



2024 MEDIA KIT

New Mobility

Digital Marketing Opportunities





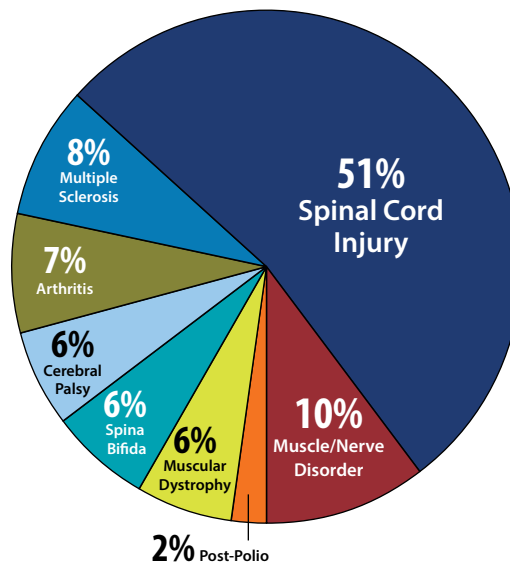
OUR AUDIENCE & REACH

New Mobility has a strong presence in the disability sphere, impressive outreach to wheelchair-using consumers, and expertise to benefit multiple business objectives. We offer a wide range of effective print and digital media channels to reach your target audience while providing outreach, credibility, trusted relationships, brand awareness and visibility.

- Individuals with Mobility Disabilities
- Veterans
- Caregivers
- Family Members
- Industry Stakeholders

Distribution

- 61K+ Members
- 47 Chapters
- 120+ Support Groups
- 116 Rehab Hospital Partners
- 10+ Expos & Events



NM DEMOGRAPHICS:

96% of our readers are disabled

45-65 median age range

75% have a college degree

\$75K-100K average annual household income

93% of our readers say the advertisements in NM influence their shopping

62% said that *New Mobility* and the internet are the two sources they feel are most helpful when seeking disability-related information, and looking for disability-related products and services

We are always adding new members and subscribers. In the U.S., there are:

296,000
people living with SCI

5.5 MILLION
wheelchair users

NM SOCIAL & INFLUENCER NETWORKS:

- 26K+ followers**
- 9K+ followers**
- 12K+ followers**

"I enjoy reading about possibilities — whether it's an activity I've tried or one I hope to try in the future."

— MeLissa Gabriels, SCI,
reader for 5 years



Right: NM reader Adam Lane

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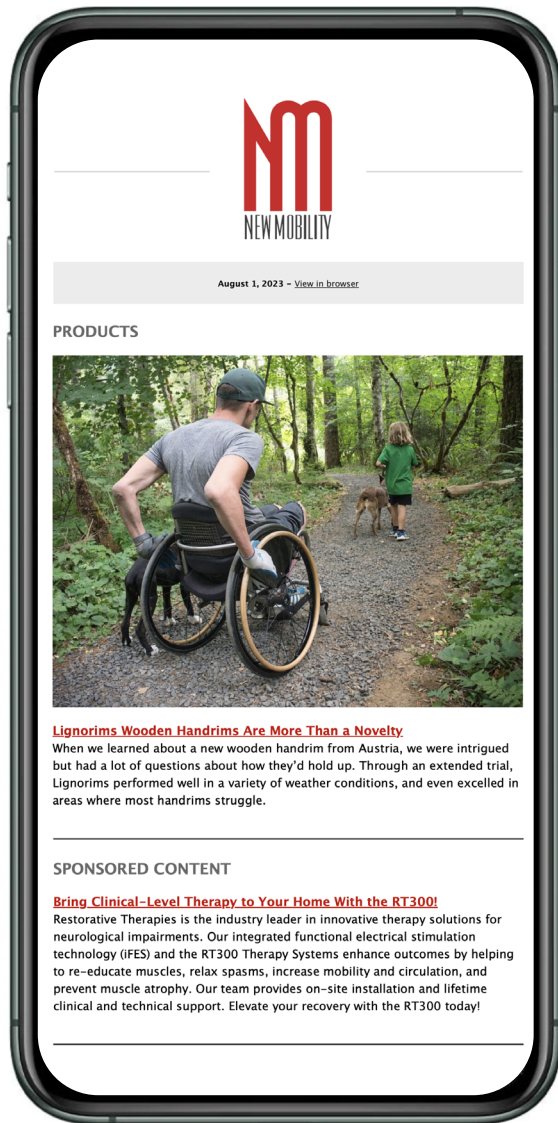
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WHEELCHAIR BAGS



NEW MOBILITY DIGITAL

NEWSLETTER SPONSORED CONTENT & DISPLAY ADVERTISING



NEWSLETTER AD RATES

Biweekly - Engage with 30,000 opt-in readers nationwide

Ad Size	Per Blast
Sponsored Content	\$1,750
Two available per newsletter (two newsletters per month).	
Lead Banner (600 x 74 pixel)	\$1,350
One available per newsletter (two newsletters per month).	
Button (125 x 125 pixels)	\$550
Two available per newsletter (two newsletters per month).	

