



MUSCULOSKELETAL
AUSTRALIA

Advertising

msk.org.au

ABOUT US



MUSCULOSKELETAL
A U S T R A L I A

Our mission

To support people for better musculoskeletal health.

Our vision

That the quality of life of people who have or are at risk of developing musculoskeletal conditions is improved.

Our brand

We are committed to empowering people with musculoskeletal conditions and those at risk of them.

We do this with empathy and understanding through the provision of our information, services and products.



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Musculoskeletal Australia

Musculoskeletal Australia (MSK) is a national charity that supports people with muscle, bone and joint conditions (musculoskeletal conditions). We've been advocating for people impacted by musculoskeletal conditions, like arthritis, back pain and fibromyalgia, for more than 50 years.

We believe information, advocacy, education, and compassionate support are crucial in empowering individuals and families affected by musculoskeletal conditions. We prioritise understanding and addressing the unique needs and circumstances of the people we serve.

We collaborate with organisations that share our vision and values. Together, we can expand our reach and offer greater support to people living with musculoskeletal conditions.



*The number of Australians living with one or more musculoskeletal conditions



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2022 Reach



Website: unique visits 338,267



Mailchimp: subscribers 21,439



Social media followers: 17,920



Webinar registrations: 12,336



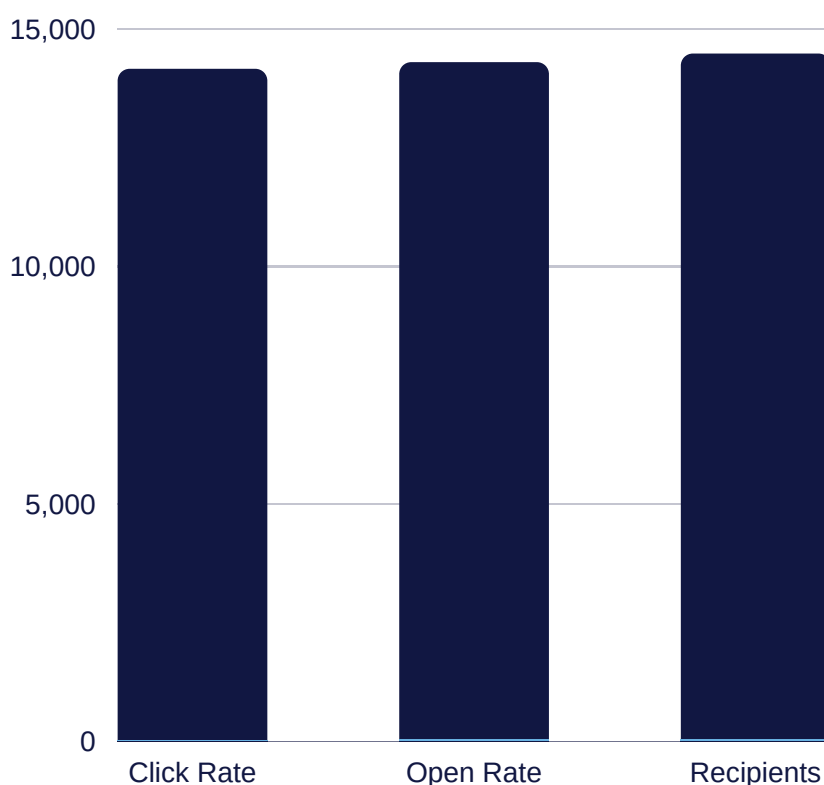
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1 e-Newsletter

There's so much media about musculoskeletal conditions, treatments and research that it's hard to make sense of what's accurate and what's not. We're here to help filter out the noise and get to the heart of what's important.

Our regular newsletter brings "the news you can use" and includes the latest information, trends and research and what it means for people with musculoskeletal conditions, as well as tips to help people manage their condition and stay well.

MSK News is published every four weeks, usually on the fourth Thursday of the month.



*Results of last quarter



Newsletter advertising

\$200+ GST per issue.

Includes:

- One image 180px (H) x 180 (W)
- Copy - 60 words, including links

Please note:

Booking deadline is seven working days before publication.

Material deadline is two days before publication.

Also published by MSK every 6 weeks is Rheum to Grow, an e-newsletter for young people with juvenile idiopathic arthritis and other musculoskeletal conditions and those that support them.

To view our newsletter archive: <https://msk.org.au/msk-news>



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PAID ADVERTISEMENT

Partners

We are pleased to offer research partners a 10% discount on advertising in MSK's e-newsletter and one free social media (Facebook) post.

**ATSA Independent Living Expo**
Melbourne Showground 24-25 May 2023

- Searching for ways you can continue to live independently?
- Looking for daily living or mobility aids?
- Want a lift chair or bed?
- After a compact wheelchair?

Visit the ATSA Independent Living Expo at the Melbourne Showgrounds on 24-25 May 2023. More than 160 companies to answer your questions and show you solutions to meet your needs.

