

SPORTS DIETITIANS AUSTRALIA

Media Kit 2022



Empowering you to take performance to the next level

Media Kit 2022

- Who we are
- Our members
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- Schedule summary 2022
- Specifications





SPORTS DIETITIANS AUSTRALIA

Who we are and what we do

SDA is the peak professional association of dietitians who specialise in sports nutrition practice.

SDA members provide accurate nutritional information, based on scientific evidence, to promote healthy eating for enhanced health and performance for all active Australians. In the noisy nutrition space, Accredited Sports Dietitians are the experts for sound and safe sports nutrition advice. Our accreditation credential has also been expanded to incorporate New Zealand sports dietitians.

Our purpose at SDA is to serve our members, by supporting them to be exceptional sports dietitians and promoting to active people the benefits of using an Accredited Sport Dietitian. We live our values of education, excellence, integrity, and empowerment in all we do and in all our interactions. We deliver on our promises.



SPORTS DIETITIANS AUSTRALIA

PURPOSE

Empowering you to take performance to the next level

VISION

To be the leaders in health & performance through sports nutrition

MISSION

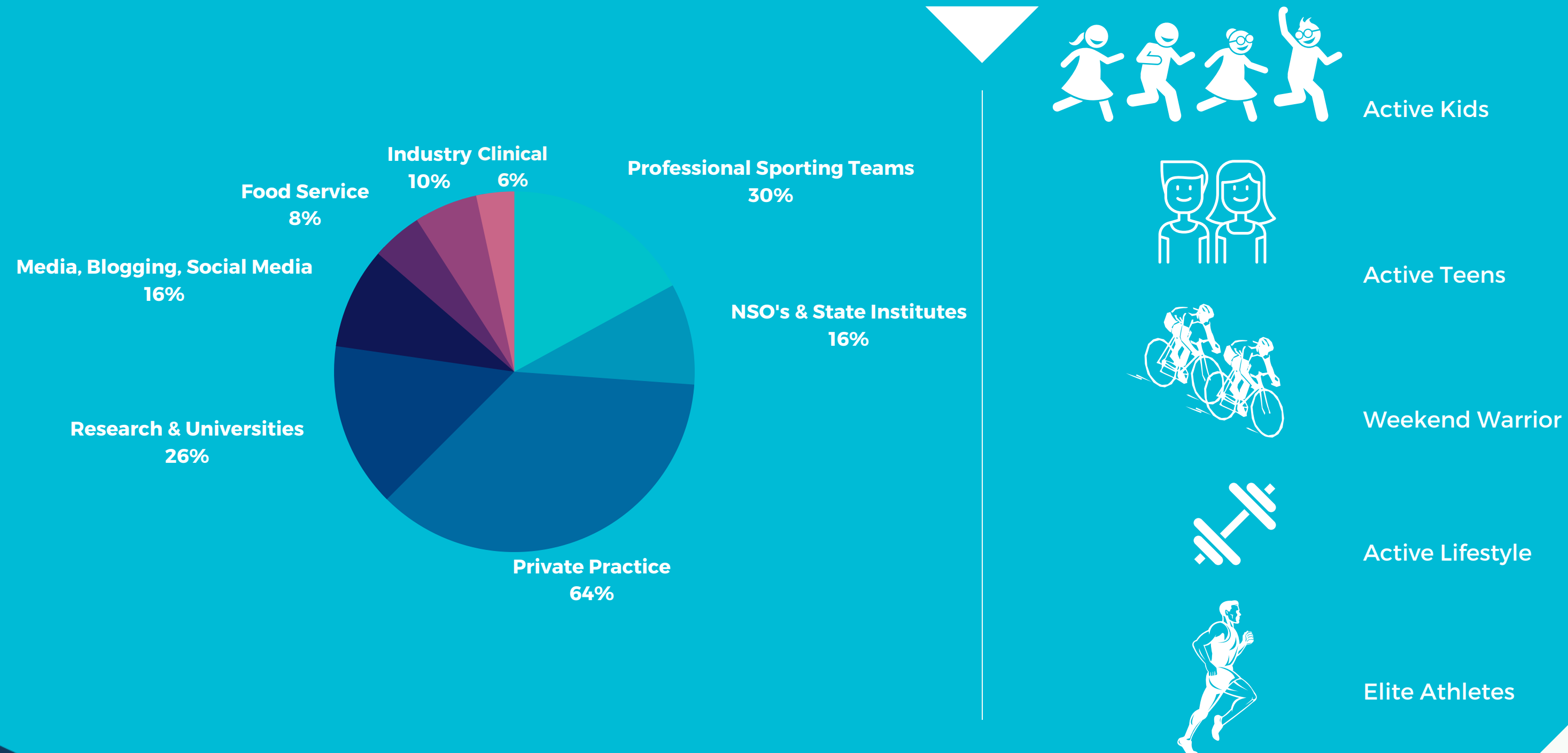
To enhance performance and health of all by supporting, educating and advocating the role of sports dietitians

