

Australian Association of Social Workers

2026 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

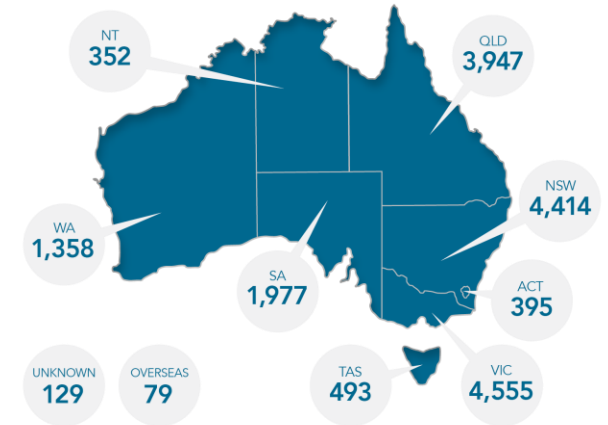
The Australian Association of Social Workers (AASW) is the professional representative body of social workers in Australia, with 17,000+* members. It was formed as a national association in 1946 and since then, the AASW Board, members, volunteers and staff have worked together to guide and strengthen the profession through its many 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.**

For more information, visit aasw.asn.au.

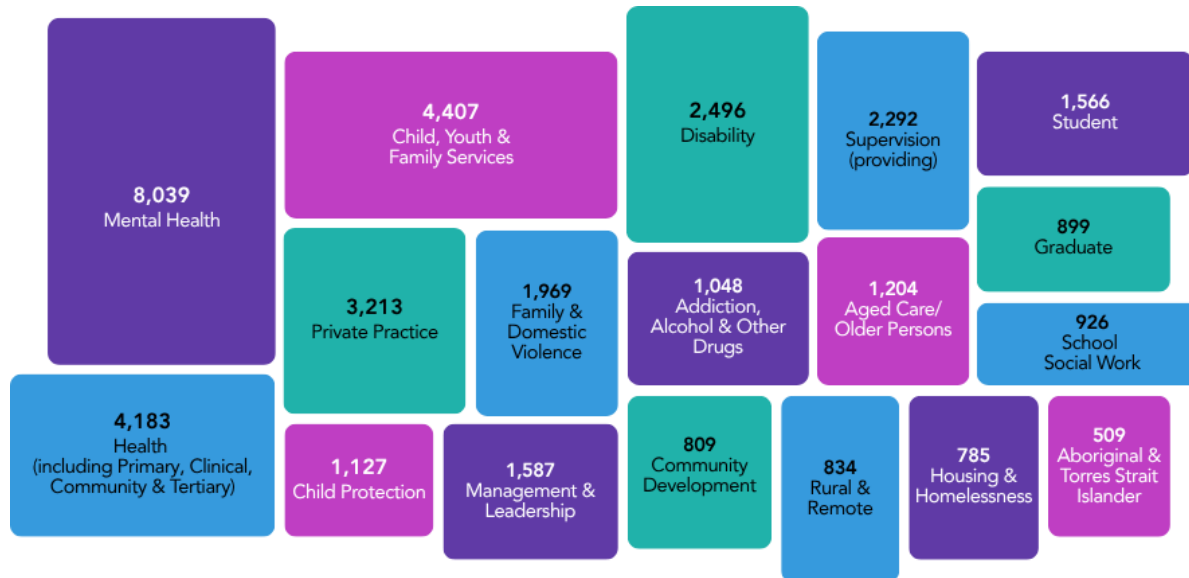
17,000+*
members

39%**
nation's social
workers



What fields do our members practice in?

Figures show primary and secondary practice careers as selected by members. Most members work across multiple fields of practice.



*As of 30 June 2025

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

AASW communication channels

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.

AASW Website: online hub for social workers across Australia, providing news, professional resources, and member-only content.

AASW podcasts: monthly recordings exploring key issues shaping social work across Australia.

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@aasw.asn.au to discuss upcoming events and any other advertising opportunities.



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, senior government and sector stakeholders and students studying a social work degree.



