



BLISTER
PREVENTION

MEDIA KIT

SOLVING THE WORLD'S BLISTER PROBLEMS
ONE FOOT AT A TIME



blister-prevention.com



support@blisterpod.com

Rebecca Rushton

Not your average podiatrist

Rebecca is Australia's leading friction blister authority, and a podiatrist with 30 years experience under her belt. She also has blister prone feet. From walking her dog to playing hockey, blisters have been an unwanted constant companion.

This is what has fuelled her dedication to understanding the mechanics of this injury. Now, she educates athletes and everyday people on how to get on top of their blister issues with precision and certainty. She educates podiatrists and other stakeholders on the causes, preventions and treatments of friction blisters of the feet, the most common injury in sport and everyday life.



Blister Prevention

Not your average website

Blister Prevention is **Australia's, if not the world's leading blister product, service and education provider**. It is not your average health-related website. You will not find generic unhelpful information or advice regurgitated by uneducated authors or AI – the type that seems to dominate the internet these days.

For example, one of the features of Rebecca's teachings is to address blisters according to their anatomical site. This is unique and a testament to her understanding of the injury. She also is steadfast in her impartial assessment of blister strategies, always outlining both pros and cons, so the reader can make informed decisions.



INDUSTRY REACH



PARTNERS



Tamarack[®]
HABILITATION TECHNOLOGIES, INC.

PelliTec[®]

Blister Prevention has partnered with Tamarack HTI (ENGO Patches) as their exclusive Oceanic Distributor.

We are also the exclusive distributor for PelliTec products in Oceania and the USA.

AUDIENCE

Blister Prevention caters to a diverse global audience, resonating with hikers, runners, and the broader sporting community.

Beyond the active community, our platform also serves podiatrists, providing them with professional perspectives, evidence-based information, and product opportunities.

OUR FANS COULD BE YOUR CUSTOMERS



AUDIENCE REACH / TOUCH POINTS



 **37K** MONTHLY
ONLINE SESSIONS

 **6K** EMAIL
SUBSCRIBERS

 **4.5K**
SUBSCRIBERS

 **3.1K**
FOLLOWERS

 **19.6K** MINUTES (MONTHLY)
AVERAGE USER TIME ON SITE

 **924**
FOLLOWERS

AVAILABLE PLACEMENTS

We build bespoke advertising packages aligned to your goals and budgets.

Placement	Product
Website	<ul style="list-style-type: none">• Inline Ads<ul style="list-style-type: none">◦ Blog Content◦ /learn page◦ /blogs/prevention• Guest Blogging (supplied or written content, on our site)• Link insertion into existing content• Site-wide Banner (top of page)• Product Reviews (content piece written by Rebecca)
Socials & Ads	<ul style="list-style-type: none">• YouTube Channel• Facebook and Instagram• Access to our Audiences for targeting PPC Ads (FB, Google, etc)
Email Marketing	<ul style="list-style-type: none">• Newsletter Inline Ads• Solus EDM (co-branded but dedicated)
Product	<ul style="list-style-type: none">• Marketing Inserts into each order shipment [AU, US, Global]• Brand placements onto the items themselves [eg. ENGO Patches]

WEBSITE

Sitewide Banner

BLOG

Blogs penned with passion, research, and a wealth of expertise. A reservoir of exclusive insights that you won't find anywhere else.

Inline Ads

The screenshot shows a blog post on the Blister Prevention website. The header includes the site logo, navigation links (Home, Shop, Learn), and a currency selector (AUD \$). The article title is "Big Toe Blisters: Types, Causes & Prevention". Below the title is a featured image of a foot with a blister and a sub-header "BIG TOE Blisters". The main text discusses the causes of big toe blisters, mentioning biomechanics and foot structure. A section titled "What causes big toe blisters?" lists several factors: walking with feet turned out, big toe angle, weak gluteal muscles, narrow shoes, and big toe knuckle stiffness. At the bottom, there is a product recommendation for "Blister Kits" with a "Quick add" button and a price range from \$42.95 to \$14.99. A sidebar on the right contains a section titled "A common biomechanical cause of big toe blisters" with a sub-header "1) An inefficient windlass mechanism".

The screenshot shows the "LEARNING HUB" section of the Blister Prevention website. It features a main heading "Give your foot blisters the boot!" and a sub-header "Whatever it is you love doing, don't let foot blisters stop you! All our articles are written with the expert guidance of world-leading foot blister expert and Australian Podiatrist Rebecca Rushton." Below this is a search bar labeled "Search articles...". The main content area is divided into four sections: "Prevention & Preparation" with a "Get ready for your next adventure" button, "Diagnosis & Treatment" with a "Don't let foot blisters slow you down!" button, "Product Guides" with a "Discover the best solution for you" button, and a "FIX MY FOOT BLISTERS FAST!" section with a "PREVIEW" button. At the bottom, there is a "POPULAR ARTICLES" section titled "Cut to the Chase" with a list of six articles: "Blood blisters on your feet", "Should you dry out a blister?", "How to treat an infected blister", "Why you wear heels on the back of your shoes", "How to use a hydrocolloid dressing (properly)", and "Dealing with blister fluid". A footer section titled "Take a step in the right direction" includes a form for "Your first name", "Email address", and "What causes your blisters?".

