



AUSTRALIAN HEALTH & AGED CARE

Preferred Supplier 2025



Hello there!

Australian Health & Aged Care (AHAC) is a consultancy-based company bridging the gap between suppliers and the health and aged care sector.

With increased funding to this sector, alongside critical reforms following the Royal Commission into Aged Care Quality and Safety, hospitals and aged care facilities must have access to accurate information and resources.

As a result, our **Australian Health & Aged Care Resource Guide** is directly mailed to key purchasers and decision-makers, including procurement officers, CEOs, Directors, Managers, and Directors of Nursing, of private hospitals, public hospitals, aged care facilities, and home care providers.

The publication is specifically designed to connect our reputable suppliers with these decision-makers, as we inform them of the latest products, services, and information to help them effectively utilise funding. We carefully vet these companies to present as preferred suppliers.

Our concept is to help assist and improve the healthcare sector as a whole whilst always having our clients at the forefront of mind, ensuring you are capitalising on exposure to this target market.

Australian Health & Aged Care provides a platform for your marketing campaign, allowing you to communicate your message, build targeted brand awareness, generate a return on investment, and enable your customers to reach you easily.

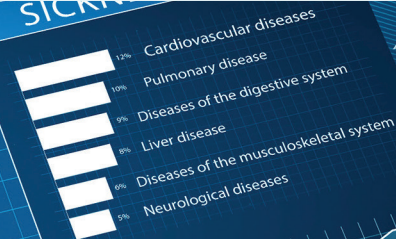
Australian Health & Aged Care provides you with a unique, targeted, and niche audience and platform – essential for the growth of your business.

Publisher: Creative Edge Australia

The 2020-25 National Health Reform Agreement provides an estimated \$131.4 billion in additional funding to public hospitals over five years from 2020-25. This is in addition to the \$8 billion health investment by the Commonwealth during the COVID-19 response.

Minister of Health

SICKNESS RATE



In response to the final report of the Royal Commission into Aged Care Quality and Safety, the Australian Government is delivering a \$17.7 billion aged care reform package. The reforms will provide better, fairer aged care, and deliver respect, care and dignity to our senior Australians.

(health.gov.au, 2021)



Audience

Key purchasers and decision-makers, including, Chief Executive Officers, Executive Directors, Procurement Officers, Facility Managers, Directors of Nursing, Clinical Services Managers, Resident Administration Officers, Registered Aged Care Nurses, Doctors and Surgeons.

 Aged Care Facilities
(3,191)

 Public Hospitals
(834)

 Private Hospitals
(646)

 Home Care Providers
(1,814)

 Occupational Therapists
(5,904)



Total Facilities 12,389

Total Contacts 49,556

PLATINUM

What's included in your campaign:

POSITIONS

Click for examples

~~INSIDE FRONT COVER~~

~~PAGE ONE~~

~~FACING FOREWORD~~

~~FACING CONTENTS~~

~~FACING ASSOCIATIONS~~

INSIDE BACK COVER

OUTSIDE BACK COVER

RATES

\$11,450 + GST (6 Month) Per Edition

\$10,950 + GST (12 Month) Per Edition

FULL-PAGE PLATINUM POSITION

Your full-page advertisement will occupy one of our six exclusive prime positions, allowing you to choose the perfect spot for maximum visibility and impact.

WEB BANNER

Throughout your campaign, your brand will be prominently displayed with a captivating website banner on the *Australian Health and Aged Care* website.

VIDEO INTEGRATION

You have the option to include a video of your choice. This will be integrated into your advertisement, providing you with the opportunity to creatively showcase what you do.

FULL-PAGE AD + FULL-PAGE ADVERTORIAL

You'll receive both a full-page advertisement and a compelling advertorial, showcased side by side in the digital and hard copy versions of the resource guide. This powerful combination provides you with a unique opportunity to effectively communicate your message directly to your target market.

