



NEW MOBILITY

 THE MEMBERSHIP PUBLICATION
OF UNITED SPINAL ASSOCIATION

"It's the best magazine for
people with disabilities."

— William Auer, reader with SCI

2024 MEDIA KIT

New Mobility

Print and Digital Media
Marketing Opportunities



NM's 2023
Person of the Year,
David Ortiz, and
his wife, Kate



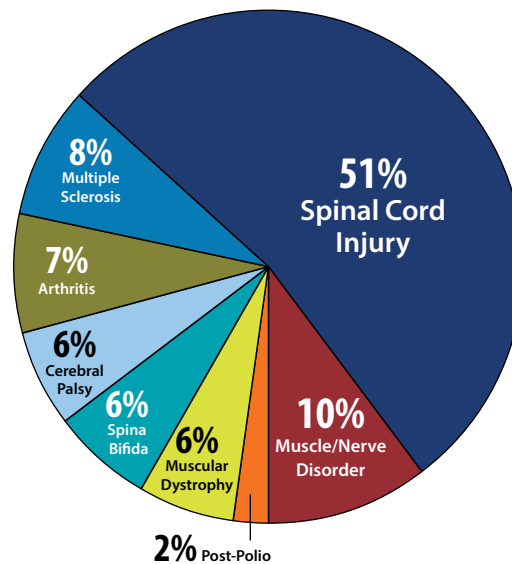
OUR AUDIENCE & REACH

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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Double your exposure – Your ad appears simultaneously in both the print and digital editions of our authentic lifestyle membership publication, providing a powerful vehicle to reach our loyal audience of 98,000.

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2024 PRINT EDITORIAL CALENDAR

The print edition of New Mobility is bimonthly.

Every issue will include product news or reviews.

JANUARY-FEBRUARY

Space Close: Nov. 7

Art Due: Nov. 21

Bonus Distribution:

Los Angeles Abilities Expo

Cover: PERSON OF THE YEAR

Features:

Mouth and Foot Painters

Jonathan Sigworth and 'More than Walking'

Potentially Panama?

Winter Clothing Guide

+ PRODUCTS

JULY-AUGUST

Space Close: May 7

Art Due: May 21

Bonus Distribution:

Houston Abilities Expo

Cover: ADA 2.0

Features:

Managing Autonomic Dysreflexia

Ukraine and Disability

Travel: Iceland

Affordable Fashion

+ PRODUCTS

MARCH-APRIL

Space Close: Jan. 12

Art Due: Jan. 23

Bonus Distribution:

Los Angeles Abilities Expo

Cover: FINDING PEACE AND MENTAL HEALTH

Features:

Getting the Most out of Physical Exams

Google's Sasha Blair Goldensohn

Travel: The New Detroit

Mouth Prosthetics

Cushion Explainer

+ PRODUCTS

SEPTEMBER-OCTOBER

Space Close: July 8

Art Due: July 22

Bonus Distribution:

Phoenix & Fla. Abilities Expos

Cover: WILDERNESS ADVENTURE

Features:

Women's Mountain Biking

Travel: Greece

Ostomy Maintenance

Surviving Gun Violence

+ PRODUCTS

MAY-JUNE

Space Close: Mar. 7

Art Due: Mar. 21

Bonus Distribution:

NY & Chicago Abilities Expos

Cover: WORKING QUAD HANDS

Features:

Improving Your Bowel Program

Getting to the Root of a Bladder Mystery

Photographer Jaimen Hudson

Traveling Solo/Traveling with a Caregiver

Letters from Disabled Prisoners

+ PRODUCTS

NOVEMBER-DECEMBER

Space Close: Sep. 9

Art Due: Sep. 23

Bonus Distribution:

Dallas Abilities Expo

Cover: CONSUMER GUIDE TO PRODUCTS

Mobility & Seating

Automotive

Fashion

Tools & Tech

Health & Hygiene

Sports & Fitness

Make sure you have an active ad in *New Mobility* to be included in our December issue for **FREE**.

ALL PRODUCTS

CONTEMPORARY SPONSORED CONTENT

Sometimes storytelling
works best in a print layout.

With customized sponsored content, we
can help you connect authentically with NM
readers who want to engage with meaningful
information beyond marketing bullet points.

