



# Media Kit 2020

100 years of being a vital partner for the profession, the CPA leads, advocates, and inspires excellence and innovation to promote health.

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Canadian  
Physiotherapy  
Association

## Contact Us

advertising@physiotherapy.ca | 1.800.387.8679  
955 Green Valley Crescent, Suite 270  
Ottawa, Ontario | K2C 3V4

# MEET YOUR AUDIENCE



## Our Demographic

**70%**

of CPA members are female

**41**

average age of members

**1,800**

clinic owners

## Engaged Membership



14,600+



12,400+



12,400+



2,300+

▶ # of followers



## Reach Across Canada



**15,000**

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
- ✓ Orthopaedics
- ✓ Paediatrics
- ✓ Pain Science
- ✓ Private Practice
- ✓ Seniors' Health
- ✓ Sport Physiotherapy
- ✓ Women's Health



# 2020 COMMUNICATION



To make sure our messaging is consistent and impactful, all of our communications in 2020 will be themed to represent something significant to the industry, either in the past, present, or future.

**Jan – Feb:** Membership: Canada’s Membership in Its 100th Year

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**Mar – Apr:** Capacity: Professional Development, Career Pathways & Ethics

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**May – Jun:** Advocacy: Canada & Its Role/Comparison in the World

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**Jul – Aug:** Capacity: From 1920 to Now

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**Sept – Oct:** Advocacy: Lobby Day Results, Ongoing Conversations & Why the 100th Anniversary is Important

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**Nov – Dec:** Membership: Recognizing 100 Physiotherapy Leaders in 100 Years

# STAND OUT FROM THE CROWD

## Sponsorship Opportunities



**Stand out** from the crowd by sponsoring an event or initiative your customers care about.

77%

of CPA members are **more likely to purchase** a product/service over another if the organization sponsors professional development for physiotherapy professionals.\*



### CPA's 100th Anniversary: 2020

We're celebrating 100 years as an Association and we're building a year-long campaign to show our members, stakeholders, and partners like you that we're proud to be part of the incredible profession of physiotherapy.

### CPA Congress 2020: May 28-30, 2020

The flagship event of our 100th Anniversary celebration! Physiotherapy professionals across Canada will gather in Ottawa to share, engage, and celebrate our industry.



*\*Source: CPA Member Survey, August 2018*

# CHOOSE YOUR CHANNELS

Extra Opportunities



## What is your goal?

### Education

Sponsor an evidence-informed webinar on a topic or technology of relevance to physiotherapists.

### Maximum Exposure

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

### Credibility

Get third-party confirmation from a trusted source by applying for CPA's [Product Recognition Program](#).

Recognized by:



### Social Responsibility

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



62% of CPA members are **more likely to purchase** a product/service over another if the organization donates to the [Physiotherapy Foundation of Canada](#).\*

Send us an email to set up your customized package  
[advertising@physiotherapy.ca](mailto:advertising@physiotherapy.ca)

*\*Source: CPA Member Survey, August 2018*

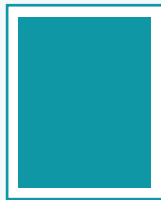
# 2020 PRINT SPECS & DATES



## Print specifications



**TRIM+BLEED**  
8.75" Wide  
11.25" Deep



**NO BLEED**  
8" Wide  
10.5" Deep



**1/2 PAGE**  
8" Wide  
5.125" Deep



**1/4 PAGE**  
3.875" Wide  
5.175" Deep



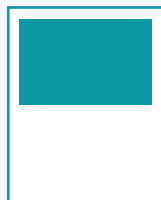
**DOUBLE PAGE SPREAD**  
Trim - 17 x 11"  
Bleed - 17.25 x 11.25"

Polybag inserts, fly sheet, mailing sheet and advertorials are available by request.

Issue	Closing date	Mailing date	Theme
Jan/Feb	November 18, 2019	January 17, 2019	Membership: Canada's Membership in its 100th Year
Mar/Apr	January 20, 2020	March 17, 2019	Capacity: Professional Development, Career Pathways & Ethics
May/June	March 18, 2020	May 17, 2019	Advocacy: Canada in its Role/Comparison in the World
Jul/Aug	May 20, 2020	July 15, 2020	Capacity: From 1920 to Now
Sept/Oct	July 20, 2020	September 15, 2020	Advocacy: Lobby day Results, Ongoing Conversations & Why the 100th Anniversary is Important
Nov/Dec	September 18, 2020	November 16, 2020	Membership: Recognizing 100 Physiotherapy Leaders in 100 Years



**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

Issue	Closing date	Mailing date
Feb 72.1	October 22, 2019	February 20, 2020
May 72.2	January 23, 2020	May 25, 2020
August 72.3	April 30, 2020	August 27, 2020
November 72.4	July 21, 2020	November 23, 2020

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 link to their product for inclusion in the online version of the magazine and journal.