Distributed to
17,000+
members

All issues available
to the broader
public on our
website



68,000+
Page views

Financial year 2024-25
excl. PDF downloads



2026 SWF rates

Placement	Single Issue Rate	4-Issue Package
Full page (inside cover)	\$2,500	\$7,000 <i>(\$1,750 per advert)</i>
Full page	\$2,020	\$5,040 <i>(\$1,116 per advert)</i>
Full page (back cover)	\$1,200	\$3,360 <i>(\$529 per advert)</i>
Half page (horizontal)	\$950	\$2,660 <i>(\$1,414 per advert)</i>
Quarter page (horizontal)	\$550	\$1,540 <i>(\$308 per advert)</i>

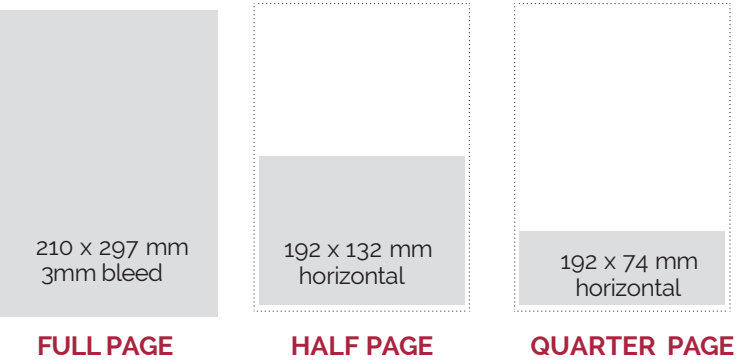
SAVE 30%

2026 SWF deadline & issue dates

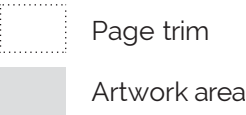
Artwork must be supplied four weeks prior to publication date.
For information on upcoming publication dates, please contact the editor directly.

Issue	Artwork deadline	Publication date
Summer 2026	15 January 2026	W/C 16 February 2026
Autumn 2026	8 April 2026	W/C 11 May 2026
Winter 2026	1 July 2026	W/C 17 August 2026
Spring 2026	2 October 2026	W/C 16 November 2026

Advertising specifications



Note: measurements are width by height



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 marketing@asw.asn.au

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 graphic. Up to 80 words long, containing name, short description and link.

Display Adverts – graphic and URL.

- Artwork size: 1200 x 320 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@aasw.asn.au



Newsletter: Insider

2026 Insider rates

Display Advertisement	Single Advert			
	\$725			
	3-Edition Package	SAVE 10%	6-Edition Package	SAVE 15%
	\$1,958 (\$653 per advert)		\$3,698 (\$616 per advert)	
Text listing	Single Advert			
	\$350			
	3-Edition Package	SAVE 10%	6-Edition Package	SAVE 15%
	\$945 (\$315 per advert)		\$1,785 (\$298 per advert)	
Sponsor showcase				
Premium option. Double height of standard newsletter placement. Can include just an image, or a banner and text				
\$1500				

KEY DATA

17,000+ members*
37% open rate**
5.4% average CTR**

2026 Insider publication dates

20 January 2026	18 March 2026	20 May 2026	22 July 2026	23 September 2026	18 November 2026
4 February 2026	9 April 2026	3 June 2026	5 August 2026	7 October 2026	2 December 2026
18 February 2026	22 April 2026	17 June 2026	19 August 2026	21 October 2026	16 December 2026
4 March 2026	6 May 2026	8 July 2026	9 September 2026	4 November 2026	

Booking and artwork must be supplied 2 weeks before publication.

*As of June 30 2024
**Average rates March 2024–February 2025.
Industry average open rate: 21%
Industry average CTR: 2.8%
Source: [Mailchimp](#)

Newsletter: AMHSW News

2026 AMHSW News rates

Display Advertisement	Single Advert	3-Edition Package	6-Edition Package	Sponsor showcase Premium display option. Double height of standard newsletter placement. \$750
	\$300	\$810 <i>(\$270 per advert)</i>	\$1,377 <i>(\$230 per advert)</i>	
		SAVE 10%	SAVE 15%	
Text listing	Single Advert	3-Edition Package	6-Edition Package	
	\$95	\$257 <i>(\$86 per advert)</i>	\$485 <i>(\$81 per advert)</i>	
		SAVE 10%	SAVE 15%	

KEY DATA

3,400+ members*
46.6% open rate**
11.4% average CTR**

2026 AMHSW News publication dates

23 January 2026	11 March 2026	13 May 2026	15 July 2026	16 September 2026	11 November 2026
11 February 2026	15 April 2026	10 June 2026	12 August 2026	14 October 2026	9 December 2026

Booking and artwork must be supplied 2 weeks before publication.