SDA

OUR MEMBERS

550 SPORTS DIETITIAN MEMBERS

Showcasing evidence based research, case studies, professional development resources and tips tailored for qualified Sports Dietitians.

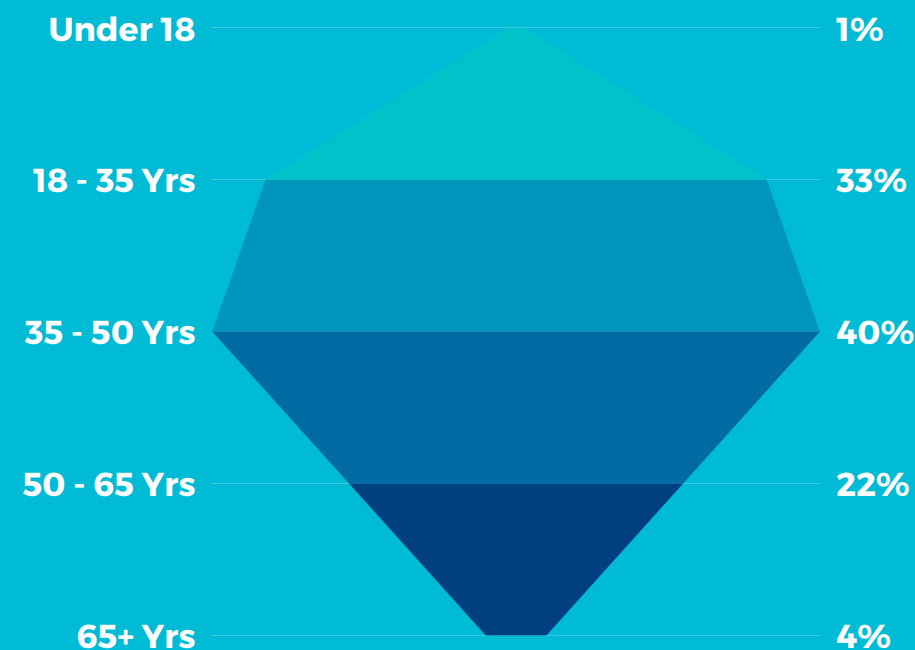
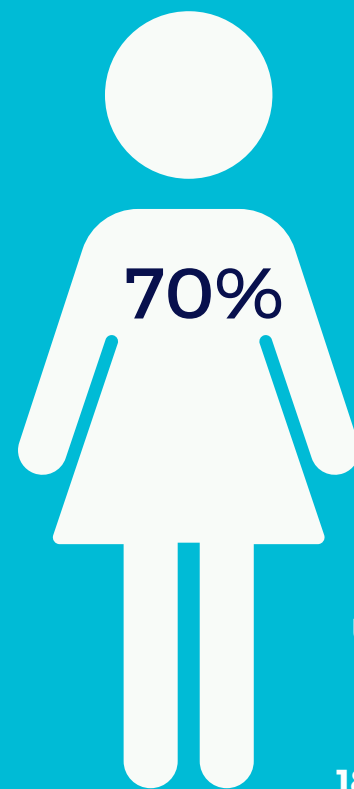
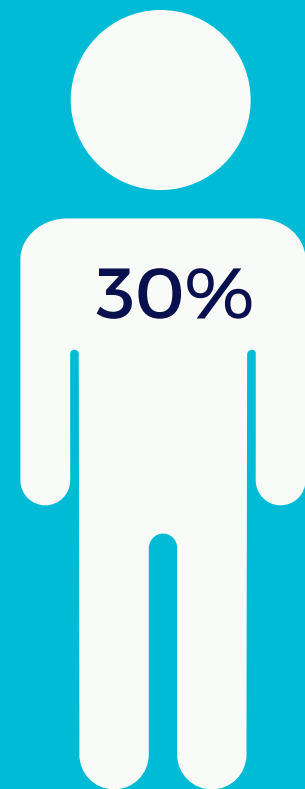


SDA open rate 55-65% in comparison to industry benchmark 36%
SDA click rate 20-30% in comparison to industry benchmark 5.6%

OUR COMMUNITY AUDIENCE

11,600+ SUBSCRIBERS

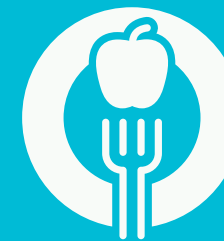
Showcasing the role nutrition plays in exercise performance from qualified, evidence based practitioners tailored for the community and health professionals.



