

Australian Association of Social Workers

2024 Advertising Media Kit

Acknowledgement of Country

"We respectfully acknowledge the past and present traditional owners and ongoing custodians of the land. We pay our respects to the elders past and present, their ancestors and their families, and to elders of other communities."



About the AASW

The Australian Association of Social Workers (AASW) is the professional representative body of social workers in Australia, with 17,000+ members. It was formed as a national association in 1946 and the AASW Board, staff, volunteers and members have since supported all its members through the profession's many developments and changes.

Advertising with the AASW provides you with a rare opportunity to reach an engaged and connected audience of social workers. This is your opportunity to reach the single largest cohort of social workers in Australia.

We offer a wide range of opportunities to advertise to our members.

Social Work Focus: our quarterly online member magazine.

Insider: email newsletter delivered twice a month to all members.

AMHSW News: email newsletter delivered to our 3,500+ Accredited Mental Health Social Workers.

Horizon Career Centre: our national jobs portal.

Social Work People Podcast: our dedicated podcast produced every month.

Other Sponsorship Opportunities: various events and webinars throughout the year, both virtually and face-to-face.

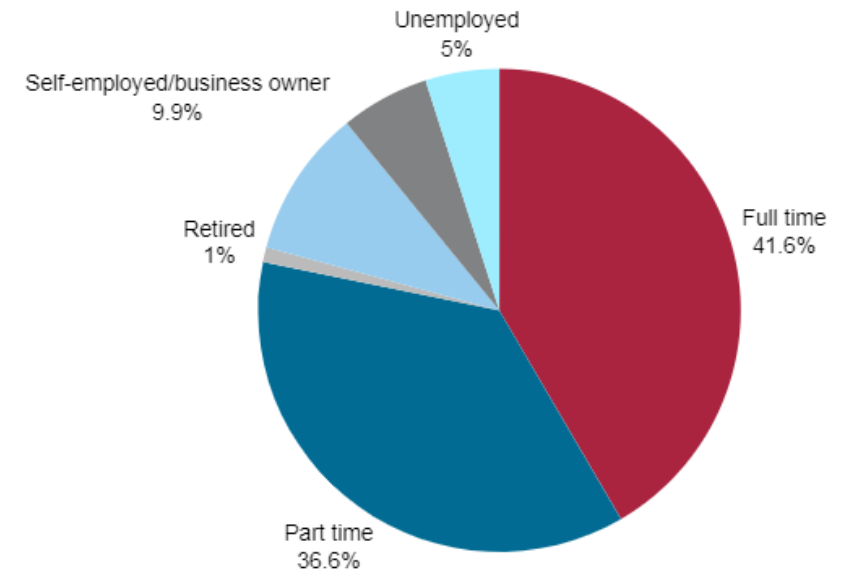
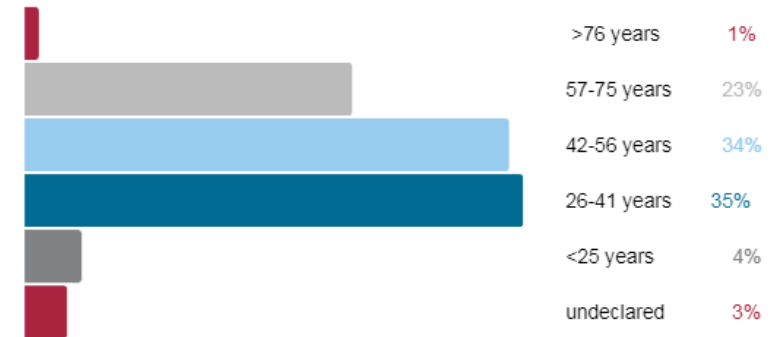
*Labour Market Insights

17,000+

Members

50%*

Nation's Social
Workers



Social Work Focus

Social Work Focus is a premium product. It is a high-value and high-quality magazine, professionally written, edited, designed and issued digitally quarterly.

It informs members of innovative practice, reflections, research and advice, as well as honouring the achievements of our members. Many of the articles are peer-led, coming directly from the expertise and experiences of our members.

Social Work Focus provides the opportunity for advertisers to reach our members, who are qualified social workers or students studying a social work degree.



