As the vital partner for the profession, the CPA leads, advocates, and inspires excellence and innovation to promote health.
Meet your audience

Our demographic

70%
of CPA members are female

41
Average age of members

1,800
Clinic owners

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

Engaged Membership

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td># of followers</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>11,900+</td>
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<td>Facebook</td>
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</tr>
<tr>
<td>Instagram</td>
<td>1,015+</td>
</tr>
</tbody>
</table>
Choose your channels
Advertising opportunities

**Digital**

✉ **Emails to members**
Put your message in any or all of CPA's three national e-newsletters: National Rounds, Professional Development, or Classifieds.

- **12x/year** 15k reach

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

- **130k reach/year**

🌐 **PhysioCanHelp.ca**
CPA-managed website for the general public. Physiocanhelp.ca teaches Canadians how to prevent injuries, manage pain and keep moving.

- **18k reach/year**

🚀 **PD Marketplace**
Promote your message on CPA's new professional development platform.

**Print**

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

- **6x/year** 15k reach

**Physiotherapy Canada**
Peer-reviewed journal gives direction to clinical science and reasoning, knowledge translation, therapeutic skills and patient-centred care.

- **4x/year** 15k reach

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Do you have a **job opening**? Post your listing in CPA's Career Centre (includes a listing in CPA's Classifieds E-Newsletter)

Are you promoting a **course** or an **event**? Make sure to post it on CPA's Events page (includes a listing in CPA's Professional Development E-Newsletter)

See digital specs & schedule

See specs & schedule
Choose your channels
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.*

#30REPS: February-April 2019
  • An advocacy, professional practice and advancement campaign to celebrate the recent past, present and future initiatives within the profession.

National Physiotherapy Month: Every May
  • A public campaign to celebrate and raise awareness that ‘physio can help’.

Forum 2019: June 27-29, 2019
  • Physiotherapy professionals will gather in Charlottetown, PEI to discuss how physiotherapy can influence decisions to help promote healthy aging.

*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.

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.*

To set up your customized package:

Contact us

*Source: CPA Member Survey, August 2018