



Company Information

Croakey Health Media Limited, ABN 59 628 369 335, is a company limited by guarantee and a registered charity.

Who we are

Croakey Health Media is widely recognised as an innovator and leader in the emerging not-for-profit public interest journalism sector in Australia. We focus on health equity, and the social and environmental determinants of health, including climate change and Aboriginal and Torres Strait Islander peoples' health.

Our presence

We publish articles at Croakey.org and also disseminate via Apple News and across multiple social media platforms. We produce a weekly news bulletin for subscribers and podcasts, as well as having a high-impact presence on Twitter, curating content for followers of our key accounts. We convene journalism events, including webinars.

Target audiences

Our readership groups include: health professionals; the Aboriginal and Torres Strait Islander health sector; policy makers; researchers; Federal, State and local politicians; academics and students; community organisations.

Who we work with

We work collaboratively with organisations that align with our values of respect for Country and for First Nations Peoples; integrity; courage; trust; independence; transparency and commitment.

Our Impact

Website - croakey.org

Year	Website Visitors	Page Views	Average Mthly Visitors	Average Mthly Page Views
2023 (YTD)	68,439	103,618	22,813	34,539
2022	191,997	341,598	16,000	28,467
2021	274,892	559,995	22,908	46,666

Apple News platform

Year	Unique Viewers	Total Views	Reach
2023 (YTD)	5,389	7,456	172,690
2022	33,874	46,700	474,107
2021	19,388	32,673	310,995

Casual Advertising Campaign Rates

For advertising placement options, see overleaf.



Ultimate Package - \$1,500 ex GST for two weeks

Website	Placement of a long banner advertisement under the splash news story on the homepage.	Website Option 1
Weekly Bulletin	Placement of an advertisement at the top of the weekly news bulletin, between the introduction and the first article.	Bulletin Option 1
Social Media	The advertisement is shared by Croakey Health Media via Twitter, Instagram and Facebook, marked as an advertisement (twice per platform over a 2-week period)	



Premium Package - \$800 ex GST for two weeks

Website	Placement of an advertisement under the Acknowledgement of Country on top right of homepage.	Website Option 2
Weekly Bulletin	Placement of an advertisement at the bottom of the weekly news bulletin.	Bulletin Option 2



Standard Package - \$400 ex GST for two weeks

Website	Placement of a high-quality advertisement in mid-centre second column (near Croakey Voices podcast).	Website Option 3
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Additional ad placement - \$300 ex GST for two weeks

Website	Placement of an advertisement in the sidebar on all Croakey posts. This additional advertisement can be added to any of our packages.	Website Option 4
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Job Board - \$100 ex GST for two weeks

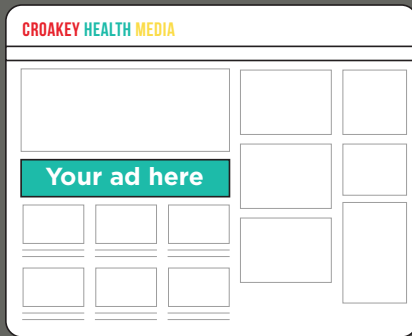
Website	Listing with link to advertiser's website or job listing.
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* Terms and conditions apply (see overleaf)

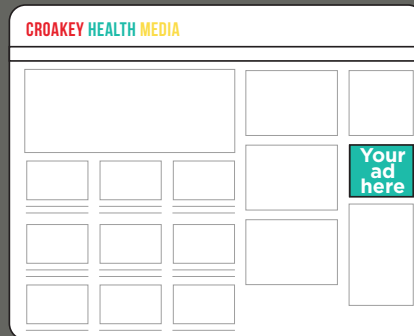
CROAKEY HEALTH MEDIA

Website advertising

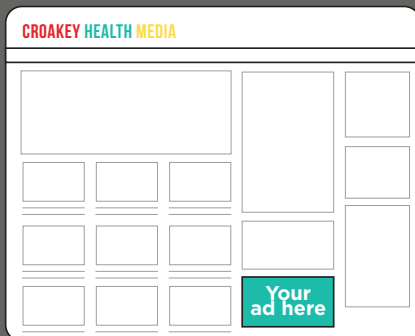
<https://www.croakey.org>



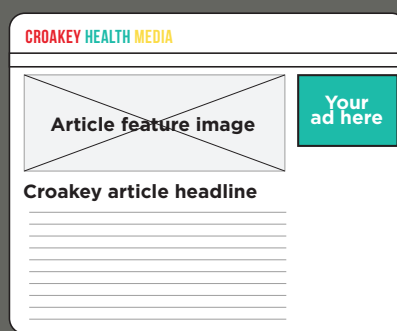
Website option 1



Website option 2



Website option 3

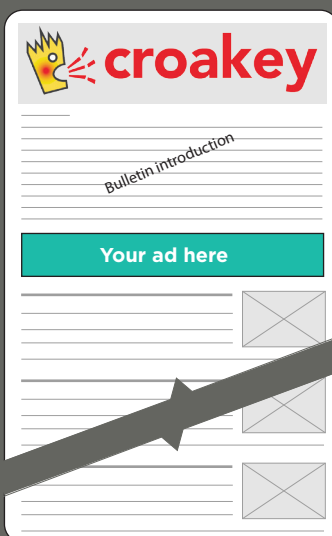


Website option 4

Terms and Conditions

- Discount of 30% off, with the exception of the graphic design fees, will apply to all casual advertisements placed for additional two-week periods.
- Any graphic design work will incur a minimum fee of \$200 or \$200 per hour, ex GST, with this cost added to the casual rate. Any supplied graphics must be of a high standard or else a graphic design fee will be incurred.
- Regular advertising rates can be negotiated, depending on the number of advertising campaigns the advertiser will place over a twelve month period. To be considered a regular advertiser there must be a contracted commitment to a minimum of six advertising campaigns in the designated twelve month period.
- CHM reserves the right to refuse or withdraw advertising at any point that, in the opinion of CHM, is illegal, defamatory, offensive and/or contrary to the business interest, policy position and/or reputation of CHM or its members.
- CHM will, subject to availability, technical limitations and these Terms and Conditions, use our reasonable endeavours to publish your advertisement in the format submitted by you and in accordance with your other instructions. Positioning and placement will be at our discretion unless expressly agreed otherwise in writing.
- Cancellations of any advertisement must be received in writing not less than 5 business days before the commencement date or artwork due date.
- If required elements of an advertisement are not received by designated dates we reserve the right to withhold your advertisement without providing a refund.
- The advertiser warrants to CHM that the publication of Advertising does not breach or infringe any Commonwealth or state legislation or codes.
- The advertiser warrants that if advertising contains the name or image of any living person, the advertiser has obtained appropriate consent of that person for such use.

Croakey bulletin advertising



Bulletin option 1



Bulletin option 2