GREAT way to reach our opt-in subscribers!

Note: All digital advertising is non-refundable.

MOST POPULAR

NM NEWSLETTER SPONSORED CONTENT

60-word paragraph in *New Mobility's* newsletter, which offers exclusive editorial content. Links directly to the website of your choice. Product-related sponsored content consistently generates a high click-through rate.

Newsletter Reach – 30K opt-in-email names
Newsletter Open Rate – 33%
Newsletter Click-Through Rate – 7.8%

UPCOMING WEB-FIRST CONTENT

GEAR GUIDES: Backrests; Lifts

HEALTH: SCI Nutrition

FITNESS: Building Fitness into Your Everyday Life

CAREGIVING: Kessler PCA Training Course

FUNCTION: SCI Stimulation Therapies

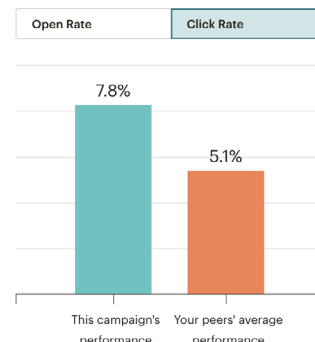
TRAVEL: California Coast; North Dakota

COPING: Life Hacks Under \$25

BEST-OF: Best All-Inclusive Accessible Resorts;
Best Accessible Music Festival

CONTENT THAT CONNECTS

How *New Mobility* compares, according to Mailchimp Metrics



NEW MOBILITY DIGITAL

FACEBOOK & INSTAGRAM RETARGETING CAMPAIGNS

For just \$1,500, you can expect 45,000 monthly impressions to our audience of 150,000 Facebook and Instagram users made up of the following highly-targeted groups:

- **Engaged followers** of *New Mobility's* Facebook and Instagram pages
- **Subscribers** to *New Mobility* — print magazine, digital edition and newsletter
- **United Spinal members**
- **Visitors** to newmobility.com and unitedspinal.org

CHOOSE YOUR STRATEGY:

Traffic • Engagement • App Installs
Video Views • Lead Generation • Messages

CHOOSE YOUR AD STYLE:

- **Carousel** - most popular. Viewers scroll through multiple images. Custom copy and call to action on each panel (see sample at right).
- **Single Image**
- **Video**

Images must be at least 600x600 pixels
7-image max for carousel ads



New Mobility Magazine
Sponsored •

Our Sep-Oct issue is full of cutting-edge content by and for wheelchair users.

Reimagining Rehab
Filling the Gaps Left by Tr...

Learn more

Great Handrims Can be Made of ... Wood?

265 22 Comments 32 Shares

Typical number of actions* on a compelling carousel ad is 2,500 per month. Let us guide you through the process for the best ROI!

* Clicks, engagements and conversions



NEWMOBILITY.COM SITE RETARGETING

Guaranteed consistent, repeated exposure to *New Mobility* readers and wheelchair users as they move around the internet. Convert sales through this highly utilized digital tactic.

SITE RETARGETING RATES

Impressions	Per Month
50,000	\$1,000
25,000	\$500

Production cost: \$100 for all five required ad sizes if you cannot supply sized artwork.

AD SPECS (IN PIXELS)

160x600	desktop
728x90	desktop
320x50	mobile
300x250	mobile + desktop
300x50	mobile

Ads can be animated
Regional or National Visibility





NEWMOBILITY.COM HOME PAGE SPONSORED CONTENT

HOME PAGE SPONSORED CONTENT

Premium opportunity nestled between popular editorial content includes a thumbnail image and headline that clicks through to content about your product or service. Additional outreach includes:

- *New Mobility* will link to the post in one newsletter to 30,000 readers
- *New Mobility* will share the post on X/ Twitter and tag your company
- Shows up in keyword searches on newmobility.com
- Shares to social media with *New Mobility* branding

Space is limited. New Mobility reserves the right to request revisions or reject inappropriate content.

