

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

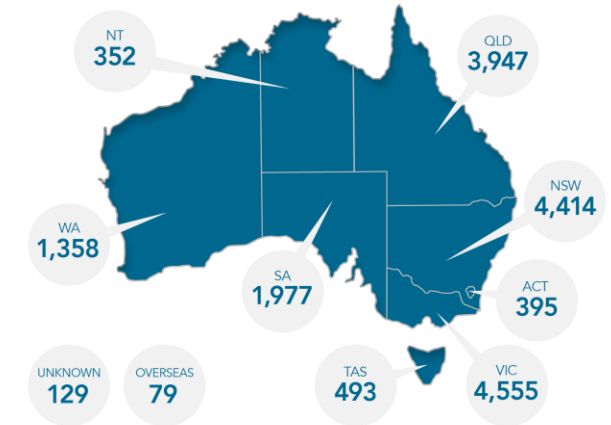
The Australian Association of Social Workers (AASW) is the professional representative body of social workers in Australia, with 17,000+* members. It was formed as a national association in 1946 and since then, the AASW Board, members, volunteers and staff have worked together to guide and strengthen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

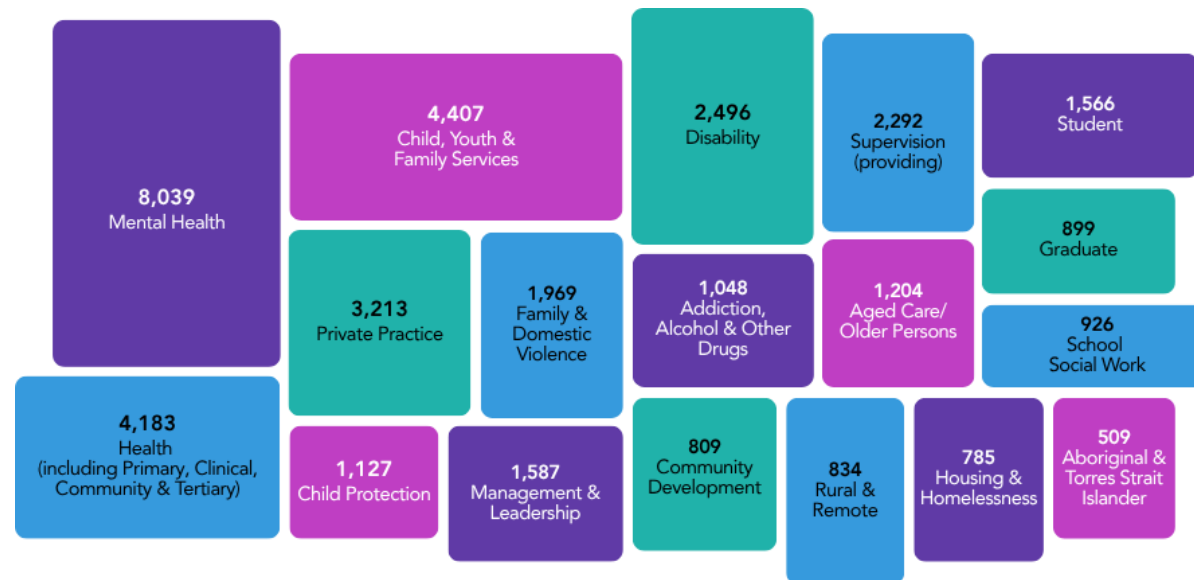
17,000+*
members

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.

AASW 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.



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

For information on upcoming publication dates, please contact marketing@asw.asn.au

To book

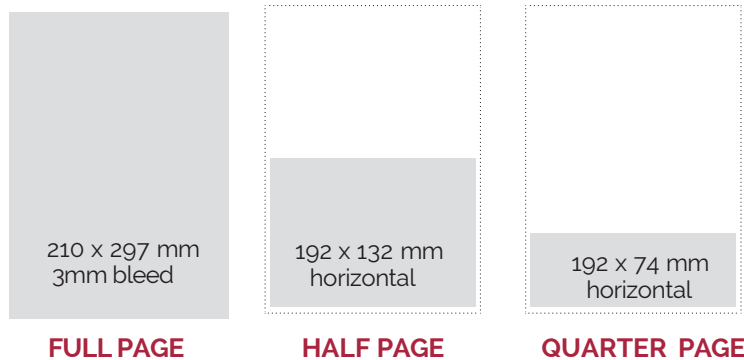
AASW will only accept final art that is supplied as a print ready, high-resolution PDF with minimum 3 mm bleed and crop marks. Minimum of 10 mm margins are recommended for full page ads. All images must be 300 dpi.

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.

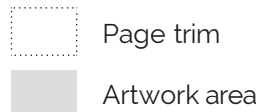
Please check that the size of your advertisement reflects our specifications. If your advertisement does not reflect the quality of our magazine, we will contact you before we make any changes to it.

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

Advertising specifications



Note: measurements are width by height



Newsletter Advertising

The AASW produces two member newsletters – the **AASW 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@asw.asn.au



Newsletter: AASW Insider

2026 AASW Insider rates

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

KEY DATA

17,000+ members*

37% open rate**

5.4% average CTR**

2026 AASW 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.
 Non-profit average open rate: 26.6%
 Non-profit average CTR: 2.7%
 Source: Email Marketing Benchmarks for 2022 (Campaign Monitor)*

Newsletter: AMHSW News

2026 AMHSW News rates

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

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.*

Non-profit average open rate: 26.6%

Non-profit average CTR: 2.7%

Source: Email Marketing Benchmarks for 2022 (Campaign Monitor)

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@asw.asn.au



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.