



Canadian
Physiotherapy
Association

Media Kit 2025

Contact Us

advertising@physiotherapy.ca | 1.800.387.8679

350 Sparks Street, Suite 1209

Ottawa, Ontario | K1R 7S8

MEET YOUR AUDIENCE



Our Demographic

62%

of CPA members are 44 years
in age or younger

70%

of CPA members are female

2,000

CPA members are clinic owners



Reach Across Canada



15,000

CPA members
across Canada



Highly Educated

Becoming a
physiotherapist requires a
master's degree.

More than

2,500

student members

Areas of Specialty

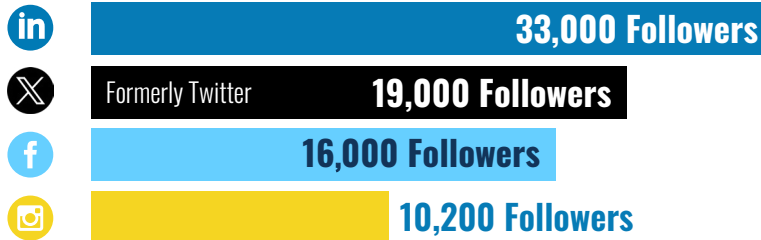
14

Special Interest and Clinical
Practice Divisions

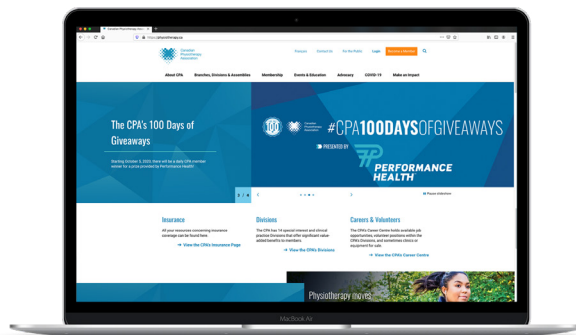
- ✓ Acupuncture
- ✓ Animal Rehabilitation
- ✓ Cardiorespiratory
- ✓ Global Health
- ✓ Leadership
- ✓ Neurosciences
- ✓ Oncology
- ✓ Orthopaedic
- ✓ Paediatric
- ✓ Pain Science
- ✓ Private Practice
- ✓ Seniors' Health
- ✓ Sport Physiotherapy
- ✓ Pelvic & Reproductive Health

CPA AUDIENCE ENGAGEMENT

Social Engagement



Website Traffic



Average of
12k

monthly
website
visits

Newsletter Engagement



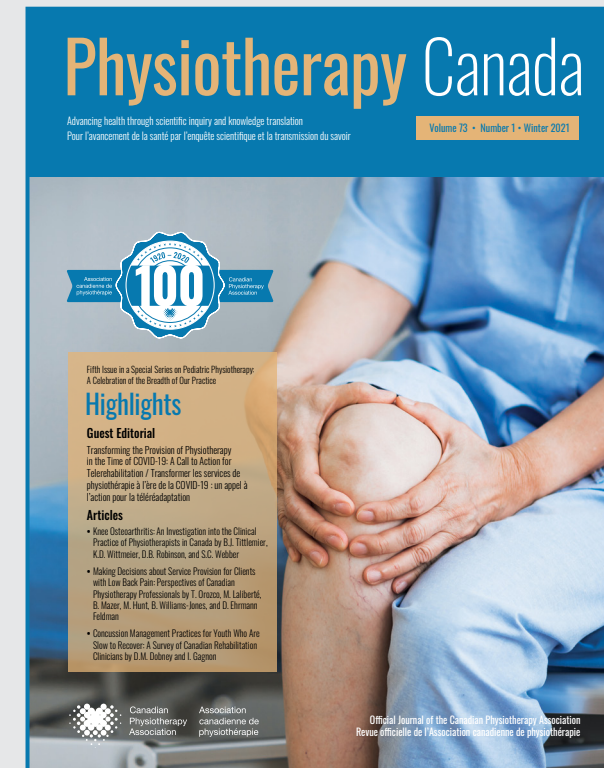
60%

average open rates
on our What's Moving
newsletter

Print Media

Physiotherapy
Canada Journal
has a reach of

15k
Readers



Please email advertising@physiotherapy.ca for more information about advertising in Physiotherapy Canada magazine.

WHAT IS YOUR GOAL?



Whether you are trying to build brand awareness, maximize exposure, promote social responsibility, or educate an audience, we will work with you to ensure that your goals are met.



Education

Sponsor an evidence-informed webinar on a topic relevant to physiotherapists.



