

Australian Association of Social Workers

2025 Advertising Media Kit

Acknowledgement of Country

"We respectfully acknowledge the past and present traditional owners and ongoing custodians of the land. We pay our respects to the elders past and present, their ancestors and their families, and to elders of other communities."

About the AASW

The Australian Association of Social Workers (AASW) is the professional representative body of social workers in Australia, with 17,000+* members. It was formed as a national association in 1946 and the AASW Board, staff, volunteers and members have since supported all its members through the profession's many developments and changes.

Advertising with the AASW provides you with a rare opportunity to reach an engaged and connected audience of social workers. This is your opportunity to reach the single largest cohort of social workers in Australia.

We offer a wide range of opportunities to advertise to our members, including:

Social Work Focus: our quarterly online member magazine.

Insider: email newsletter delivered twice a month to all members.

AMHSW News: email newsletter delivered to our 3,400+ Accredited Mental Health Social Workers.

Horizon Career Centre: our national jobs portal.

Other sponsorship opportunities: We host various events and webinars throughout the year, both virtually and face-to-face.

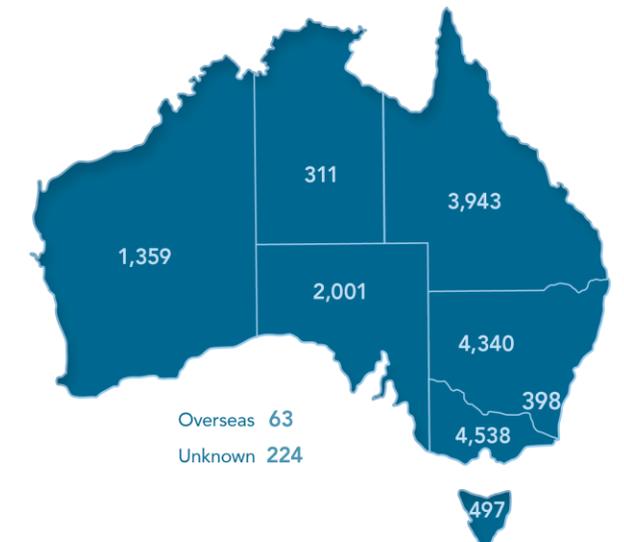
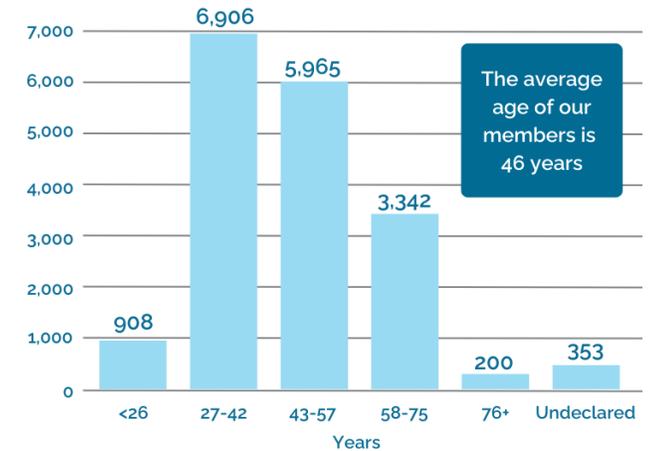
Get in touch with us as at marketing@asw.asn.au to discuss upcoming events and any other advertising opportunities.

*As of 30 June 2024

**Source: [Jobs and Skills Australia](#)

17,000+*
members

39%**
nation's social
workers



Social Work Focus

Social Work Focus (SWF) is a premium product. It is a high-value and high-quality magazine, professionally written, edited, designed and issued digitally.

It informs members of innovative practice, reflections, research and advice, as well as honouring the achievements of our members. Many of the articles are peer-led, coming directly from the expertise and experiences of our members.

Social Work Focus provides the opportunity for advertisers to reach our members who are qualified social workers or students studying a social work degree.