REACHING NEW HEIGHTS:

New Stair-Enabled Personal Exoskeleton Gives Individuals Living With Spinal Cord Injury New Options For Walking In Daily Life

For individuals living with spinal cord injury (SCI), a personal exoskeleton can be a transformational device. It offers a new option for wheelchair users that allows them to choose how they prefer to navigate tasks in everyday life, maintain an active lifestyle, and gain the health and wellness benefits of walking again.

And now, the team at ReWalk Robotics has expanded those possibilities even more with the introduction of its new Stair-Enabled Personal Exoskeleton available in the U.S.

The new stairs-enabled exoskeleton is the only personal exoskeleton in the U.S. that allows paralyzed users to walk up and down stairs or over curbs that might otherwise have been challenging or inaccessible to a manual wheelchair. This can mean that everyday activities, such as being able to easily access private residences of friends or family members — which may have barriers like stairs at the main entrance — are now possible, allowing individuals living with SCI better access to these environments.

But it's more than a technological breakthrough. It's life-changing.

"The stair feature allows me to stop searching for a curb cut out and removes the barrier of steps or stairs altogether, whether in homes or out in the community."

This truly opens the places I can go with family and friends in my exoskeleton."

— Ashley Barnes, ReWalk user since 2015.



The Life-Changing Benefits of Stair-Enabled Technology

In addition to creating a more accessible world, personal exoskeletons provide other benefits to those living with SCI.

• **Increase freedom by lifting barriers:** The stair capability allows users to walk up and down stairs and curbs as needed to gain easier access to homes and buildings.

• **Improve quality of life:** The ReWalk Personal Exoskeleton can help users to participate in more activities that they enjoy from an upright position, such as simply taking a walk with family or friends or accessing locations containing stairs or curbs.

• **Reduce health risks:** A ReWalk exoskeleton does more than put one foot in front of the other. By enabling walking in everyday life, exoskeletons have been shown to benefit many of the secondary complications of SCI. Clinical studies have reported improvements in GI function, reductions in pain and spasticity, and improvements in mental health following exoskeleton-assisted walking.

"The new Stairs feature opens the world to me in ways I didn't know possible. To have the option to sit, stand, walk and even step over curbs as a paralyzed individual is unimaginably rewarding. I'm in full control of the exoskeleton, and I'm able to conquer stairs and other obstacles that may appear in my way. It's been life-changing for me."

— Simon Kindleysides, ReWalk user since 2018.



SPONSORED CONTENT

ReWalk example is 775 words

PRODUCT SPOTLIGHT: iBOT®

Mobius Mobility Responds to NM's Questions

What are some of the things people may not know about the new iBOT®? Top user raves?

The iBOT® Personal Mobility Device (iBOT® PMD) for short is a multi-modal mobility device for people with disabilities. We hesitate to call it a wheelchair because it's really a robot that the user happens to sit in. Unlike a typical wheelchair, it's water resistant — it can drive through up to 3 inches of water and be hoisted down before returning inside after outdoor adventures.

The iBOT® is designed for transportability. You can stay in your iBOT® while riding/eating in your car. Additionally, the compact design paired with Remote Mode allows users to drive an unoccupied iBOT® up 20-degree portable ramps into the trunk of an SUV or truck bed, and travel easily on airplanes. Users rave about the convenience, freedom, and independence the iBOT® brings them.

Does it really climb stairs? Who can climb stairs?

Seeing is believing! Users can climb stairs by themselves or with the help of a trained assistant, depending on ability. To climb stairs solo, the user must have the ability to grip a railing with both hands, one underhand, one overhand. If hand function does not allow for this, or if the set of stairs does not have a railing, a trained assistant can control the iBOT®, allowing someone with any level of spinal cord injury access to stair climbing functionality.

How does it handle off-road terrain that may cause problems for other power wheelchairs?

In 4-Wheel Mode the iBOT® engages all four of its large drive wheels while automatically keeping the seat level. This Terrain Following technology means the user does not need trunk control to maintain an upright posture when going up or down a slope!

This opens up all sorts of varied terrain, so an iBOT® user can go way beyond typical backyard exploration. For example, iBOT® user Alan Brown hiked Chimney Rock Mountain in North Carolina using 4-Wheel Mode. "I can do things differently because of the mobility it gives me," Alan said. Other



users regularly do yardwork on their farms, run horses at their barns, and take daily trips to the beach for a cruise in the sand.

Can you drive from an iBOT®? How does that work?

Yes! In Docking Mode, users can latch into an iBOT®-specific EZ-Lock system to drive their vehicle. The iBOT® has been tested for automotive crash worthiness and can alternately be secured with standard 4-point tie downs.

Are there resources to help pay out of pocket for the iBOT®? Any coverage by insurance?

Yes, there are resources to help fund your mobility. There are nonprofit organizations that may aid in the support of purchasing iBOT®. Users have had luck with private insurance reimbursement. We have affordable financing options from two credit unions. Service Credit Union and Digital Federal Credit Union (applications available on their websites). Qualified veterans receive an iBOT® at no charge through our contract with the Veterans Administration. For those injured on the job or who are pursuing an iBOT® to maintain or return to employment, we can pursue funding through Workers Compensation or Vocational Rehab. We have a team focused on making the iBOT® affordable — please reach out to us to discuss options and support!

Where can I see or try the iBOT® PMD?

We will be at the Los Angeles Abilities Expo in March, the International Seating Symposium in April, the New York Abilities Expo in May, and many more events! See our full list of events at <https://mobiusmobility.com/where-to-find-us/>. Schedule a test drive by contacting us at info@mobiusmobility.com.

SPONSORED CONTENT

Mobius Mobility example is 600 words

Product Spotlight: Q&A with Advertisers

Our editorial team writes the questions, and the advertiser provides responses. This will be positioned as sponsored. Cost is \$4,600 for one page with images.

Specs

One page: No more than 600 words

Spread: No more than 1,000 words

Photos: At least 4"x 4" at 300 ppi

New Mobility reserves the right to reject inappropriate content, edit content and/or request revisions.



2024 PRINT **DISPLAY** ADVERTISING RATES

Rate Card Effective
September 1, 2023

■ **DISPLAY ADVERTISING RATES**

Ad Size	1x	3x (10% discount)	6x (20% discount)
Full Page	\$4,492	\$4,042	\$3,593
1/2 Page Island	\$3,376	\$3,038	\$2,700
1/2 Page	\$2,941	\$2,647	\$2,353
1/3 Page	\$2,522	\$2,270	\$2,018
1/4 Page	\$2,146	\$1,931	\$1,717

■ **MARKETPLACE ADVERTISING RATES**

Ad Size	1x	3x	6x
1/4 Vertical	\$919	\$827	\$735
1/6 Vertical	\$639	\$575	\$511

■ **BUSINESS CARD ADVERTISING RATES**

Ad Size	1x	3x	6x
1/10 Horizontal	\$577	\$519	\$462

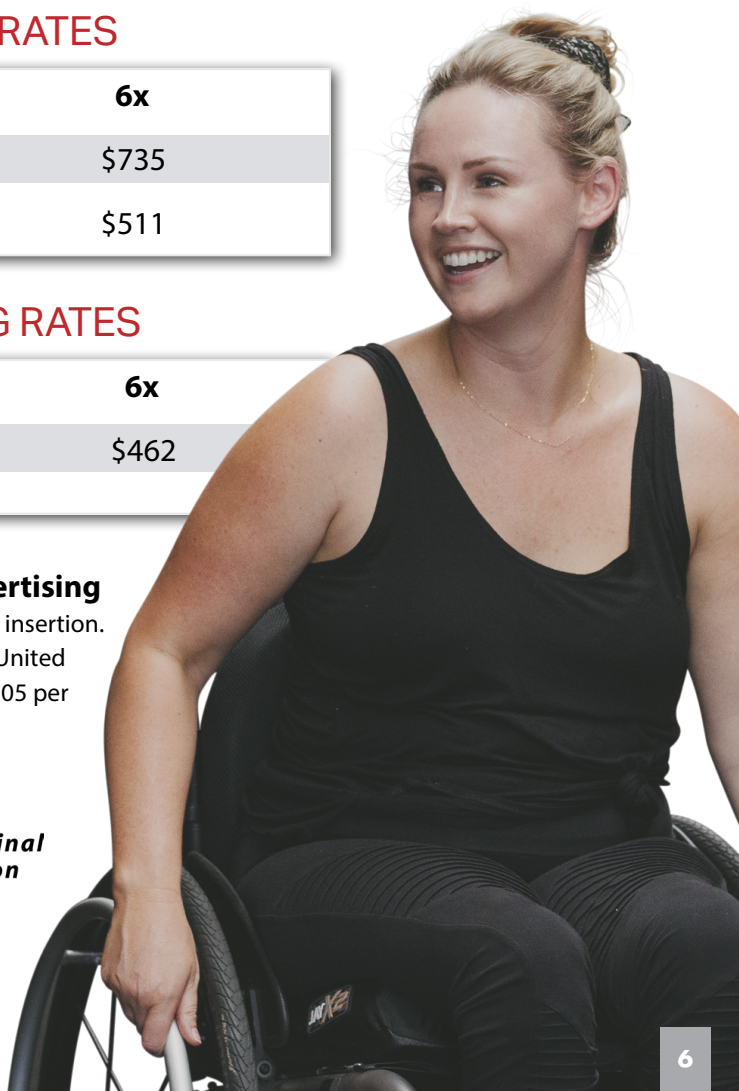
Premium Position

- 25% additional charge for back cover.
- 15% additional charge for inside front or inside back cover.
- 10% additional charge for any other guaranteed position.

All rates are net.

Classified Advertising

\$1.30 per word, per insertion.
\$1.00 per word for United Spinal Members. \$105 per inch for boxed ads.



2024 PRINT AD SPECS

FULL PAGE AD SPECIFICATIONS

	Width	Height
Full Page Trim Size	8"	10.75"
Please add 0.25" Bleed to Full Page Ads		
Full Page (live area)	7"	10"
Two Page Spread Bleed Size	16.25"	11"
Two Page Spread (live area)	15"	10"

FRACTIONAL AD SPECIFICATIONS

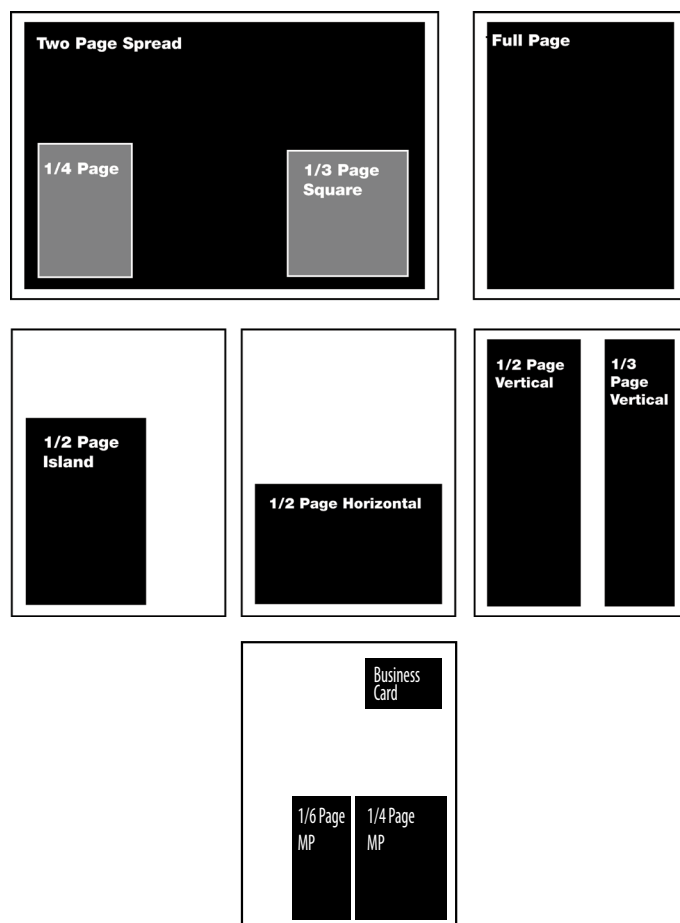
	Width	Height
1/2 Page Island	4.625"	7.5"
1/2 Page Horizontal	7"	4.875"
1/2 Page Vertical	3.5"	10"
1/3 Page Square	4.625"	4.875"
1/3 Page Vertical	2.25"	10"
1/4 Page Square	3.5"	4.875"

MARKETPLACE AD SPECIFICATIONS

	Width	Height
1/4 Page Square	3.5"	4.75"
1/6 Page	2.25"	4.75"

BUSINESS CARD SPECIFICATIONS

	Width	Height
Business Card	3.4"	1.8"



Preferred file format: A high resolution PDF is preferred. Files must conform to SWOP standards.

