



MM | Advertising

Our mission is to connect wheelchair users with brands that improve lives.





LIFE. ON WHEELS.

WHEELCHAIR LIFESTYLE, CULTURE AND RESOURCES
FROM UNITED SPINAL ASSOCIATION

Digital

Video

Social

Events

Print

Products

AUDIENCE

- Active Wheelchair Users
- Veterans
- Caregivers
- Family Members
- Industry Stakeholders

DEMOGRAPHICS

90% of our readers are disabled

75% have a college degree

79% say they will buy a disability-related product or accessible vacation in the next year

\$75K-100K average household income

REACH

- 61K+ Members
- 45K Social Media Followers
- 40K+ Unique Monthly Website Visitors
- 30K+ Newsletter Subscribers
- 8K Special Edition Print Distribution
- 120+ Support Groups
- 116 Rehab Hospital Partners
- 47 Chapters

WE REPRESENT **5.5 MILLION** WHEELCHAIR USERS IN THE U.S.



Digital

NEWSLETTERS FOR 2025

Each Newsletter Goes to 30K Engaged Wheelchair Users

- **MONTHLY HEALTH AND WELLNESS NEWSLETTER - LAUNCHES JAN. 2025**

Topics include Bladder & Bowel Health, Skin Protection, Family Planning, Weight Loss, Staying Active While Aging, Managing Pain, Improving Sleep, Temperature Regulation, Mental Health, Nutrition, Fitness and More.

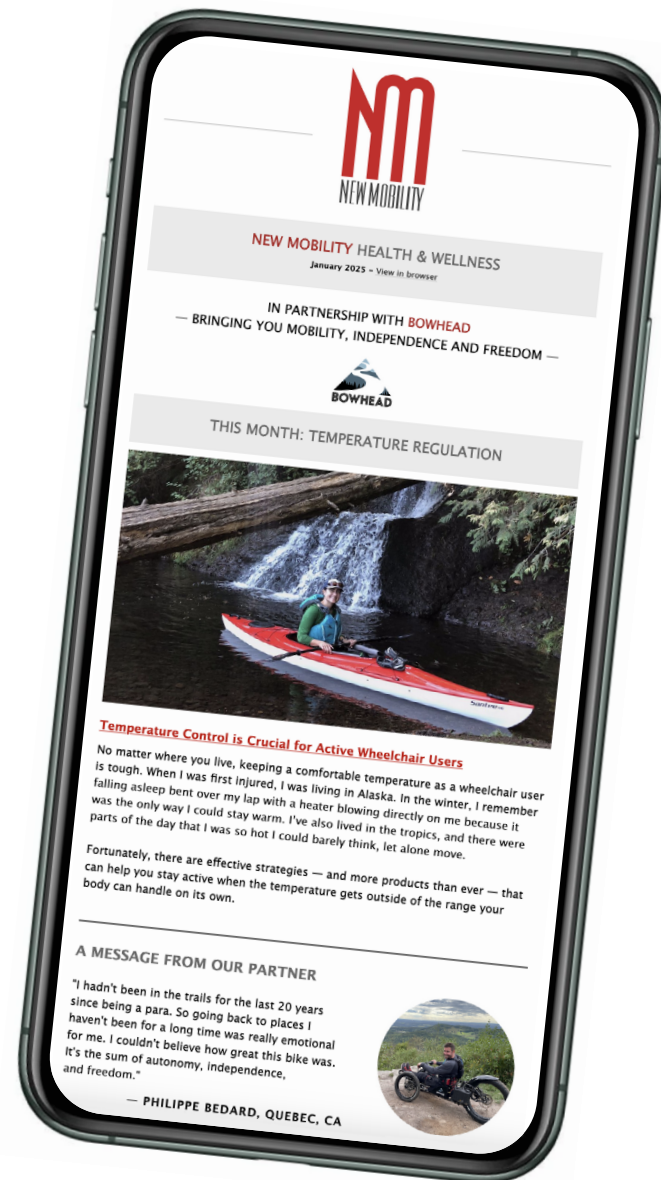
- **BIWEEKLY LIFESTYLE NEWSLETTER - 49% OPEN RATE**

Our popular and proven vehicle for Disability Product News and Pro Tips.

- **TRAVEL NEWSLETTER - COMING LATE 2025**

SPONSORSHIPS AVAILABLE

- Title Sponsor - Available for all newsletters: \$10K for 6 months (sample at right)
- Fitness Sponsor - Health and Wellness newsletter: \$8K for 6 months
- Sponsored Content - 60 words and a link to your site in a single newsletter: \$1,750
- Video Sponsor - Sponsored intros, outros, affiliate links - see next page



Video



NM ON YOUTUBE

In-Video Promotion

Sponsors are integrated into organic content with video and voiceover, as determined through a collaborative process. Includes link in description and cross-promotion in NM newsletter and on social channels.

- Cost: \$1,500 initial payment with autocharges of \$1,000 more at 10,000 views and 20,000 views. Capped at \$3,500.

Video Product Reviews

- Contact Seth McBride at smcbride@unitedspinal.org to submit a product for possible review.

SOCIAL MEDIA RETARGETING

Reach NM's Responsive Audiences on Facebook and Instagram

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 newsletters
- **United Spinal members**
- **Visitors** to newmobility.com and unitedspinal.org
- Cost: \$1,750 per month

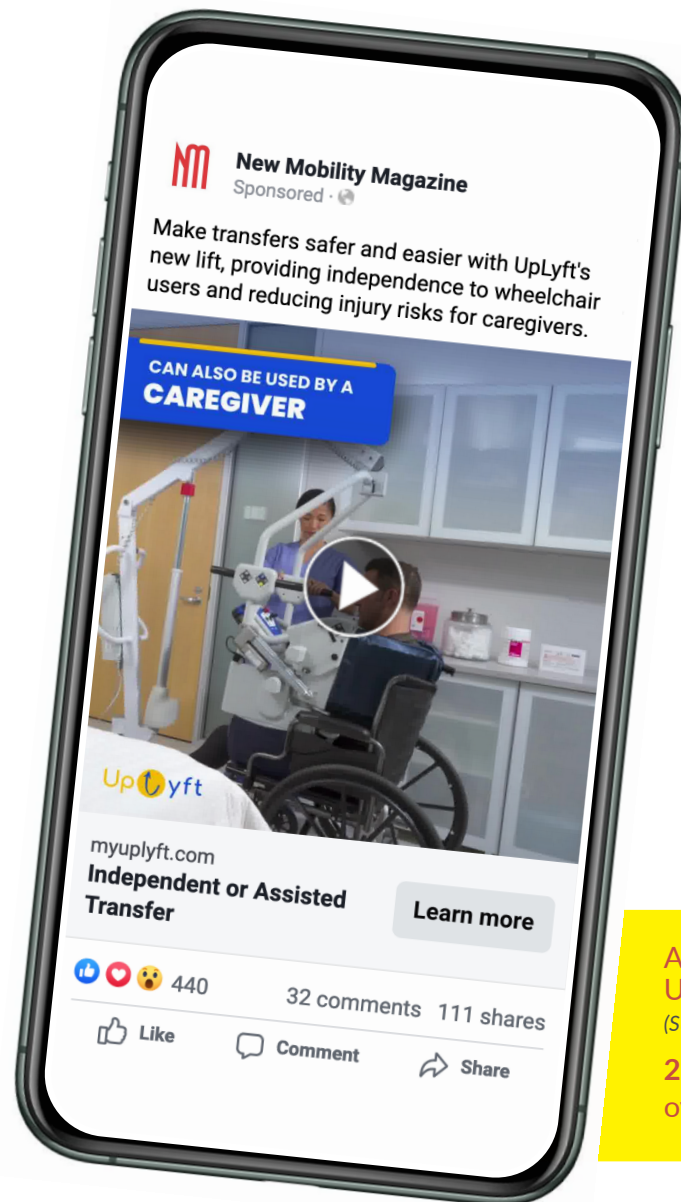
AVAILABLE AD STYLES

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

7-image max for carousel ads

Images must be at least 600x600 pixels

Videos must be 4:5 ratio and at least 1080 x 1080 pixels



**ADDITIONAL
UpLyft METRICS**
(Summer 2024)

**2,124 Link Clicks
over 28 Days**



SPONSOR CONVERSATIONS WITH NEW MOBILITY'S EDITORIAL TEAM AND OTHER EXPERTS

In 2025, New Mobility will be hosting interactive conversations focused on specific topics, such as Managing Bladder Health and Traveling with Confidence. Community members will have a chance to connect with New Mobility staff and other disability experts to ask questions and share strategies for living well as a wheelchair user. Sponsorships start at \$1,000.

