



Media Kit for *Policy & Practice*: *The Pulse of TCM & Acupuncture in Canada*

ABOUT THE MAGAZINE

Policy & Practice offers a unique platform for TCM/A practitioners, students, regulators, policy makers, and complementary healthcare professionals to stay informed, improve their practice, and engage with the latest issues in the world of Traditional Chinese Medicine and Acupuncture.

Our Mission

To serve as the leading source of knowledge on the regulation and practice of TCM/A in Canada, fostering a community dedicated to safety, ethics, and continuing competence.

Content Pillars

We include a broad range of content to appeal to diverse professionals within the TCM/A profession and the wider healthcare sector:

- **Regulation and Compliance:** Informing readers about key regulatory developments, compliance expectations, and oversight mechanisms.
- **Continuing Competence:** Promoting awareness of competence requirements and the real-world knowledge and skills necessary to maintain competence.
- **Safety and Ethics:** Supporting knowledge and awareness of patient safety, ethical practice, and practitioner accountability.
- **Regulation in Practice and Community Impact:** Exploring how regulatory oversight and TCM/A practice intersect within the community.
- **Research, Innovation, and Regulatory Implications:** Examining new research, emerging practices, and innovations in the TCM/A field and corresponding regulatory responses.

Audience Overview

Our audience includes a diverse mix of stakeholders across the TCM/A and healthcare communities, ensuring your message reaches key decision-makers, professionals, and students in the industry.

- **TCM Practitioners:** 25-65 years old, running clinics or working in healthcare settings.
- **Students:** Enrolled in TCM/A programs across Canada.
- **Regulators and Policy Makers:** Individuals working in healthcare regulatory bodies and policy-making sectors.
- **Other Healthcare Professionals:** Physicians, nurses, and other allied health professionals seeking integrative medicine solutions.

- **Complementary Medicine Practitioners:** Those who combine Western medicine with complementary treatments.

ADVERTISING OPTIONS

Policy & Practice offers multiple advertising options designed to connect you with a highly targeted and engaged audience. Our readers are decision-makers, educators, and practitioners who trust our magazine for the latest updates and insights in the TCM/A field.

Why Advertise with Us?

- **Targeted Reach:** Your ad will be seen by professionals in the TCM/A and wider healthcare industries who are actively seeking resources, education, and products to enhance their practice.
- **Engaged Audience:** Our readers are highly engaged with content related to regulation, continuing competence, and industry innovations.
- **Tailored Content:** We align advertising with relevant content, ensuring ads are presented within the context of topics that matter most to our readers.
- **Industry Authority:** As the official magazine of CARB-TCMPA, we are trusted by the TCM/A community as a reliable and authoritative source of information.

Display Ad Options and Rates

We offer full-page, half-page, or quarter-page ads for high-visibility advertising and a variety of size options to match your budget.

- **Full Page Ad (8.5 x 11 inches):** \$600 per issue
- **Half Page Ad (8.5 x 5.5 inches):** \$300 per issue
- **Quarter Page Ad (4.25 x 5.5 inches):** \$150 per issue

Discounted packages are available for multi-issues advertisers.

DISTRIBUTION AND REACH

Policy & Practice is distributed digitally via CARB-TCMPA's website, social media channels, and email newsletter, ensuring maximum reach. We have an established relationship with TCM/A practitioners, students, and regulators across Canada.

- **Frequency:** Two issues per year (with flexibility for additional issues).
- **Audience Size:** Over 7000 practitioners across Canada maintain registration with CARB-TCMPA's regulatory body members and each year over 700 new students write the Pan-Canadian Examinations required for registration.
- **Engagement:** High open rates for email distributions, regular visits to the website, and strong social media engagement.

SUBMISSION GUIDELINES

If you are interested in submitting advertising content, please reach out to us with your ideas. All advertisements are subject to editorial review to ensure alignment with our content guidelines and community values.

All advertising must comply with [Canadian medical advertising regulations](#). Any claims made about treatments, therapies, or products must be evidence-based and adhere to Health Canada's guidelines on advertising and marketing.

All ad submissions must meet a minimum resolution of **150dpi at full size** (based on 8.5x11" sizing) to ensure high-quality print and digital presentation.

CONTACT US

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For more information on how to advertise with us, please contact us today!