HYPERLINKS

Your advertisement will feature strategically embedded direct links designed to drive targeted traffic to various landing pages. Whether it's your website, social media channels, LinkedIn, YouTube, email, or enquiry page, these links will effortlessly guide potential customers to explore and engage with your brand across multiple platforms.

REPORTING

Every **three months** during your campaign, you will receive a comprehensive proof of performance report. This report will provide key metrics including website views, eBook visitors, readership, EDM opens, EDM clicks, as well as social media impressions and clicks. Stay informed and gain valuable insights into the reach and impact of your campaign.

SOCIAL MEDIA

As part of your campaign, you'll receive two sponsored ads (6 months) or four sponsored ads (12 months) through Meta (Facebook/Messenger/Instagram). Each ad runs for one week, targeting your market. Statistics will be provided at the campaign's end. Your paid ads will also be posted on *Australian Health and Aged Care* socials.

MONTHLY NEWSLETTERS

We will contact you each month for the duration of your campaign (6 or 12 months) with the option to update your online newsletter. This will be linked directly from your feature in the eBook and will also be featured on our website. This gives you the opportunity to update your audience with anything new or relevant. Your updated newsletter will then be promoted alongside other gold/platinum clients on a monthly EDM to the entire database.

CERTIFIED PREFERRED SUPPLIER BADGE

You will be provided with an exclusive certified preferred supplier badge, which you can proudly display on your website and email signatures. This badge signifies your status as an *AHAC* certified supplier, enhancing your credibility and allowing you to leverage our organisation's reputation.

~~FRONT COVER EXCLUSIVE~~

\$24,950 + GST (6 Month)

Front cover available by invite only & includes four additional pages (placement of your choice)

BIANNUAL RELEASE: MAY & NOVEMBER

POSITIONS & RATES:

Click for examples

FULL PAGE (2 Pages)

Full page Advert + Full page Advertorial

\$7,450 + GST (6 Month) Per Edition

\$6,950 + GST (12 Month) Per Edition

HYBRID (2 Pages)

3/4 page Advert + 1/4 page Advertorial

\$7,450 + GST (6 Month) Per Edition

\$6,950 + GST (12 Month) Per Edition

ADVERTISEMENT + ADVERTORIAL

As part of your package, you'll receive your chosen advertisement accompanied by equal advertorial. These engaging elements will be showcased side by side in both the digital and hard copy versions of the resource guide. This powerful combination provides you with a unique opportunity to effectively communicate your message directly to your target market.

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As part of your campaign, you'll receive two sponsored ads (6 months) or four sponsored ads (12 months) through Meta (Facebook/Messenger/Instagram). Each ad runs for one week, targeting your market. Statistics will be provided at the campaign's end. Your paid ads will also be posted on *Australian Health and Aged Care* socials.

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HYPERLINKS

Your advertisement will feature strategically embedded direct links designed to drive targeted traffic to various landing pages. Whether it's your website, social media channels, LinkedIn, YouTube, email, or enquiry page, these links will effortlessly guide potential customers to explore and engage with your brand across multiple platforms.

VIDEO INTEGRATION

You have the option to include a video of your choice. This will be integrated into your advertisement, providing you with the opportunity to creatively showcase what you do.

Upgrade your paid social media ad campaign

Leverage Australian Health & Aged Care's trusted name and boost your results with target driven sponsored ads that grab attention, drive sales and generate more leads by reaching a broader audience.

TIER 1

2 MONTH
SPONSORED AD
CAMPAIGN

\$3,950 + GST

SCHEDULED

July & September
(May edition)

or

January & March
(November edition)

TIER 2

3 MONTH
SPONSORED AD
CAMPAIGN

\$5,950 + GST

SCHEDULED

July, August
& September
(May edition)

or

January, February
& March
(November edition)

TIER 3

5 MONTH
SPONSORED AD
CAMPAIGN

\$8,950 + GST

SCHEDULED

June, July, August,
September & October
(May edition)

or

December, January,
February, March & April
(November edition)

*Dates are fixed to your specific Preferred Supplier campaign and aren't subject to change.