Maximum Exposure

Ensure your brand is at the top of their minds with exclusive inclusion in the CPA's membership renewal communications (August-September).



Social Responsibility

Show your support of physiotherapy research and education by becoming a Corporate Sponsor of the Physiotherapy Foundation of Canada (PFC).



Build Your Brand

We are happy to discuss a bespoke brand campaign for you and sponsorship opportunities at the CPA's events.



Send us an email to set up your customized package at
advertising@physiotherapy.ca

CHOOSE YOUR CHANNELS

Digital Advertising Opportunities

Emails to Members

Put your message in one or both of the CPA's monthly national e-newsletters: eclassifieds & What's Moving at the CPA or even Sponsor your own e-blast.

12x/year

11k reach

CPA Website

Get your message front and centre on the CPA's website. New positions and opportunities available.

12k reach/monthly



CHOOSE YOUR CHANNELS

CPA Publication Advertising



Physiotherapy Canada

Physiotherapy Canada is a peer-reviewed journal that gives direction to clinical science and reasoning, knowledge translation, therapeutic skills, and patient-centred care.

4x/year

15k reach

Issue	Closing date	Mailing date
77.1	November 1, 2024	February 2025
77.2	March 24, 2025	May 2025
77.3	May 7, 2025	August 2025
77.4	August 7, 2025	November 2025

CHOOSE YOUR CHANNELS

CPA Career & Event Listings



There is no better place to advertise your events or job postings than with the CPA.



CPA's Career Centre

Looking for a fantastic candidate for a job opening?
Post your listing on the [CPA's Career Centre](#).

All job postings will be listed on the CPA website for either 30, 60 or 90 days, with all LIVE postings added to the CPA Classifieds e-blast going out to over 11K CPA members each month.



CPA's Course & Event Listings

Are you promoting a course or event?
Make sure to post it on the
[CPA's Courses & Events Calendar](#)

All event postings will be listed on the CPA website for either 30, 60 or 90 days, and the webpage linked within the CPA's What's Moving e-blast going out to over 11K CPA members each month.

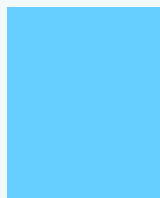
2025 PRINT SPECS & DATES



Print specifications



Physiotherapy Practice Print Specs ▼



TRIM+BLEED

8.75" Wide x 11.25" Deep



1/2 PAGE

7.625" Wide x 4.9" Deep



1/4 PAGE

3.75" Wide x 4.9" Deep

All images must be in press-ready PDF format:

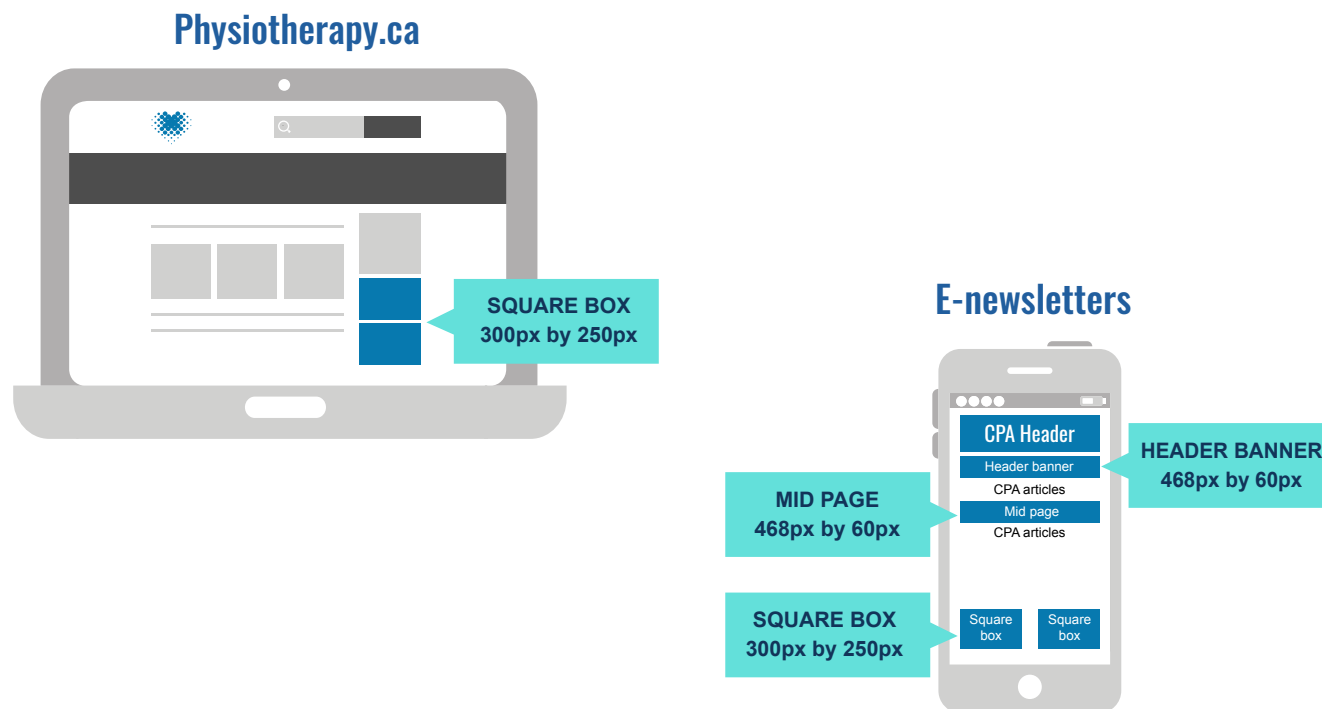
- ✓ Fonts embedded/converted to outlines
- ✓ Document colour mode: CMYK
- ✓ Photos: 300 DPI
- ✓ Safety margin of .375" on all 4 sides