- UP TO 1,000 WORDS
- UP TO 3 LINKS AND 3 IMAGES
- MINIMUM FILE SIZE OF 800X800 PIXELS
- JPG, GIF, PNG FORMAT REQUIRED
- NO WORDS OR MARKETING COPY ON IMAGES

HOME PAGE PLACEMENT

EDITORS' PICKS



FITNESS

Exercise That Works for Wheelchair Users



SPONSORED CONTENT

Limits are a Matter of Perception: Bob's Journey to his Ideal Catheter



FASHION

Clothing Hacks for Wheelchair Users



SPONSORED CONTENT

Winnebago Roam's Accessible Camper Van

SPONSORED CONTENT RATE

Sponsored Content

Per Month

EDITORS' PICKS Position with Image \$1,200

Two available per month. See example above — content changes monthly.

EDITORIAL COVERAGE OF YOUR PRODUCT

New Mobility delivers comprehensive mobility product information to active wheelchair users. Want to see your new product or upgrade covered? We offer several digital and print options, including product announcements, new product roundups, gear guides and in-depth reviews.

PRODUCT ANNOUNCEMENTS AND NEW PRODUCT ROUNDUPS

To submit a product for editorial consideration, please provide product information, intended use and key features. Also include high-resolution photos showing the product, preferably with a real user. We do not typically cover pediatric products. Examples of recent product announcements include [Permobil's Mid-Wheel-Drive Standing Wheelchair](#), [Motion Composites' Handrims](#) and the [Fiber Gripping Aid](#).

To submit a product announcement, please email smcbride@unitedspinal.org or use our [online contact form](#).



Mike Franz tests Outrider's Coyote 4WD.

GEAR GUIDES

Our gear guides break down all the products currently available in a specific mobility equipment category, where to buy them and who they're good for. If you have a product you'd like featured in one of our guides, please send product details, where to buy, pricing and sizing information. Please also send quality product photos. Our gear guides have covered [Handrims](#), [Wheels](#), [Power-Assist Devices](#) and [Caster Wheels and Forks](#). Upcoming guides will include Lifts, Backrests and more.

To submit a product for a gear guide, please email smcbride@unitedspinal.org or use our [online contact form](#).

REVIEWS

To be eligible for a review of your product, you must be prepared to supply a demo to our designated reviewer. We are happy to return items after testing if you provide shipping labels and cover return costs. Note that we do not guarantee favorable editorial coverage for any products we review. Our writers will test the product and give an honest review based on their experience. Examples of our product reviews include [Outrider's Coyote 4WD](#), [Ling-orm Wooden Handrims](#), [Feeldom's Wheelchair Bags](#) and [Battle of the Gripping Gloves](#).

To submit a product for review, please email iruder@unitedspinal.org or use our [online contact form](#).

ONLINE DISPLAY ADVERTISING

BANNERS & BUTTONS

www.NewMobility.com

Monthly Page Views: 52K Monthly Visitors: 40K Monthly Unique Visitors: 36K

Ad Size	Dimensions	Quarterly	Annually
Banner	720 x 90 pixels	\$900	\$3,000
Large Button	300 x 300 pixels	\$650	\$2,300

askus-resource-center.unitedspinal.org

(Membership Website)

Monthly Page Views: 27K Monthly Visitors: 17K Monthly Unique Visitors: 15K

Ad Size	Dimensions	Quarterly	Annually
Banner	468 x 60 pixels	\$720	\$2,600
Large Button	250 x 250 pixels	\$500	\$1,800

Finished files should be in GIF or JPG format. All ads can be animated.
Max size is 500KB.



FLEXIBLE & CUSTOMIZED PROPOSALS

"We understand that each brand is unique and has distinct objectives. We offer customized solutions for every budget — let me help you put together a campaign that reaches your target audience and delivers the ROI you expect."

Greg Dennis, 856/430-9898

gdennis@unitedspinal.org

[Click here to schedule a meeting](#)



A FEW OF OUR **SATISFIED CLIENTS**



"Advertising through the *New Mobility* newsletter has been very beneficial for our organization. The audience is highly engaged and eager to learn about helpful products and services mentioned in the newsletter."

