

# Media kit.



**Contact: [aca@theaca.net.au](mailto:aca@theaca.net.au)**

# 01 Advertising Information Counselling Australia Journal

The Counselling Australia (CA) Journal is a vibrant, peer-reviewed journal operated by Australia's largest peak body for counselling and psychotherapy. It features a wide range of articles, book reviews, editorials and provides readers with a wealth of information. National circulation to 12,000+ members, produced quarterly with an estimated readership base of over 16,000.

CA has a significant influence on the industry and has grown in readership and subscription base consistently since its inception. CA's target market consists primarily of several key segments; ACA Members, Students; Training Providers/Universities (TAFE, Registered training providers - Vocational & Higher Education Providers, Private & Government training providers) and other Allied Health Professionals that include psychotherapists, psychologists, social workers, nurses, teachers and many other mental health professionals.

ACA's 8,000 + members consist of Counsellors/Psychotherapists who work in broad settings of employment platforms such as private practice, aged care facilities, government agencies, nongovernment organisations, GP clinics, correctional service facilities and elsewhere. In addition to this, other professionals also subscribe to the journal which includes teachers, nurses, police officers, lecturers, and a range of others. These members and professionals also request professional material in relation to ongoing professional development and information relevant to their counselling specialties, e.g., relationship, grief, trauma, financial, career, gerontology, legal services (particularly family law), etc.

**Deadline:** The journal is published quarterly in March, June, September and December. All advertising needs to be submitted by no later than the 20th December, 25th March, 25th June and 25th September.



# 02 Advertising - Display rates and sizes Counselling Australia Journal

Advertising rates are based on artwork being supplied in print-ready PDF, InDesign CS4, TIFF, EPS (with fonts converted to outlines) by the advertiser or advertising agency. All full-page ads require at least 3mm bleed on all sides.

## Journal

Code	Ad Size	Dimensions	Cost
A8	One eighth page	59mm wide x 90mm high	\$250
A4H	Quarter page	90mm wide x 125mm high	\$295
A2H	Half page	185mm wide x 125mm high	\$445
AF	Full page	210mm x 297mm high	\$590

## Size requirement



# 03 Advertising Booking Form/Invoice

Please complete the section below for your advertising request and email to [aca@theaca.net.au](mailto:aca@theaca.net.au)

## Contact details

Contact name:

Company:

Address:

Phone:

Mobile:

Email:

Please tick which platform you would like to advertise on:

## Counselling Australia Journal

Please indicate the Journal Edition

Tick selection	Code	Ad Size	Dimensions	Cost
<input checked="" type="checkbox"/>				
<input type="checkbox"/>	A8	One eighth page	59mm wide x 90mm high	\$250.00
<input type="checkbox"/>	A4H	Quarter page	90mm wide x 125mm high	\$295.00
<input type="checkbox"/>	A2H	Half page	185mm wide x 125mm high	\$445.00
<input type="checkbox"/>	AF	Full page	210mm wide x 297mm high	\$590.00

## Payment

Please debit my credit/debit card to the value of \$

Credit/Deb Card Type (please tick):  Mastercard  Visa  Bankcard

Credit/Debit Card No:

Expiry Date:

3 Digit Number:

Cardholder's Name:

Cardholder's Signature: