

SPORTS DIETITIANS AUSTRALIA

Media Kit 2023



Empowering you to take performance to the next level



Media Kit 2023

- Who we are
- Our members
- Our audiences
- Our services
- Testimonials
- Rates
- Schedule summary 2023
- 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.

SDA



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

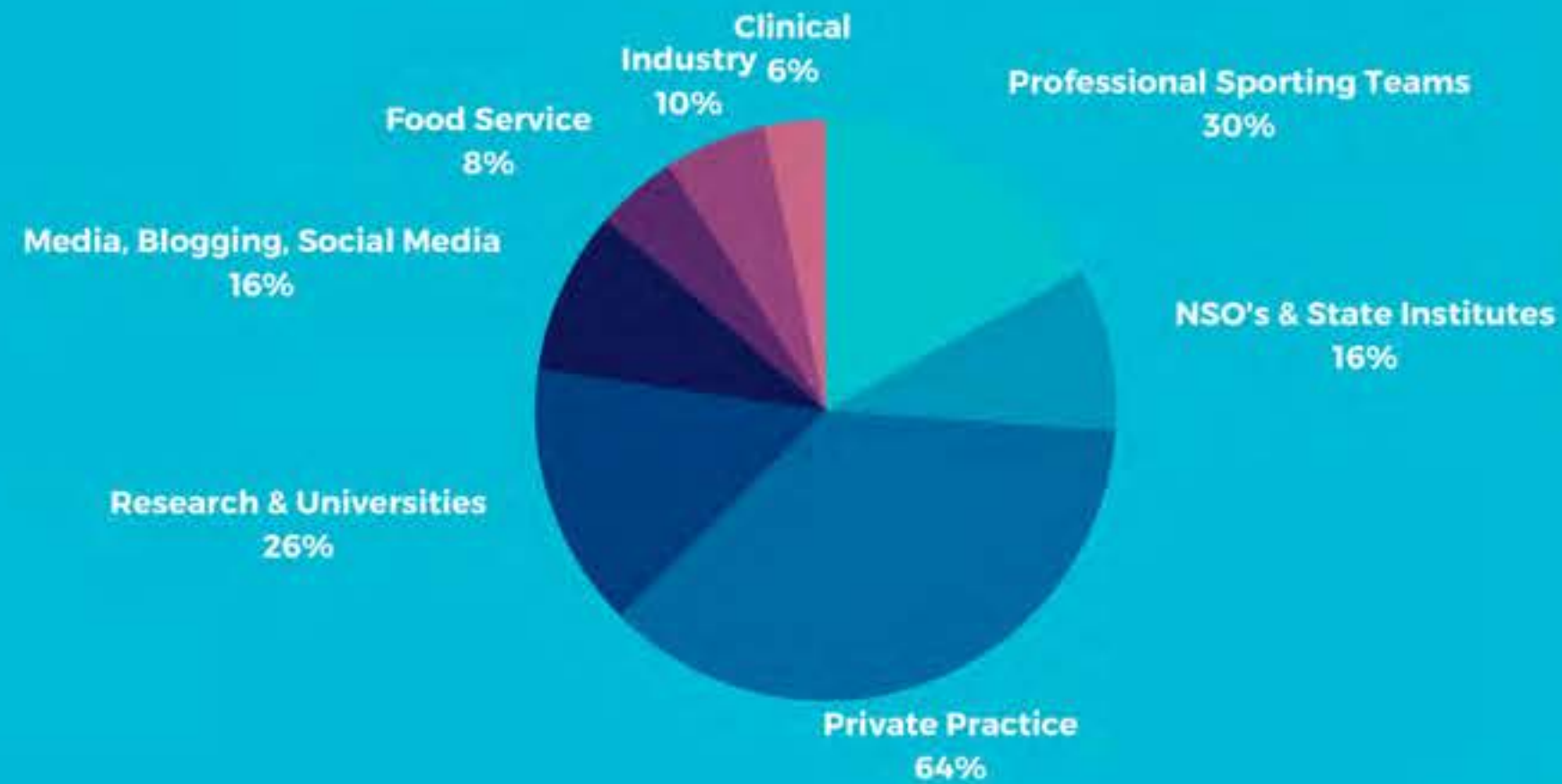
To enhance performance and health of all by supporting, educating and advocating the role of sports dietitians

SDA

OUR MEMBERS

500 SPORTS DIETITIAN MEMBERS

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



Active Kids



Active Teens



Weekend Warrior



Active Lifestyle



Elite Athletes

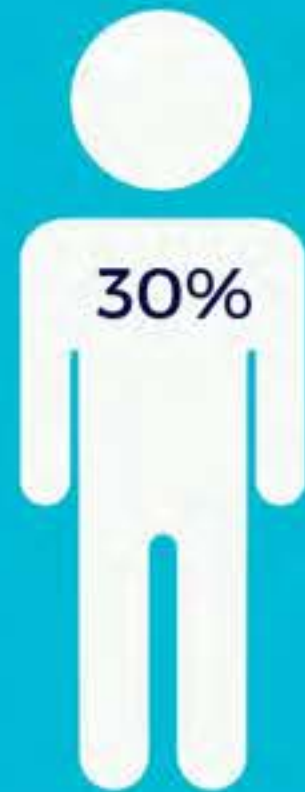
SDA open rate 55-65% in comparison to industry benchmark 36%
SDA click rate 20-30% in comparison to industry benchmark 5.6%

OUR COMMUNITY AUDIENCE

13,000+ 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 13,000 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

FACTSHEET / RESOURCE DEVELOPMENT

Factsheets are a key destination on the SDA website for both members and our community, with 540,000 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

ACTIVITY	QTY	COST +GST
ReFuel	Half Page	\$600
	Full Page	\$1200
Fuel	Half Page	\$750
	Banner	\$500
Factsheet/Resource development	1 resource	\$1500
Nutrition Kitchen	1 - 4 resources	\$2000
	5 - 8 resources	\$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
---	---

ADDITIONAL OPPORTUNITIES

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

SPONSORSHIP

SCHEDULE 2023

REFUEL ISSUE	MATERIAL DEADLINE	LAUNCH DATE
March	3 March	16 March
June	2 June	15 June
September	1 September	14 September
December	1 December	14 December

The SDA logo is displayed in a stylized, white, blocky font. It is positioned on a dark blue background that features a blurred image of a soccer player in a blue jersey with green accents, captured in a dynamic pose as if kicking a ball.



ADVERTISING SPECIFICATIONS

FULL PAGE



SPECS

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

HALF PAGE



SPECS

- Ad Size:
- Width = 180 mm
- Height = 125 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



Contact

For further information regarding sponsorship opportunities please contact:

Kristina Sutherland
Senior Marketing & Project Manager
kristina@sportsdietitians.com.au