**As of June 30 2024*

***Average rates March 2024–February 2025.*

Industry average open rate: 21%

Industry average CTR: 2.8%

Source: [Mailchimp](#)

Website advertising

The AASW website is the go-to hub for social workers across Australia, providing news, professional resources, and member-only content.

We offer a range of placement options across the homepage and sub-pages.



1,265,000+
Total visits*



500,000+
Unique visitors*

**Financial year 2024-25*

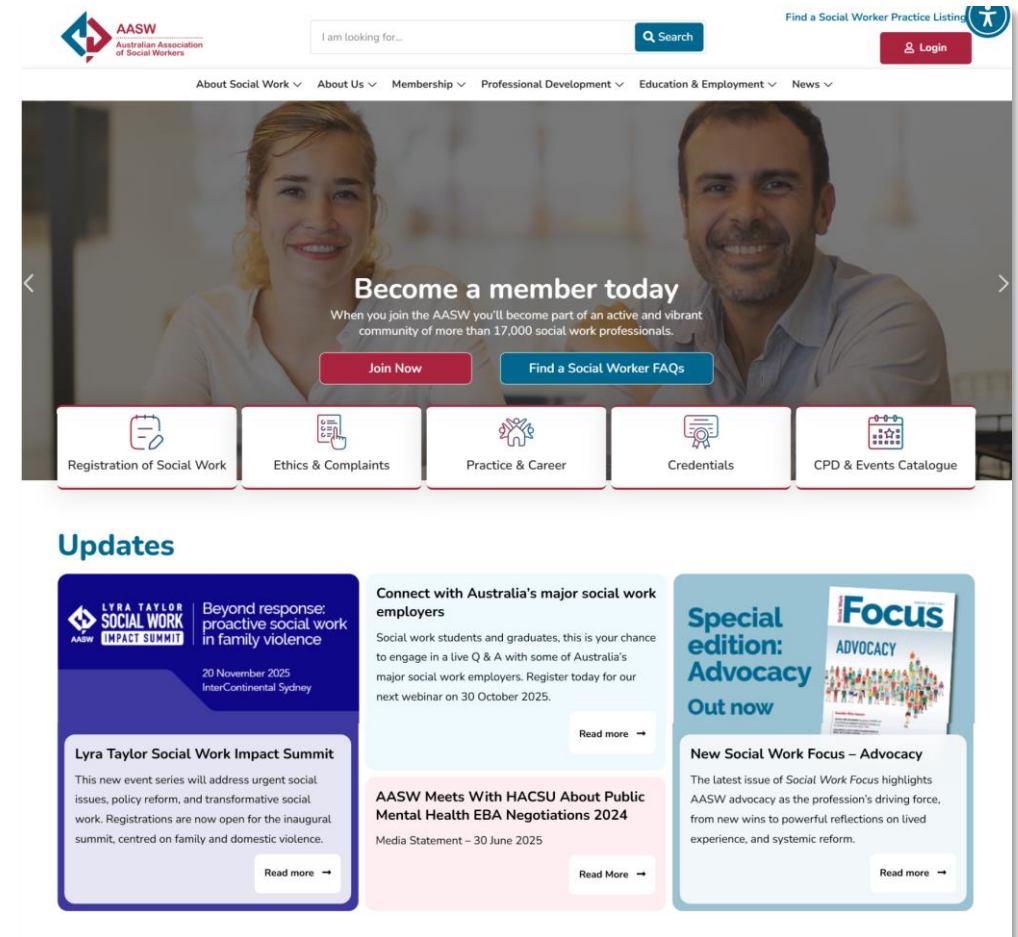
Advertising specifications

Homepage carousel – graphics and URL.