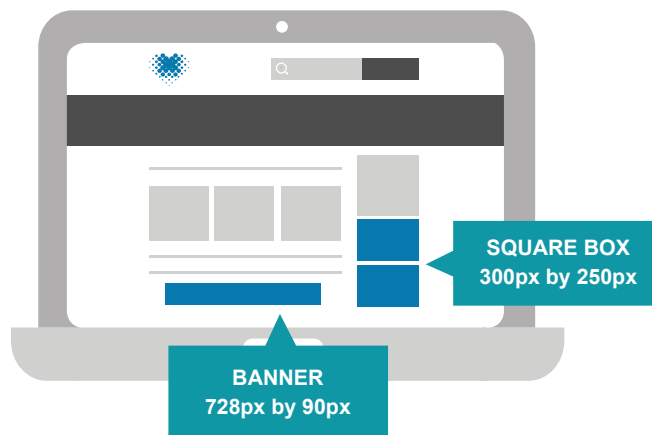
Note: The acceptance of an advertisement does not represent an endorsement by the CPA. The CPA reserves the right to refuse any advertisement that does not meet CPA policy or standards, or that is inconsistent with publication style and/or content.

# 2020 PRINT SPECS & DATES

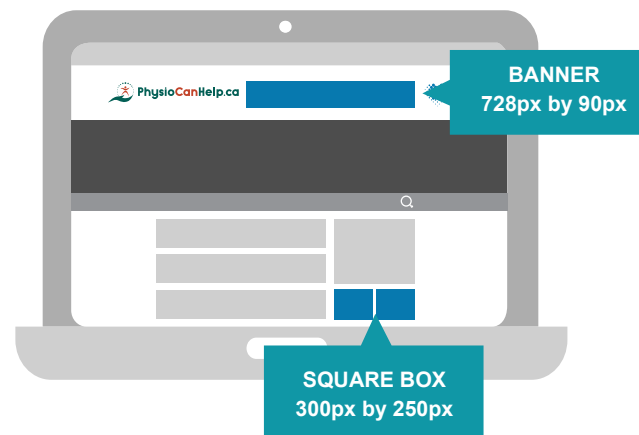


## Digital Ads - Layout Options

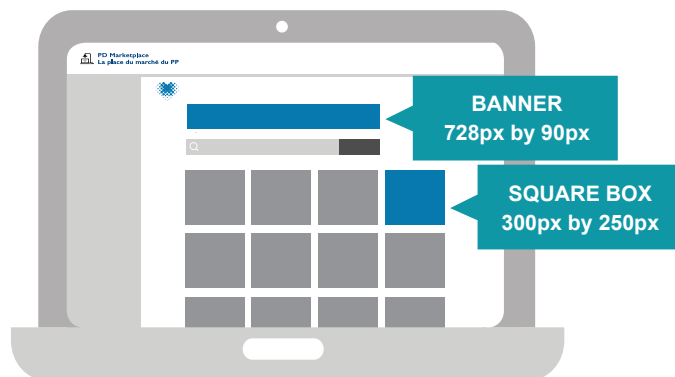
### Physiotherapy.ca



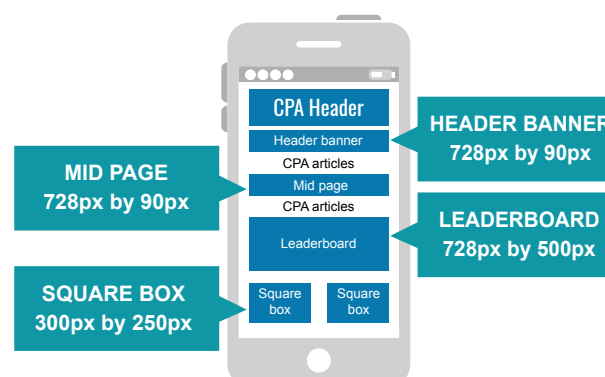
### Physiocanhelp.ca



### PD Marketplace



### E-newsletters



## Ad Submission Deadlines

### E-newsletter Closing Dates

#### Classifieds

*Second Tuesday of every month*

#### What's Moving

*Fourth Tuesday of every month*

### Email Distribution

#### Classifieds

*Second Thursday of every month*

#### What's Moving

*Fourth Thursday of every month*

### Web Ad Closing Dates

*The 26th of every month*



# Looking for a unique opportunity?

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

Send us an email: [advertising@physiotherapy.ca](mailto:advertising@physiotherapy.ca)



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