Weekend Warrior **30%**



Health Professional **24%**



Dietitian/Nutritionist **37%**



Coach **12%**



Personal Trainer **13%**

SDA open rate 25-35% in comparison to industry benchmark 36%
SDA click rate 8-12% in comparison to industry benchmark 5.6%

OUR SERVICES



REFUEL

ReFuel is our digital consumer magazine with a database of more than 11,600 subscribers. Written by members to showcase the role nutrition plays in exercise performance and tailored for the community and health professionals. [Subscribe](#) here to ReFuel

FUEL

FUEL is our bi-monthly member newsletter with a readership of over 550 members nationally and internationally.

FACTSHEET / RESOURCE DEVELOPMENT

Factsheets are a key destination on the SDA website for both members and our community, with 600,000 page views in the last 12 months. Developed by Accredited Sports Dietitians across a range of topics from pre-fuelling to recovery, factsheets provide credible, evidence-based nutrition messages.

[Click here](#) to view Factsheets

NUTRITION KITCHEN

The SDA Nutrition Kitchen is a series of themed learning hubs on the SDA website.

Each hub contains several resources such as recipes, cooking videos, SDA factsheets and links to relevant and credible external information (member content such as blog posts, and/ or other organisational information, position statements etc.)

[Click here](#) to view the NK

OUR SERVICES



EMAIL COMMUNICATIONS

Dedicated communication opportunities with SDA members to provide targeted and relevant messages. Open rates for emails are very high averaging 50-65%.

Dedicated communication opportunities to the SDA Community. Messages with practical elements are very well received. Open rates average 25-30% open rates.

ADVERTORIAL PRESENTATION

An advertorial presentation is a unique opportunity for industry partners to inform SDA members around relevant products and services. A dedicated 30-45 mins online environment with Q&A segments and the option to record the session for members who can't attend the live presentation.

ADVISORY SERVICE

SDA can assist organisations to connect with Accredited or Advanced Sports Dietitians in the form of an advisory panel (comprising one or more SDA members) to guide on:

- Product development based on sports nutrition principles
- Food servicing based on sports nutrition principles
- Appropriate messaging for promotional purposes
- Education content and resources

RATES

SDA

ACTIVITY	QTY	COST +GST
ReFuel	Half Page Full Page	\$600 \$1200
Fuel	Half Page Banner	\$750 \$500
Factsheet/Resource development	1 resource	\$1500
Nutrition Kitchen	1 - 4 resources 5 - 8 resources	\$2000 \$4000
SDA member dedicated eDM	1 email communication	\$1750
SDA community dedicated eDM	1 email communication	\$1750
Advertorial	30 - 45 mins	\$3000
Advisory Service	per hour	TBC





SPORTS DIETITIANS AUSTRALIA

SDA is excited to launch our online community platform, SDA Connect.

SDA Connect is a professional network that brings members together, to learn and support one another in the sports nutrition space. Members will be able to access resources such as factsheets, recipes, events, jobs, and professional development.

