savoir

Volume 73 • Number 1 • Winter 2021

1920 - 2020
Association canadienne de physiothérapie
Canadian Physiotherapy Association

Fifth Issue in a Special Series on Pediatric Physiotherapy:
A Celebration of the Breadth of Our Practice

Highlights

Guest Editorial
Transforming the Provision of Physiotherapy in the Time of COVID-19: A Call to Action for Tele-rehabilitation / Transformer les services de physiothérapie à l'ère de la COVID-19 : un appel à l'action pour la téléréadaptation

Articles

- Knee Osteoarthritis: An Investigation into the Clinical Practice of Physiotherapists in Canada by B.J. Tittlemier, K.D. Wittneber, D.B. Robinson, and S.C. Webber
- Making Decisions about Service Provision for Clients with Low Back Pain: Perspectives of Canadian Physiotherapy Professionals by T. Orozco, M. Laliberté, B. Mazer, M. Hunt, B. Williams-Jones, and D. Ehrmann Feldman
- Concussion Management Practices for Youth Who Are Slow to Recover: A Survey of Canadian Rehabilitation Clinicians by D.M. Dobney and I. Gagnon

Official Journal of the Canadian Physiotherapy Association
Revue officielle de l'Association canadienne de physiothérapie

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 |
|-------|--------------------|---------------|
| 78.1 | December 18, 2025 | February 2026 |
| 78.2 | March 23, 2026 | May 2026 |
| 78.3 | June 16, 2026 | August 2026 |
| 78.4 | September 10, 2026 | November 2026 |

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](#).



CPA's Course & Event Listings

Are you promoting a course or event?
Make sure to post it on the
[CPA's Courses & Events Calendar](#)

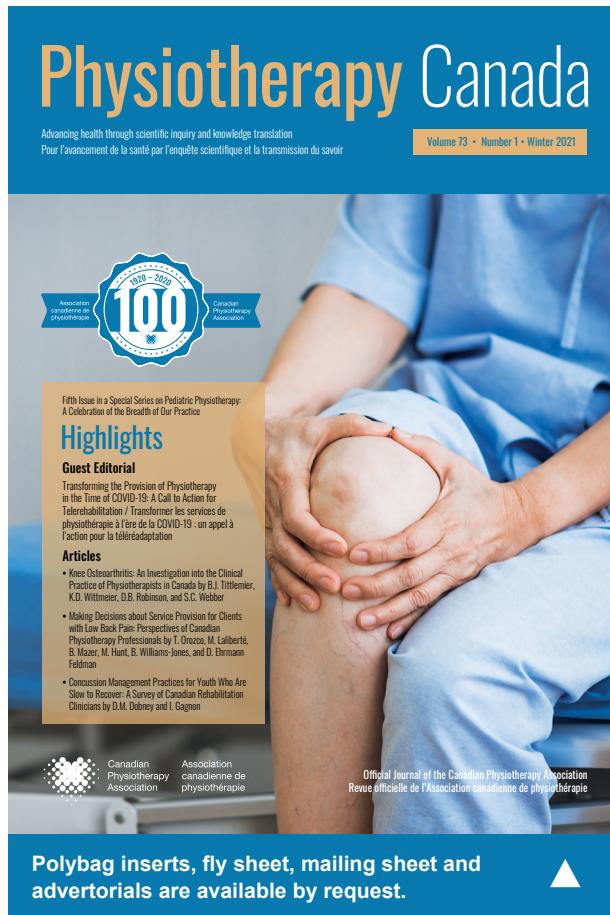
All job postings will be listed on the CPA website for either 30, 60 or 90 days, with all LIVE postings added to the CPA Classifieds e-blast going out to over 11K CPA members each month.

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.

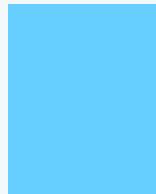
2026 PRINT SPECS & DATES



Print specifications



Physiotherapy Practice Print Specs ▼



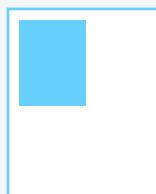
TRIM+BLEED

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.

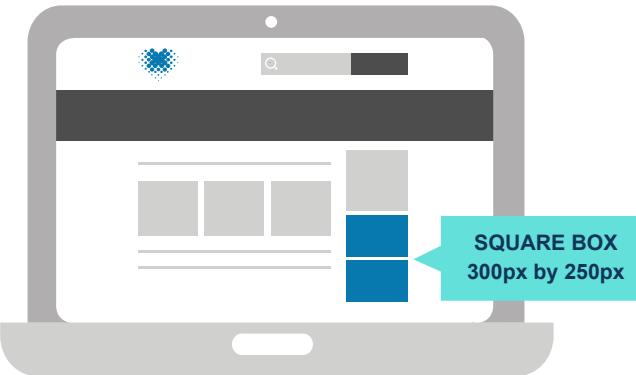
Note: The acceptance of an advertisement does not represent an endorsement by the CPA. The CPA reserves the right to refuse any advertisement that does not meet CPA policy or standards, or that is inconsistent with publication style and/or content.

2026 DIGITAL SPECS & DATES

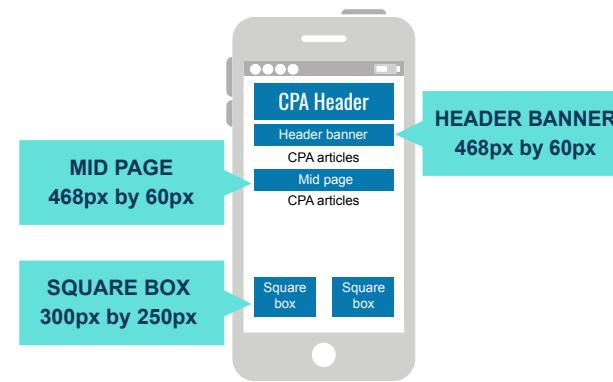


Digital Ads - Layout Options

Physiotherapy.ca



E-newsletters



Ad Submission Deadlines

E-newsletter Closing Dates*

E-classifieds

What's Moving at the CPA
Monday before the distribution date of every month

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

Email Distribution

E-classifieds

What's Moving at the CPA
First Thursday of every month **Fourth Thursday of every month**

Web Ad Closing Dates

10 business days before the first of every month.

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 |
| | Advertisorial Content (learn more) | \$2,500 | N/A | N/A | N/A |

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



Career Centre Listings

[Click here to view the 2026 Career Centre Listing Rates.](#)

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.

