



The Australian Chiropractor 2026 Media Kit

BOOKINGS:
chiropractors.org.au/advertising

ENQUIRIES:
advertising@chiropractors.org.au



Our Profession

Chiropractic in Australia

WHAT IS CHIROPRACTIC?

Chiropractic is a drug and surgery free modality of treatment concerned with the diagnosis, management and prevention of mechanical disorders of the musculoskeletal system (spine); this includes the effects of these disorders on the function of the nervous system and general health.

WHO ARE CHIROPRACTORS?

Chiropractors focus on the detection and correction of abnormal spinal function and its subsequent effect on how the nervous system controls and coordinates the body. Chiropractors in Australia are nationally registered and regulated healthcare professionals.

CHIRO FACTS



300,000 Australians visit a chiropractor every week.



\$1.5B revenue for chiropractic & osteopathic services in 2020

(source: IBISWorld)



There are over 5,500 registered chiropractors in Australia.



Australian chiropractors study at university for minimum five years.

Our Association

The Peak Body Representing Chiropractors in Australia

The Australian Chiropractors Association (ACA) is the leading voice for chiropractors in Australia and a member-centric organisation actively working to further the profession of chiropractic. ACA is the strongest advocate for the chiropractic profession, engaging with government, stakeholders and the public to promote the benefits of chiropractic care and influence health policy for the future.



OUR PURPOSE

To ensure that more Australians experience the benefits of chiropractic care.



OUR VISION

More Australians value and experience chiropractic care for their health and wellbeing.



OUR MISSION

Supporting chiropractors,
enhancing health.

Our Magazine

Australia's Forefront Chiropractic Publication

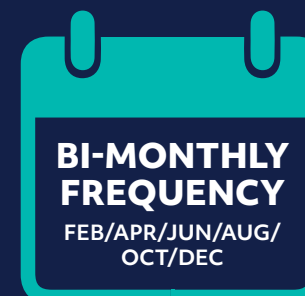
THE AUSTRALIAN CHIROPRACTOR IS AUSTRALIA'S FOREFRONT CHIROPRACTIC NEWS AND VIEWS REPORT DELIVERED BI-MONTHLY TO ACA MEMBERS THROUGHOUT AUSTRALIA.

ACA's major communication vehicle to members, informing chiropractors across Australia of the latest news in the profession.

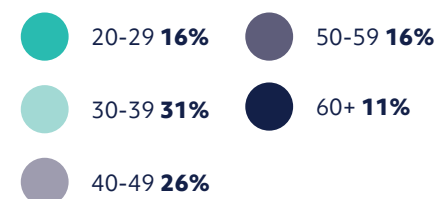
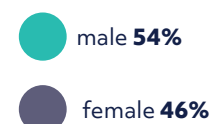
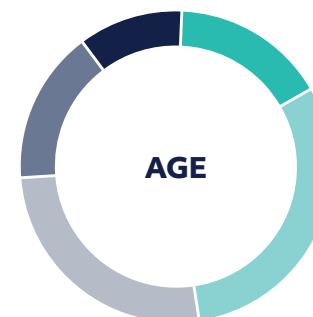
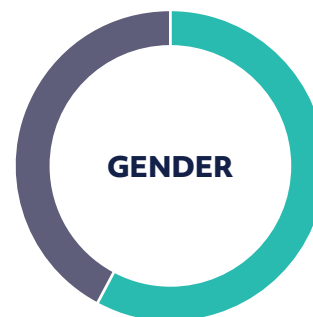
Providing research, professional development and advocacy updated, *The Australian Chiropractor* enriches the professional lives of chiropractors.

The Australian Chiropractor is a valuable source of information for chiropractors and is an effective medium for reaching a niche target market through advertising*.