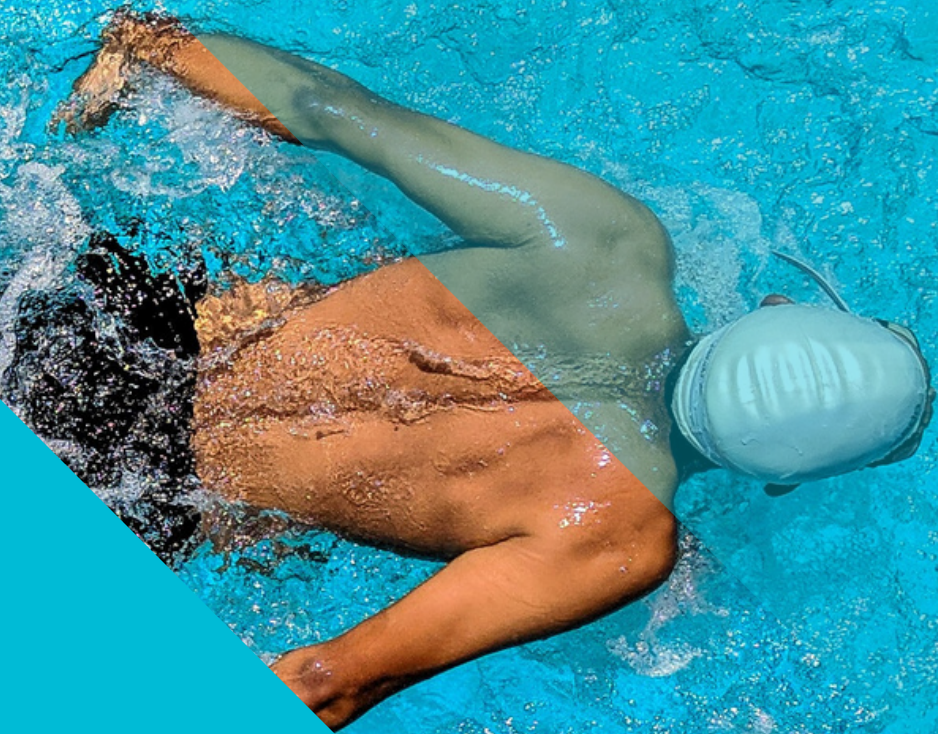
We are pleased to invite our sponsors to join us on the community platform in the sponsor hub. Each sponsor page provides the opportunity to showcase products and services, and importantly integrate open lines of communication with SDA members to start conversations and build relationships. Sponsor pages will include a range of features such as:

- Share content through your newsfeed.
- List events.
- Sell products through your store.
- Share resources
- Share pre-recorded webinars and videos through your video library

Further information around sponsorship packages are available on page 11.



SDA CONNECT





GOLD SPONSOR
\$5,000 +GST
(1 YEAR)

SILVER SPONSOR
\$4,000 +GST
(1 YEAR)

BRONZE SPONSOR
\$3,000 +GST
(1 YEAR)

SPONSOR PAGE
FEATURES

Create a sponsor page	X	X	X
Premium page insights	X	X	
On page Q&A section	X	X	
Ability to add resources to page	X	X	X
Ability to add events to page	X	X	X
Ability to sell products via store on page	X	X	
Ability to host videos on page	X	X	X

SPONSOR PAGE
PROMOTION

Page tag to denote sponsor level	X	X	
Top listing on sponsor page	X	X	
Featured listing on member homepage	X		

SPONSOR
PAGE REACH

SDA to share 2 posts per month to drive traffic to sponsor page	X		
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ADDITIONAL
OPPORTUNITIES

Advertising banner on home page (1 month)		\$1000	
Advertising banner on service page (1 month)		\$500	

SPONSORSHIP

SCHEDULE 2022

REFUEL ISSUE	MATERIAL DEADLINE	LAUNCH DATE
March	3 March	17 March
June	2 June	16 June
September	1 September	15 September
December	1 December	15 December

FUEL ISSUE	MATERIAL DEADLINE	LAUNCH DATE
February	2 February	16 February
April	6 April	20 April
June	8 June	22 June
August	3 August	17 August
October	12 October	26 October
December	7 December	21 December

SDA



ADVERTISING SPECIFICATIONS



FULL PAGE



SPECS

- **Ad Size:**
- Width = 210 mm
- Height = 297mm
- No bleed
-

HALF PAGE



SPECS

- **Ad Size:**
- Width = 180 mm
- Height = a25 mm
- No bleed
-

EDM BANNER



SPECS

- **eDM Size:**
- Width = 600 px
- Height = 200 px
-
-

Colour

RGB

Spot Colour

Not available

Image resolution

300dpi

Fonts

All fonts need to be embedded into the PDF or outlined

Minimum font size

8 pts | (reversed text) 10 pts

Acceptable formats

Interactive PDF and JPG (300dpi)

Transparent elements

Flatten all transparent elements, for instructions click [here](#)

URLs

Please provide linked URLs in a seperated file or embed them into the PDF

PDF files must be supplied as single page files. Supply artwork via email (contact us for alternatives). We prefer original artwork created from Adobe CS programs and final artwork supplied as an interactive PDF format.

Please send final artworks to kristina@sportsdietitians.com.au



SPORTS DIETITIANS AUSTRALIA

Contact

For further information regarding sponsorship opportunities please contact:

Kristina Sutherland
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kristina@sportsdietitians.com.au