FREE ATTENDANCE - REGISTER [HERE](#)

Paid Advertisement

Arthritis, knee pain, back pain and other musculoskeletal conditions are challenging to deal with. In conjunction with the Mitchell Institute at Victoria University and supported by Australian Institute for Musculoskeletal Science, we've developed the **Giving it a Go Project**. Giving it a Go is designed to provide a range of information and support for people experiencing these conditions, helping to build confidence to engage in work, education and the wider community. For information [email the team](#) or visit our [Facebook page](#). This free app is [available for download](#) until 31 March.



 This issue is proudly sponsored by Pfizer.

NEED HELPFUL RESOURCES FOR OTHER HEALTH CONDITIONS?

VISIT: [TALKINGYOURHEALTH.COM.AU](https://talkingyourhealth.com.au)

THIS SPONSORED CONTENT BY AbbVie

abbvie

AbbVie Discovery Series: The evolution of arthritis treatment and care - presented by Adam Spencer.



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2 Website

Our website is rich in evidence based, plain English resources for consumers with musculoskeletal conditions and those that support them.

Unique visits
338,687

Average time on page
00:02:24

The screenshot shows the MSK Australia website. At the top is the MSK Australia logo and navigation links: HOME, GET INFORMED, GET SUPPORTED, GET INVOLVED, RESEARCH, WHAT'S ON, SHOP. There are also links for 1800 263 265 MSK Help Line, CONTACT US, and DONATE NOW. The main content area features the MSK Help Line section with the text: "MSK Help Line - Call a Nurse on 1800 263 265 or email helpline@msk.org.au". Below this, it states "Weekdays 9am-5pm" and provides information about the service, including a list of services: "with information on arthritis and other musculoskeletal conditions, and commonly prescribed treatments", "find your way through the complex health, disability and social services systems", and "find community resources in your area". It also mentions "National Interpreter Service" and "If you're deaf, or have a hearing or speech impairment". On the right side of the page, there are four blue rectangular boxes labeled "Advertise Here", indicating advertising opportunities.

Website advertising:

\$200 +GST per week: small or vertical rectangle

\$300 +GST per week: medium rectangle

All require a minimum booking of two weeks.

A 12.5% discount is offered for bookings of 4 weeks or more.

Please note that all advert placements are subject to approval from MSK, and that preference of placement may be requested but is not guaranteed.



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3 Webinars

Providing practical, up-to-date information, knowledge and skills, MSK's FREE community webinars are a great way for consumers to hear from experts about musculoskeletal conditions and how to manage them.

Total registrations
12,336

Total views
37,146

Webinar
sponsorship is
available from
\$1,500

No.	Date	Title	Presenter
1.	Tuesday 14 February 2023, 7pm (AEDT)	Anxiety and depression linked to chronic pain	Dr Jacqui Stanford, Psychologist and Director, Empower Rehab
2.	Wednesday 29 March 2023, 7pm (AEDT)	Getting a good night's sleep: Managing sleep when living with chronic pain or musculoskeletal conditions	Assoc Prof Christopher Worsnop, Sleep Physician, Austin Health; Co-chair, Respiratory Council of the Australasian Sleep Association
3.	Tuesday 30 May 2023, 7pm (AEST)	Diagnosis and management of rheumatoid arthritis	Dr Tina Racunica, Rheumatologist, Director of Southern Rheumatology
4.	Wednesday 19 July 2023, 7pm (AEST)	Understanding complex regional pain syndrome	Dr Anne Daly, Specialist Pain Physiotherapist, Clinical Lead WorkSafe Victoria and Victorian Transport Accident Commission
5.	Tuesday 22 August 2023, 7pm (AEST)	Diagnosis and lifestyle management of hip/knee osteoarthritis	Prof Rana Hinman, NHMRC Senior Research Fellow, Department of Physiotherapy, University of Melbourne
6.	Tuesday 17 October 2023, 7pm (AEDT)	What can you do about neck pain?	Assoc Prof Shaun O'Leary, Specialist Musculoskeletal Physiotherapist, School of Health and Rehabilitation Sciences, University of Qld
7.	Tuesday 21 November 2023, 7pm (AEDT)	Medicinal Cannabis for Musculoskeletal Conditions and Chronic Pain: An Update	Prof Iain McGregor, Academic Director, Lambert Initiative for Cannabinoid Therapeutics, University of Sydney

www.

4 Koadlow Lecture

The Koadlow Lecture is a free public event held annually in honour of Dr Leslie Koadlow, a passionate rheumatologist who founded our organisation in 1968 along with his secretary Alice Petty and patient Mollie Riches.

The Koadlow Lecture by Lorimer Moseley - [Pain, the brain and your amazing protectometer](#) has been viewed on YouTube 190,000 times.



Koadlow
sponsorship is
available from
\$5,000

The Koadlow Lecture is held in October/November each year. At this time, the subject, presenter, date and format for 2023 are yet to be confirmed.

Information and recordings of the Koadlow Lecture:
<https://msk.org.au/koadlow-lecture>



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Musculoskeletal Australia (2023)
ABN 26 811 336 442

p: +613 8531 8000
e: info@msk.org.au
w: www.msk.org.au

<https://www.linkedin.com/company/mskaust/>
<https://twitter.com/mskaust>
<https://www.facebook.com/MSKAust/>

Office address

263-265 Kooyong Road
Elsternwick VIC 3185

Postal address

PO Box 130
Caulfield South VIC 3162