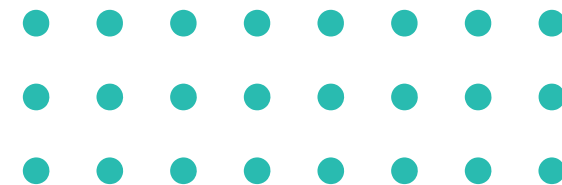
EDITORIAL PROFILE



Audience Profile



Advertising Information



SIZES AND SPECIFICATIONS



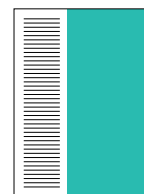
DOUBLE FULL PAGE

Width: 430mm
Height: 297mm
Bleed: 3mm



FULL PAGE

Width: 210mm
Height: 297mm
Bleed: 3mm



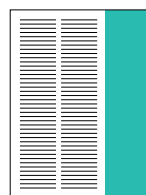
2/3 PAGE VERTICAL

Width: 133mm
Height: 297mm
Bleed: 3mm



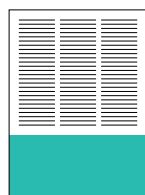
1/2 PAGE HORIZONTAL

Width: 210mm
Height: 142.5mm
Bleed: 3mm



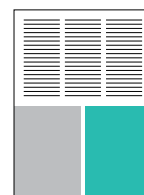
1/3 PAGE VERTICAL

Width: 72mm
Height: 297mm
Bleed: 3mm



1/3 PAGE HORIZONTAL

Width: 210mm
Height: 91mm
Bleed: 3mm



1/4 PAGE

Width: 99mm
Height: 142.5mm
Bleed: 3mm



1/6 PAGE HORIZONTAL

Width: 210mm
Height: 39.5mm
Bleed: 3mm

INSERT ADVERTISING

Insert material must be **no larger than A4**.

Artwork must be supplied in digital format as **press-ready PDF** with all images as **CMYK colour** and **high resolution of 300dpi**.
Placement of display advertising within the magazine is at the discretion of the Editor.

EMAIL ADVERTISING

Please contact advertising@chiropractors.org.au
Email advertising is only available with the purchase of a display advertisement.

DEADLINES Bookings: Must be made by **10th of month prior to publication**. | Artwork: Must be supplied by **15th of month prior to publication**.

Advertising Rates

DOUBLE FULL PAGE	INSERTIONS	COST PER EDITION	SAVING	1/3 PAGE VERTICAL	INSERTIONS	COST PER EDITION	SAVING	INSERTS	INSERTIONS	COST PER EDITION	SAVING
	1	\$3,499			1	\$799			1	\$1,699	
	3	\$3,319	5%		3	\$759	5%		3	\$1,609	5%
	6	\$3,139	10%		6	\$719	10%		6	\$1,519	10%
FULL PAGE	1	\$1,999		1/3 PAGE HORIZONTAL	1	\$799		EMAIL ADVERTISING	1	\$299	
	3	\$1,899	5%		3	\$759	5%		3	\$279	5%
	6	\$1,799	10%		6	\$719	10%		6	\$269	10%
2/3 PAGE VERTICAL	1	\$1,399		1/4 PAGE	1	\$599					
	3	\$1,329	5%		3	\$569	5%				
	6	\$1,259	10%		6	\$539	10%				
1/2 PAGE HORIZONTAL	1	\$1,099		1/6 PAGE HORIZONTAL	1	\$399					
	3	\$1,039	5%		3	\$379	5%				
	6	\$979	10%		6	\$359	10%				

All rates shown are effective 1 January 2026, are in Australian Dollars and inclusive of GST.

CANCELLATION: Cancellations after the booking deadline will incur a cancellation fee of 100% of the advertised rate. If artwork is not supplied by the specified date, the ACA reserves the right to cancel a booking without refund.

DESIGN SERVICE

We are able to offer a design service should your advertisement need adjusting to the correct specifications and/or design standard.



The Australian **Chiropractor**

CONTACT:

advertising@chiropractors.org.au
02 8844 0400

For more information and to book online:

chiropractors.org.au/advertising

Copyright ©2026 Australian Chiropractors Association Limited [ABN 50 050 096 038].
The information contained within this document is subject to updating, deletion or amendment at
any time at the discretion of the ACA. Any changes made are immediately applicable.