

Parkinson

PULSE

Connecting people living with Parkinson disease in Alberta

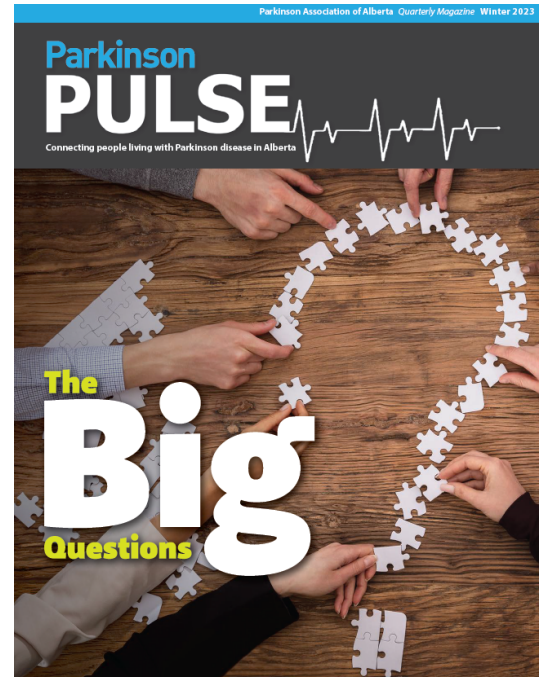


## Parkinson Pulse Magazine delivers a passionate and engaged audience.

Parkinson Pulse is Parkinson Association of Alberta's quarterly magazine, with issues available each January, April, July and September,

Each issue contains relevant articles and information on research, healthy-living, lifestyle, and fitness, plus stories from and about our Parkinson's Community.

mailed directly to our membership and delivered directly to stakeholders and partners, Pulse reaches a broad and mature audience across Alberta.



RATE PER ISSUE

## FULL COLOUR ADS

Full Page	\$600
Half Page	\$325
Quarter Page	\$175
Eighth Page	\$100
Small Box	\$80

## ADVERTORIAL\*

Double Page Spread	\$1,400
Full Page	\$750

## BACK COVER AD

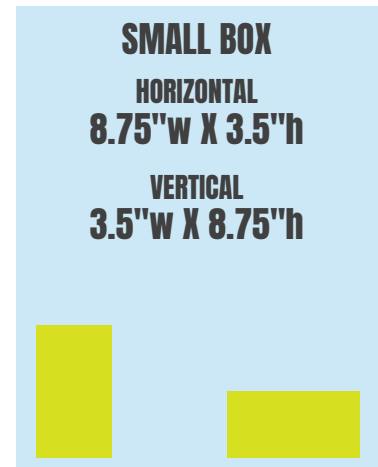
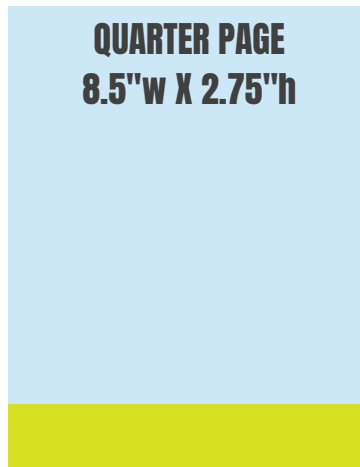
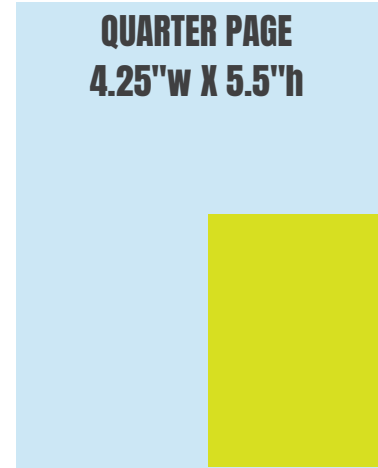
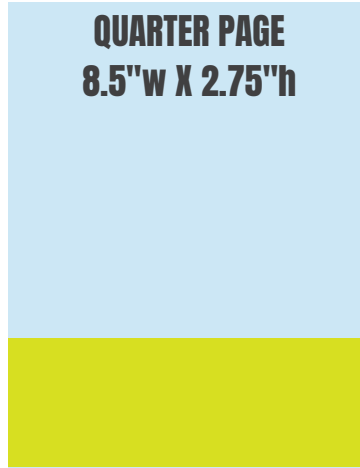
Full Page	\$750
-----------	-------

## SERIES DISCOUNTS

8 Issues	15%
4 Issues	10%
3 Issues	5%

**SUPPLIED ADS:** Please supply all creative as High resolution PDF or 300 dpi JPEG files. Please supply flattened PDF's. Please do not supply website images or pictures, as the quality of often too poor for print..

**ADVERTORAIL GUIDELINES:** All advertorials must be clearly and immediately recognizable as advertisements. All advertorials are subject to approval. The word "ADVERTISEMENT" is required on the top center of the left-hand page, using a minimum font size of 14 points. For the right hand page of the spread, the company name/logo must appear prominently in the upper-right corner. For single-page ads, the company logo/brand must appear top left/right corner, and the word "ADVERTISEMENT" top center.



Parkinson PULSE magazine continually captures the attention of an engaged, affluent and influential market.

## QUICK FACTS!

### CIRCULATION AND READERSHIP

Mailed to 700+ households

Delivered to 100+ public  
locations

5,000+ Total readership  
each issue

### PUBLISHING FREQUENCY

Published 4x per year

Winter, Spring, Summer & Fall  
issues

Full issues also available  
online for free

**68%**

OF MAGAZINE READERS

**TAKE ACTION**

WHEN THEY NOTICE

**PRINT ADVERTISING**



## Speak To Our Readers Using Paid advertorial (sponsored) content



ADVERTISING FEATURE

### What to do in Australia's most beautiful states, according to the locals

Discover what makes each state of Australia unique, and the very best things to see and do, as recommended by the people who live there

Whether it's the wide open spaces of the Northern Territory, the amazing wildlife of Tasmania or the breathtaking beaches of Queensland, Australia has more than its fair share of extraordinary landscapes and diverse regions, each with their own unique selling points.

If you're intrigued by the variety Australia has to offer but aren't sure where to kick off your holiday, then who better to ask for insider intel than each region's residents? Here we ask seven locals what makes their home special – and what experiences cannot be missed.



### The Southern Great Barrier Reef, Queensland

Raised on the Gold Coast in Queensland, Amy Gash, custodian of the Lady Elliot Island Eco Resort, has been able to call the Southern Great Barrier Reef her 'playground' since she was five years old. "My surroundings sparked a passion for wildlife and a love for the reef from a young age," says Amy.



"One of my earliest memories is of walking the beaches at night with my family looking for turtles laying their eggs. Lady Elliot Island is a coral cay and a significant nesting site for endangered green and loggerhead turtles.

If you're intrigued by the variety Australia has to offer but aren't sure where to kick off your holiday, then who better to ask for insider intel than your local travel experts at AMA Travel. We are always excited to help you plan your next getaway!



**Sponsored content is premium content that a sponsor pays to create and distribute. It's a type of native advertising that is consistent with the surrounding content in the magazine, and is consistent with our audience and community.**

## Connect your Brand and Message to our Quarterly Issue Themes:

**WINTER '24**  
Complimentary Therapies

**SPRING '24**  
Treatment Options Volume 1

**SUMMER '24**  
TBD

**FALL '24**  
TBD

**WINTER '25**  
TBD