— Maneeza Hasan, Digital Marketing Lead, Wellspect

CONTACT US

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SEE NEXT TWO PAGES FOR AN **ADVERTISER CASE STUDY**

CASE STUDY: FEELDOM WHEELCHAIR BAGS

Feeldom produces high-quality wheelchair backpacks. Seeking wheelchair users with disposable income, the South Korean company ran a New Mobility campaign focused on three goals: brand storytelling, website traffic and conversions. "We appreciate the boost that New Mobility has offered us — increased traffic and lots of positive feedback, not to mention sales!" says marketing director Adrienne Mascho.

FACEBOOK RETARGETING

REACHES ENGAGED NM FACEBOOK FOLLOWERS, NM SUBSCRIBERS, UNITED SPINAL MEMBERS AND MORE

THE AD | STRATEGY: TRAFFIC

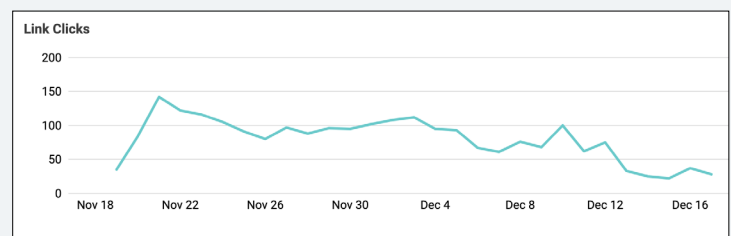
THE METRICS (ONE MONTH IN 2021)



IMPRESSIONS: **45,000**

LINK CLICKS: **2,435**

CTR: **5.4%**



COST: **\$1,500**

CPM: **\$33.33**

CPC: **\$0.62**

NEWSLETTER SPONSORED CONTENT

REACHES 30,000 NM NEWSLETTER SUBSCRIBERS - 65% ARE NOT CONNECTED TO NM ON SOCIAL MEDIA

THE AD | STRATEGY: CONVERSIONS

THE METRICS (PLACEMENT 11/17/21)

SPONSORED CONTENT

How One Bag Can Change Your Life

Owning the right wheelchair bag is just as important as having the right wheelchair. Introducing Feeldom Premium Mobility Backpacks. Robust, innovative designs from actual wheelchair-users are hand-crafted with love to serve you and look stylish for many years to come. Feeldom believes you deserve a better mobility bag. Find out more at www.feeldomlife.com

SENDS: **30,000**

OPENS: **8,671** (OPEN RATE = 29%)

SPONSORED CONTENT LINK CLICKS: **1,041**

CTR (FROM OPENS): **12%**

COST: **\$1,500** (2024 COST IS \$1,750)

CPM: **\$50**

CPC: **\$1.44**

CASE STUDY: FEELDOM WHEELCHAIR BAGS

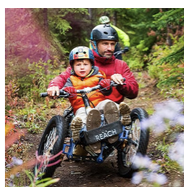
HOME PAGE SPONSORED CONTENT

DISPLAYED ON THE NEWMOBILITY.COM HOME PAGE FOR ONE MONTH (ON THE SITE FOR ONE YEAR).

THE AD | STRATEGY: BRAND STORYTELLING

THE METRICS

EDITORS' PICKS



LIFESTYLE

Handcycle Heaven



SPONSORED CONTENT

One Bag For All



COPING

What Makes Us Happy

PAGE VIEWS: **1,072**

COST: **\$1,000** (2024 COST IS \$1,200)

COST PER PAGE VIEW: **\$0.93**

SEE MORE SPONSORED CONTENT SAMPLES [HERE](#)

Includes a link in our newsletter and a share on X/
Twitter. You are free to share on any platform.



New Mobility @NewMobilityMag · Dec 22, 2021

Feeldom's innovative wheelchair bags are designed to appeal to our need for fashion, uniqueness, and utility.



newmobility.com

One Bag For All

Wheelchair bags come in various sizes and shapes, and wheelchair users have uniquely different lifestyles and priorities, but one thing i...



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SPONSORED CONTENT

One Bag For All

December 16, 2021

[Adrienne Mascho](#)

SHARE



Feeldom's innovative wheelchair bags help people with disabilities lead a more comfortable and mobile life, with quality being a foremost concern. "Our focus began with helping the quadriplegic community in 2019," says Feeldom's founder and designer, Julia (Mi Kyeong) Kim, who was hired by Ralph Lauren to make uniforms for the Pyeongchang Olympics and Paralympics in 2018. While there, she experienced firsthand how difficult it was for athletes with disabilities to find the right clothes. During the following summer, while teaching a sewing workshop on designing clothing for people with disabilities, she was approached by some of her students, who asked her, "Please make us a real wheelchair bag."