Distributed to
17,000+
Members



56,000+

Page Views

Financial year 2023-24
excl PDF downloads



2025 SWF rates

Placement	Single Issue Rate	4-Issue Package
Full page (inside covers)	1,320	3,696 <i>(924 per advert)</i>
Full page (back cover)	1,595	4,466 <i>(1,116 per advert)</i>
Half page (horizontal)	755	2,114 <i>(529 per advert)</i>
Full page	2,020	5,656 <i>(1,414 per advert)</i>
Quarter page (horizontal)	440	1,232 <i>(308 per advert)</i>

2025 SWF deadline & issue dates

Artwork must be supplied four weeks prior to publication date.
For information on upcoming publication dates, please contact the editor directly.

To book

AASW will only accept final art that is supplied as a print ready, high-resolution PDF with minimum 3 mm bleed and crop marks. Minimum of 10 mm margins are recommended for full page ads. All images must be 300 dpi.

If you are unable to provide a design, we can offer design services at a competitive price. Please use the email below to find out more.

Please check that the size of your advertisement reflects our specifications. If your advertisement does not reflect the quality of our magazine, we will contact you before we make any changes to it.

To book your advertisement, please fill out [this booking form](#).

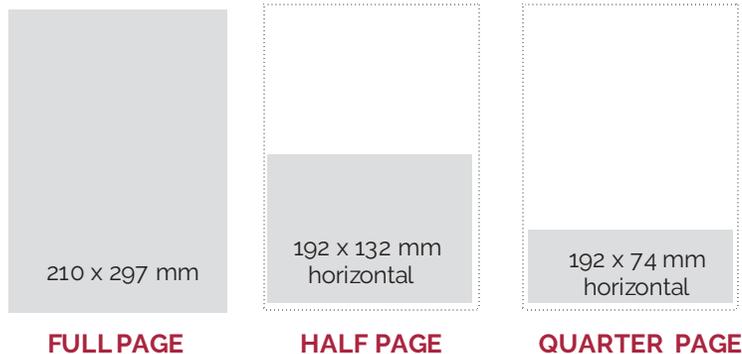
To discuss your advertising needs, contact:

Social Work Focus Editor

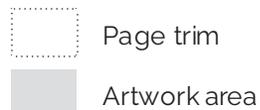
Phone: 03 9320 1005

Email: marketing@asw.asn.au

Advertising specifications



Note: measurements are width by height



Newsletter Advertising

The AASW produces two member newsletters – the **Insider** which is distributed to all members and **AMHSW News** which is distributed to our Accredited Mental Health Social Worker members.

We offers two types of advertisements – *text listings* and *display advertisements*.

Advertising specifications

Text Listings – text only, no graphics. Up to 80 words long, containing name, short description and link.

Display Adverts – graphics, colour and link.

- Artwork size: 600 x 160 pixels.
- File format: JPEG, PNG or GIF.

To book

To book your advertisement, please fill out [this booking form](#).

To discuss your advertising needs, contact:

Marketing & Communications Team

Phone: 03 9320 1000

Email: marketing@asw.asn.au



Newsletter: Insider

2025 Insider rates

Display Advertisement	Single Advert	3-Edition Package	6-Edition Package	
	695	1,970 <i>(656 per advert)</i>	3,740 <i>(623 per advert)</i>	
Text Listing	Single Advert	3-Edition Package	6-Edition Package	Single Advert (Non-Member)
	335	935 <i>(312 per advert)</i>	1,790 <i>(298 per advert)</i>	395

17,000+ members*
38.7% open rate
5.69% average CTR**

2025 Insider publication dates

15 January 2025	19 March 2025	21 May 2025	16 July 2025	17 September 2025	19 November 2025
05 February 2025	02 April 2025	04 June 2025	06 August 2025	08 October 2025	03 December 2025
19 February 2025	16 April 2025	18 June 2025	20 August 2025	22 October 2025	17 December 2025
05 March 2025	07 May 2025	02 July 2025	03 September 2025	05 November 2025	

Booking and artwork must be supplied 2 weeks before publication.