Distributed to
17,000+
Members
Quarterly



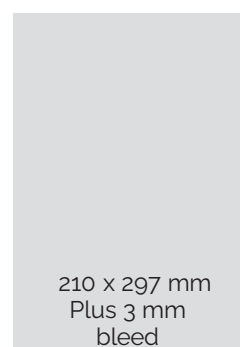
46,000+
Page Views
Last financial year
excl. PDF downloads



2024 SWF Rates

	Full Colour	Single Issue Rate	4-Issue Package
	Full page (inside covers)	1,320	3,696 <i>(924 per advert)</i>
	Full page (back cover)	1,595	4,466 <i>(1,116 per advert)</i>
	Half page (horizontal)	755	2,114 <i>(529 per advert)</i>
	Full page	2,020	5,656 <i>(1,414 per advert)</i>
<i>Prices are inclusive of GST</i>	Quarter page (horizontal)	440	1,232 <i>(308 per advert)</i>

Advertising Specifications



FULL PAGE



HALF PAGE



QUARTER PAGE

Note: Measurements are width by height



Page trim



Artwork area



Bleed (min 3mm)

2024 SWF Deadlines & Issue Dates

Issue	Booking and Artwork	Publication Date
Autumn 2024	1 March 2024	13 March 2024
Winter 2024	7 June 2024	5 July 2024
Spring 2024	6 September 2024	4 October 2024
Summer 2024	1 November 2024	29 November 2024

To Book

AASW will only accept final art that is supplied as a print ready, high-resolution PDF with minimum 3 mm bleed and crop marks. Minimum of 10 mm margins are recommended for full page ads. All images must be 300 dpi.

If you are unable to provide a design, we can offer design services at a competitive price. Please use the email below to find out more.

Please check that the size of your advertisement reflects our specifications. If your advertisement does not reflect the quality of our magazine, we will contact you before we make any changes to it.

To book your advertisement, please fill out [this booking form](#).

To discuss your advertising needs, contact:

Social Work Focus Editor

Phone: 03 9320 1005

Email: editor@asw.asn.au

Newsletter Advertising

The AASW produces two member newsletters – **Insider** which is distributed to all members and **AMHSW News** which is distributed to our Accredited Mental Health Social Worker members.

We offers two types of advertisements – Text Listings and Display Advertisements.

Advertising Specifications

Text Listings – text only, no graphics. Up to 80 words long, containing name, short description and link.

Display Adverts – graphics, colour and link.

- Artwork size: 600 x 160 pixels.
- File format: JPEG, PNG or GIF.

To Book

To book your advertisement, please fill out [this booking form](#).

To discuss your advertising needs, contact:

Marketing & Communications Team

Phone: 03 9320 1000

Email: editor@asw.asn.au



17,000 Members
29.5% Open Rate
4.7% Average CTR*

2024 Insider

Display Advertisement	Single Advert	3-Edition Package	6-Edition Package	
	695	1,970 <i>(656 per advert)</i>	3,740 <i>(623 per advert)</i>	
Text Listing	Single Advert	3-Edition Package	6-Edition Package	Single Advert (Non-Member)
	335	935 <i>(312 per advert)</i>	1,790 <i>(298 per advert)</i>	395

Prices are inclusive of GST

2024 Insider Publication Dates

31 January 2024	28 March 2024	22 May 2024	17 July 2024	18 September 2024	20 November 2024
14 February 2024	10 April 2024	5 June 2024	7 August 2024	9 October 2024	4 December 2024
28 February 2024	23 April 2024	19 June 2024	21 August 2024	23 October 2024	18 December 2024
13 March 2024	8 May 2024	3 July 2024	4 September 2024	6 November 2024	

Booking and artwork must be supplied 2 weeks before publication.

**Average rates for 2023.
Industry average open rate: 21%
Industry average CTR: 2.8%
Source: [Mailchip](#)*



2024 AMHSW News

Display Advertisement	Single Advert	3-Edition Package	6-Edition Package		
	150	420 <i>(140 per advert)</i>	820 <i>(136. per advert)</i>		
Text Listing	Single Advert	3-Edition Package	6-Edition Package	Single Advert (Non-Member)	
	75	205 <i>(68 per advert)</i>	385 <i>(64 per advert)</i>	85	

Prices are inclusive of GST

2024 AMHSW News Publication Dates

17 January 2024	20 March 2024	15 May 2024	10 July 2024	11 September 2024	13 November 2024
21 February 2024	17 April 2024	12 June 2024	14 August 2024	16 October 2024	11 December 2024

Booking and artwork must be supplied 2 weeks before publication.

**Average rates for 2023.
Industry average open rate: 21%
Industry average CTR: 2.8%
Source: [Mailchip](#)*

3,109 Members
39.5% Open Rate
10.8% Average
CTR*

Horizon Employment Services

The Horizon Career Centre is a national jobs portal developed by the AASW. If you require locum, contract or permanent staff, Horizon Career Centre is the place to advertise. It is available for members and non-members, allowing social workers to subscribe to job alerts that fulfil their preferences. There is also an option to advertise rooms for hire [here](#).