SPECIAL EDITIONS

For Distribution at Abilities Expos and Other Events + in Rehab Hospitals and New Beginning Backpacks

• 8,000 COPIES WITH A LONG SHELF LIFE - FIRST EDITION JUNE 2025

The special print editions of New Mobility will focus on evergreen content relevant to new wheelchair users. They will be distributed at all Abilities Expos, Roll on Capitol Hill and other disability events. They will be placed in waiting rooms of our Rehab Hospital Partners and included in 5,000 New Beginning Backpacks given to people new to paralysis.

• DISPLAY RATES FOR ALL BUDGETS

Full Page - \$3,200	8" x 10.75" trim size; for full bleeds, please provide 1/8-inch bleed on all sides
Half Page - \$1,800	Horizontal: 7" x 4.875" ; Island: 4.625" x 7.5"
Quarter Page - \$1,000	3.5" x 4.875"

• SPONSORED CONTENT AVAILABLE

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

Spread - \$6,000 1,000 words max



CUSTOM BRANDED PRODUCTS

For Distribution at Abilities Expos and in New Beginning Backpacks

- **YOUR LOGO + A QR CODE LINKING TO NEW MOBILITY'S CONTENT**
- **CAN BE PRINTED ON MANY USEFUL PRODUCTS FOR LASTING IMPACT**
\$500 - \$5,000, depending on product, design and number distributed
- **CAN LINK TO SPONSORED CONTENT ON NEWMOBILITY.COM FOR AN ADDITIONAL FEE**



MORE ABOUT NEW BEGINNING BACKPACKS

Our popular New Beginning Backpacks are filled with tools and resources for new wheelchair users. They are distributed through our trusted network of hospital partners and serve as a lasting touchstone long after rehab.

Connect with Us



PLATFORMS

Web: newmobility.com

Sample Newsletter: newmobility.com/category/newsletter

Subscribe to Newsletters: newmobility.com/newsletter

Facebook: facebook.com/newmobility

Instagram: instagram.com/newmobilitymag

YouTube: youtube.com/NewMobilityMedia

ADVERTISING SALES

Greg Dennis, 856/430-9898



“With New Mobility’s trusted platforms, I can help you reach a highly focused and engaged audience that aligns with your brand’s objectives. Whether you’re looking to increase awareness, drive conversions, or build long-term connections, I’ll help you develop a tailored strategy designed to deliver measurable and impactful results.”

[Click here to schedule a meeting](#)
or email gdennis@unitedspinal.org

EDITORIAL SUBMISSIONS

newmobility.com/contact

A FEW OF OUR SATISFIED CLIENTS



Success Stories



- Full-page print ads
- Newsletter sponsored content
- Submitted a cushion for editorial review

“ Advertising with New Mobility has provided us the opportunity to reach potential customers both online with our digital ads, and at in-person Abilities Expos with our print ads. We continue to have people reach out letting us know they first heard about us from our ads in New Mobility, tend to get an influx of phone calls and website visits when our digital ads go out. As a small startup, it can be difficult for us to connect with people in other states to let them know our product is an option for them, and advertising with New Mobility has been a great way for us to get the word out. ”

— Traci Acton, Kalogon, Inc.



- Social Media Retargeting

“ Partnering with New Mobility and United Spinal Association has allowed us to share UpLyft’s story with such an amazing community! We have been able to generate new awareness and demand for UpLyft by reaching a niche market of individuals living with spinal cord injuries that we would not have been able to access as fluidly otherwise. ”

— Bria d'Amours, UpLyft



- Half-page print ads
- Newsletter sponsored content

“ Our partnership with New Mobility has yielded significant results, with one in ten of Go! Mobility Systems sales generated through our NM advertising efforts. ”

— Rick Goldstein, Go! Mobility Systems