Advertisers are encouraged to provide their website URL or other relevant links to their product for the online version of the journal.

Note: The acceptance of an advertisement does not represent an endorsement by the CPA. The CPA reserves the right to refuse any advertisement that does not meet CPA policy or standards, or that is inconsistent with publication style and/or content.

2025 DIGITAL SPECS & DATES

Digital Ads - Layout Options



Ad Submission Deadlines

E-newsletter Closing Dates*

E-classifieds	What's Moving at the CPA
<i>Monday before the distribution date</i>	<i>Second Tuesday of every month</i>

*There is no CPA What's Moving at the CPA eblast in December

Email Distribution

E-classifieds	What's Moving at the CPA
<i>First Thursday of every month</i>	<i>Fourth Thursday of every month</i>

Web Ad Closing Dates

10 business days before the first of every month.

ADVERTISING PRICE LIST

Digital Advertising



Website Home Page	Ad Placement	1x	2x	3x	12x
	Square Box (2)	\$2,000	\$1,700	\$1,625	\$1,550

E-Newsletters	Ad Placement	1x	3x	6x	12x
	Sponsored Post	\$2,100	\$1,785	N/A	N/A
	Header Banner (1)	\$630	\$475	\$440	\$410
	Mid Page (1)	\$525	\$395	\$370	\$340
	Square Box (2)	\$250	\$190	\$150	\$100
	Sponsored E-Blast	\$4,500	N/A	N/A	N/A

ADVERTISING PRICE LIST

Publication Advertising



Physiotherapy Canada Scientific Journal	Ad Placement	1x	2x	4x	6x	8x
	Full Page	\$2,025	\$2,161	\$2,117	\$2,073	\$1,985
	1/2 Page	\$1,483	\$1,405	\$1,347	\$1,347	\$1,290
	Inside Front Cover	\$3,087	\$3,025	\$2,905	\$2,905	\$2,848
	Inside Back Cover	\$3,087	\$3,025	\$2,905	\$2,905	\$2,848
	Outside Back Cover	\$3,308	\$3,240	\$3,113	\$3,113	\$3,050

ADVERTISING PRICE LIST

Other Advertising



Career Centre Listings	CPA Members Listing Unit		Unit Cost
	30 Day Member Standard Listing		\$300
	60 Day Member Standard Listing		\$450
	90 Day Member Standard Listing		\$600
	Featured Listing (top of page)		\$125 for 30 days
	Non-CPA Members Listing Unit		Unit Cost
	30 Day Non-Member Standard Listing		\$600
	60 Day Non-Member Standard Listing		\$900
	90 Day Non-Member Standard Listing		\$1,200
	Featured Listing (top of page)		\$150 for 30 days

Course and Events Listings	30 Day Standard for CPA Members		30 Day Combo*	60 Day Standard	Featured Listing (top of page)
	\$200		\$500	\$300	\$125 for 30 days
	30 Day Standard for CPA Non-Members		30 Day Combo*	60 Day Standard	Featured Listing (top of page)
	\$300		\$650	\$400	\$150 for 30 days

*Featured Listing & Direct Link in What's Moving e-Newsletter

Looking for a unique opportunity?

Allow us to create a customized package to suit your marketing objectives and budget.

Send us an email at advertising@physiotherapy.ca.



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