**As of June 30 2024*

***Average rates for 2024.*

Industry average open rate: 21%

Industry average CTR: 2.8%

Source: [Mailchimp](#)

Newsletter: AMHSW News

2025 AMHSW News rates

Display Advertisement	Single Advert	3-Edition Package	6-Edition Package	
	150	420 <i>(140 per advert)</i>	820 <i>(136. per advert)</i>	
Text Listing	Single Advert	3-Edition Package	6-Edition Package	Single Advert (Non-Member)
	75	205 <i>(68 per advert)</i>	385 <i>(64 per advert)</i>	85

2025 AMHSW News publication dates

22 January 2025	12 March 2025	14 May 2025	09 July 2025	10 September 2025	12 November 2025
12 February 2025	09 April 2025	11 June 2025	13 August 2025	15 October 2025	10 December 2025

Booking and artwork must be supplied 2 weeks before publication.

**As of June 30 2024*

***Average rates for 2024.*

Industry average open rate: 21%

Industry average CTR: 2.8%

Source: [Mailchimp](#)

3,400+ members*
49.7% open rate
12% average CTR**

Horizon Employment Services

The Horizon Career Centre is a national jobs portal developed by the AASW. If you require locum, contract or permanent staff, Horizon Career Centre is the place to advertise. It is available for members and non-members, allowing social workers to subscribe to job alerts that fulfil their preferences. There is also an option to advertise rooms for hire [here](#).

- Direct exposure to target audience for 30 days
- Flexible advertising options
- Regular cross-promotion in AASW communications
- Ability to edit advertisements
- Not-for-Profit pricing rates

Single Job Advertisement	30-day Listing		
		299	
Job Advertising Packages <i>Valid for 6 months from date of purchase</i>	Option 1 (up to 5 jobs ads) Regular (business & agencies)	Option 2 (6-10 jobs ads) Regular (business & agencies)	Option 1 (unlimited jobs ads) Regular (business & agencies)
	1,309	2,277	4,555
	Not-for-Profit	Not-for-Profit	Not-for-Profit
	1,047	1,821	3,644

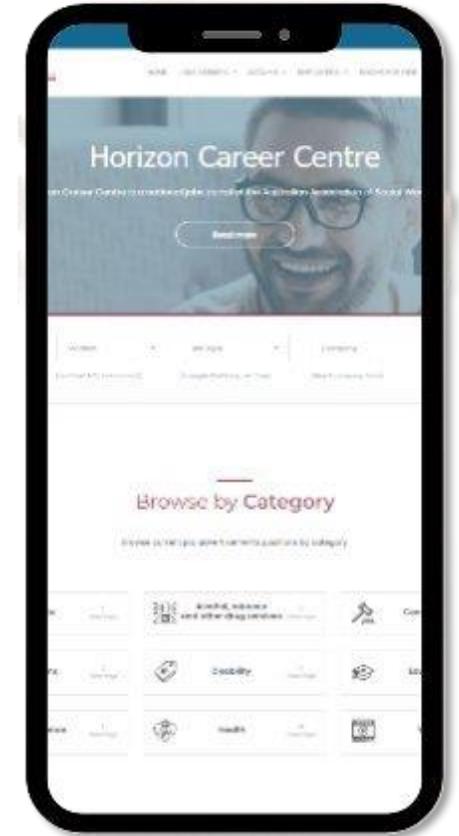
Prices are **exclusive** of GST

To book

To book a job advertisement please visit <https://www.horizonemployment.com.au/jobs-in-australia/advertise/> and follow the steps provided. Should you require any further information or assistance please contact us on the details below:

Email: horizon@asw.asn.au

Want to take your job advertisement to the next level? Add on a newsletter display ad for **15% off** when you purchase alongside a Horizon placement.



Contact

www.aasw.asn.au

Email: marketing@aasw.asn.au

Phone: +61 9320 1000

Disclaimer

Information included in the document is current at the date of first publication, it is intended as a guide only and is subject to change without notice.