- Artwork size: 390 x 660 px, 1024 x 1366 px, & 1920 x 940 px.
- File format: JPEG or PNG

Homepage tile – graphics, URL, and copy

- Artwork size: 390 x 660 px, 1024 x 1366 px, & 1920 x 940 px.
- File format: JPEG or PNG
- Copy requirements: heading (max 30 characters), body text (max 175 characters)



To book

To discuss your advertising needs, contact marketing@aasw.asn.au

*Booking and artwork must be supplied 2 weeks before publication.
Website ads run for 28 days.*

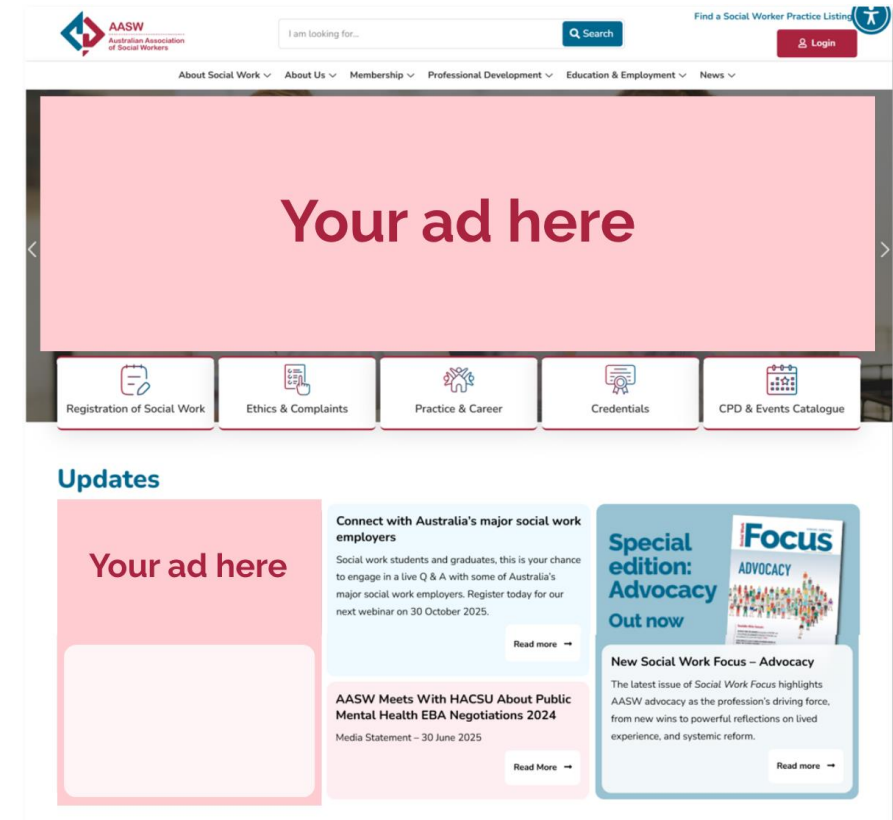
2026 website advertising rates

Homepage carousel (4-week run)	
\$2,200	
Homepage tile (4-week run)	
\$1,100	
	Homepage takeover Purchase both the homepage carousel and homepage tile for 10% discount. \$2970

To book

To discuss your advertising needs, contact marketing@aasw.asn.au

*Booking and artwork must be supplied 2 weeks before publication.
Website ads run for 28 days.*



AASW Podcasts

The AASW releases monthly recordings exploring key issues shaping social work across Australia.

Talk directly to an engaged audience – place your message at the start of an upcoming recording, with flexible ad lengths to suit your needs.

30-second ad	45-second ad	60-second ad
\$500	\$650	\$750

Advertising specifications

Audio advertisement – 30–60 second mp4 file.

Want us to read your ad for you? **Let us know!**

To book

To discuss your advertising needs, including upcoming podcast dates and topics, contact marketing@aasw.asn.au

Booking and audio must be supplied 2 weeks before publication.