Colors: CMYK color mode

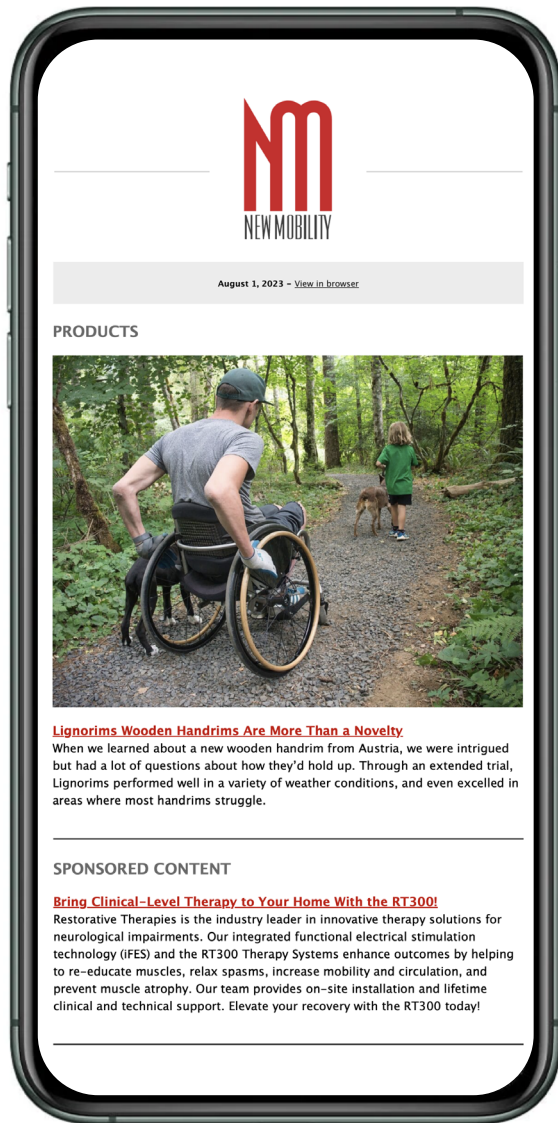
Minimum Image Resolution: 300 DPI or higher

Image Size/Crop: Digital art files should be cropped to remove non-printing borders. For ads that bleed color off the page, 1/8" minimum bleed is required on all sides.

United Spinal Association assumes no responsibility for electronic ads failing to meet these guidelines. All electronically supplied materials will be pre-flighted to determine if they have been delivered in accordance with industry standards, as well as our specifications.

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

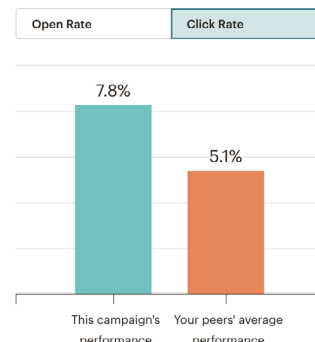
TRAVEL: California Coast; North Dakota

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 & LIST RENTAL

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.



LIST RENTAL RATES

12,000+ recipients and subscribers of *New Mobility* magazine.
Physical mailing addresses only. No opt-in-email addresses are available for purchase.

1x Usage (base)*.....\$140/M

1x Advertiser Usage (base)*\$115/M

Customize your Selection

Choose Disability, Age, Gender, State, SCF, or Zip Code.

Per Select..... \$10/M

* \$75 Flat Email Delivery Fee. Minimum order \$350.

Pre-payment is required to process order.



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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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

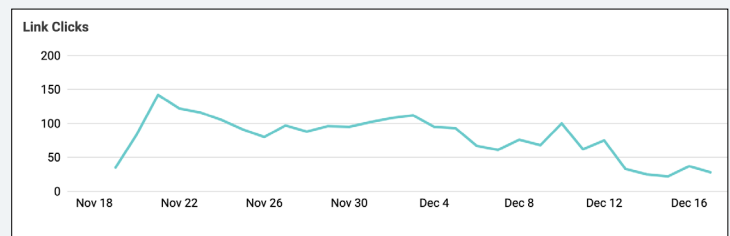
THE METRICS (ONE MONTH IN 2021)



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

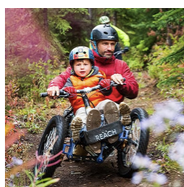
HOME PAGE SPONSORED CONTENT

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...



2



5



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."