- Direct exposure to target audience for 30 days
- Flexible advertising options
- Regular cross-promotion in AASW communications
- Ability to edit advertisements
- Not-for-Profit pricing rates

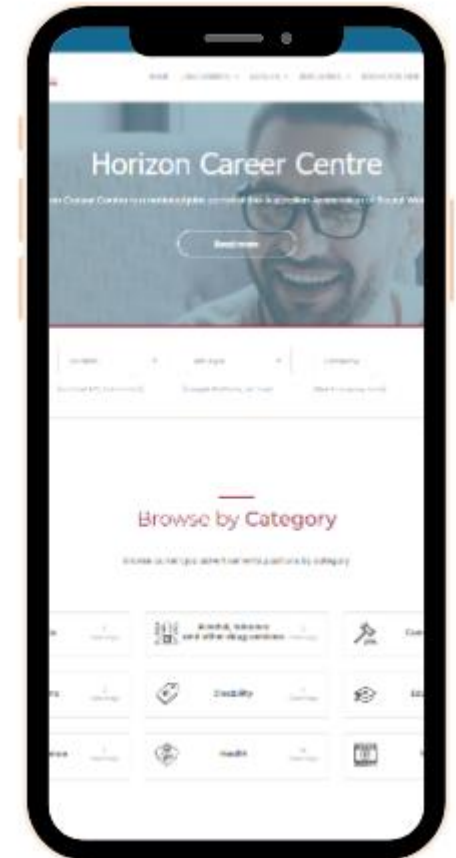
Single Job Advertisement	30-day Listing		
		278	
Job Advertising Packages <i>Valid for 6 months from date of purchase</i>	Option 1 (up to 5 jobs ads) Regular (business & agencies)	Option 2 (6-10 jobs ads) Regular (business & agencies)	Option 1 (unlimited jobs ads) Regular (business & agencies)
	1,252	2,085	4,175
	Not-for-Profit	Not-for-Profit	Not-for-Profit
	1,002	1,670	3,340

Prices are inclusive of GST

To Book

To book a job advertisement please visit <https://www.horizonemployment.com.au/jobs-in-australia/advertise/> and follow the steps provided. Should you require any further information or assistance please contact us on the details below:

Email: horizon@aasw.asn.au



Social Work People

In December 2020, the AASW launched the podcast **Social Work People**. Each episode features an inspirational person in social work and is hosted by our **Senior Policy Advisor, Angela Scarfe**, who is an experienced social worker in Melbourne and is well-known and trusted by our members.

Advertising Specifications

Up to 50 spoken words said at the beginning of the podcast episode. If you are quoting a URL, you will need to say forward slash along with spelling out any exclusive listening codes.

"This episode is brought to you by the University of Brisbane's Graduate Diploma of Family Therapy program. The course is accepting enrolments for a February and a July intake. It is delivered fully online. Find out more at uniofbrisbane.edu.au/forward_slash_family_therapy."

A short description and link to your website for the show notes.

"This podcast is brought to you by the University of Brisbane's Graduate Diploma of Family Therapy program. Find out more at www.uniofbrisbane.edu.au/familytherapy."

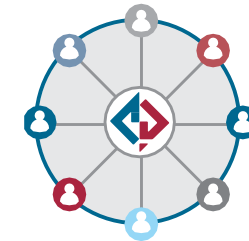
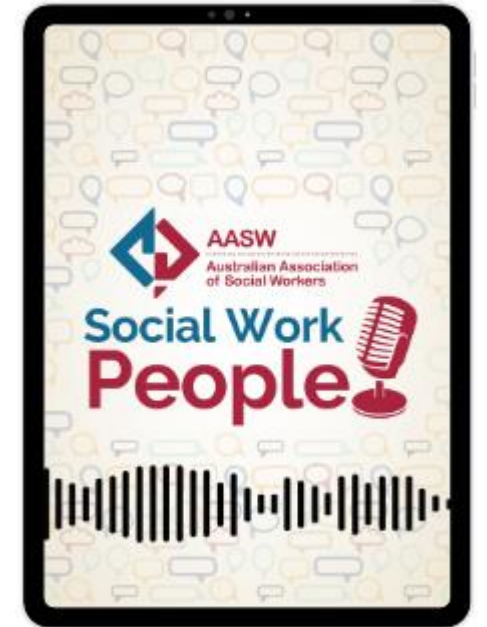
2024 SWP Rates

6-Month Package	6,000
12-Month Package	10,000

Prices are inclusive of GST

To Book

To discuss your advertising needs, contact:
Marketing & Communications Team
Phone: 03 9320 1000
Email: editor@asw.asn.au



Distributed to

17,000+

Members

monthly



1,420

**Average
monthly
downloads**

Contact

www.aasw.asn.au

Email: editor@aaasw.asn.au

Phone: +61 9320 1000

Disclaimer

Information included in the document is current at the date of first publication, it is intended as a guide only and is subject to change without notice.