AASW Social Work Podcasts

Australian Association Of Social Workers

★ 4.0 (9) · NON-PROFIT

Welcome to the AASW podcast space. In each recording, we delve into the key issues impacting social workers across Australia, from frontline practice and policy developments to workforce challenges and ... [MORE](#)

[▶ Latest Episode](#)

Episodes >

1 OCT

Looking Ahead: How Social Workers are Shaping the Future of Mental Health

On 23 September, we brought together the local social work community for a special panel exploring the future of mental health. Our guests, including Emma Shearer from Headspace, social worker and education consultant Rachel Higginson, and Laura Fletcher from Grand Pacific Health, shared powerful insights on prevention, early intervention, and how social workers are helping...

1h 14m left

2 SEPT

National Disability Insurance Scheme: what we are doing to support you

In this episode, we bring you highlights from our 2 September 2025 webinar, National Disability Insurance Scheme, what we are doing to support you, featuring AASW leaders and the AASW National Disability Insurance Scheme (NDIS) Working Group. Tune in as we explore: Recent advocacy with the NDIA and governmentEvidence on the effectiveness of social workers in disability and...

1h 7m

14 MAY

Pushing for change: national registration

In this episode, Matt Loads shares some information from the AASW Webinar: Pushing for Change: National Registration from 14 May 2025. Dominic Szeker, Senior Policy Officer, AASW shares an overview of how registration for social workers fits into the broader regulatory context.Jim Arneman, ACT Ambulance Service, takes us through a case study of how paramedics were able t...

24 min

06/12/2023

Health through the widest lens, Part 2: Kim Hobbs and award winning teamwork

Last month we brought you a repeat of our earlier conversation with Rosalie Pockett AM. Just as we were planning to re-broadcast the follow up episode with her research partner, Kim Hobbs, Kim was named Allied Health professional of 2023 by Western Sydney, LHD. When you listen to this conversation with her, you'll understand why. Congratulations Kim! Kim's award:...

20 min

01/11/2023

Social Workers Improving Healthcare: Part 1 Rosalie Pockett AM and Health Inequity

This month we bring you an encore release of our conversation with Rosalie Pockett AM who has spent years overturning the inequities and injustices built into our health system. In this conversation, Rosalie describes her abiding interests in the social and community based factors that influence people's health. Next month we will follow this up with her research partner, Kim Hobbs,...

21 min

04/10/2023

The Social Worker in the Library

For many people who see a social worker, it is because they are already involved in our health or community services system, and they are referred by another professional. This means they have to make contact with our formal service system, and this is something that doesn't suit everyone. What if it was possible to walk into a public place like a library, and see a social worker? Even if...

20 min

Horizon Employment Services

The Horizon Career Centre is a national jobs portal by the AASW. If you require 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

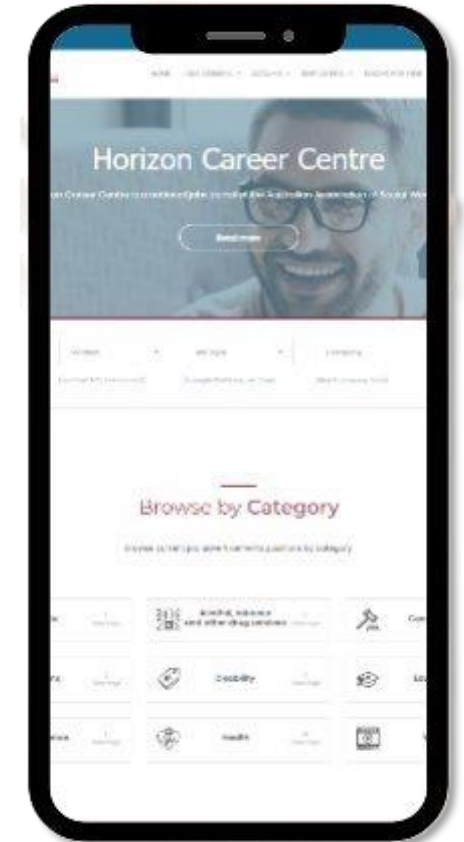
Single Job Advertisement	30-day Listing		
	299		
Job Advertising Packages <i>Valid for 6 months from date of purchase</i>	Option 1 (up to 5 jobs ads) Regular (business & agencies)	Option 2 (6-10 jobs ads) Regular (business & agencies)	Option 1 (unlimited jobs ads) Regular (business & agencies)
	1,309	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@aasw.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.

For more information on advertising, please contact us

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.