LEARN PAGE

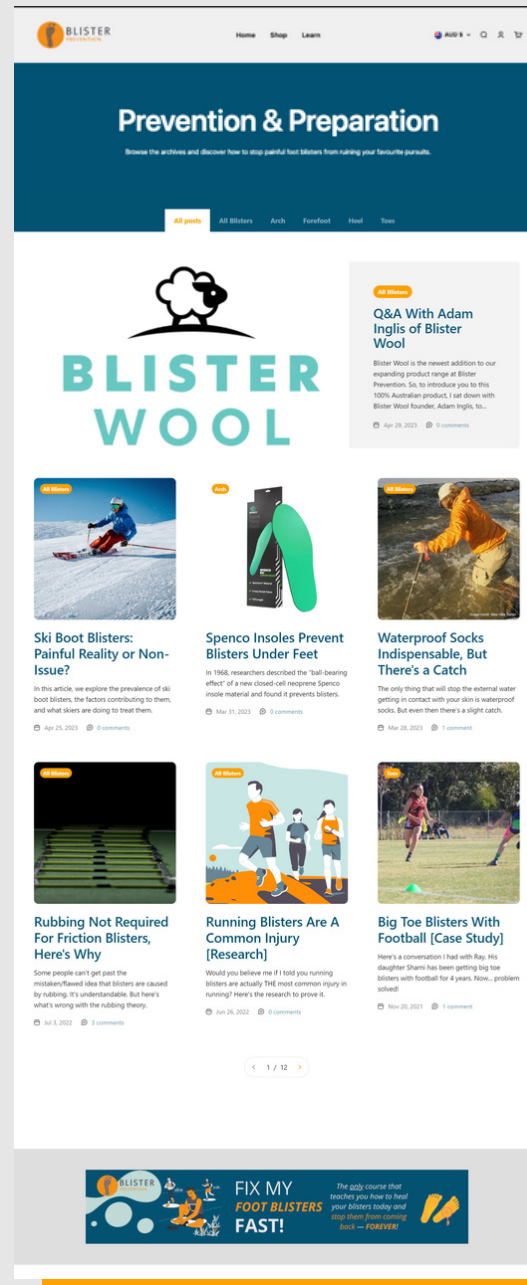
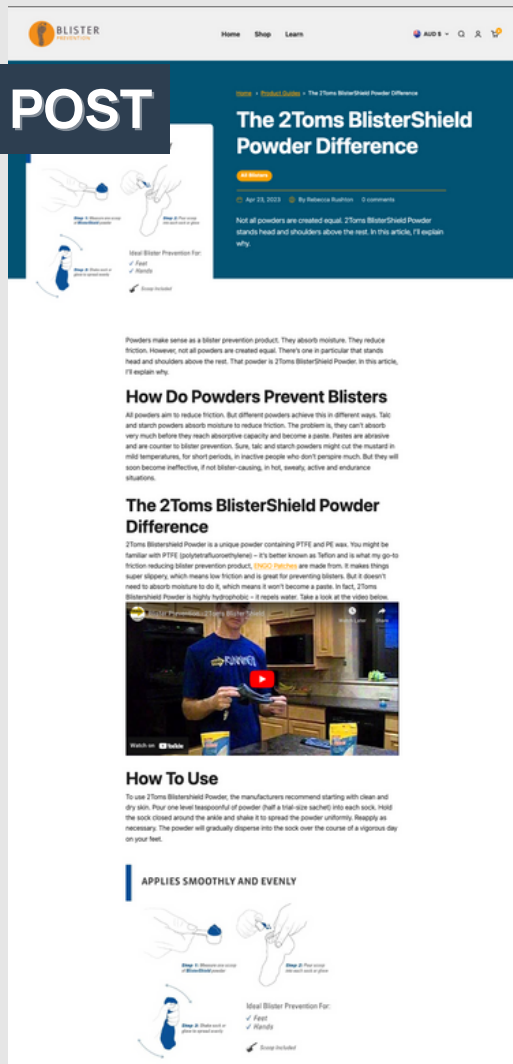
A learning hub for all things blisters making it easier for our readers to find what they need all under one virtual roof, no more endless searches. They can easily navigate from Prevention & Preparation, Diagnosis & Treatment and Product Guides.

Inline Ads

WEBSITE

CUSTOM BLOG POST

Informative piece about content of your choice, including product review/analysis, authored by Rebecca.



BLOG COLLECTION

The most extensive collection of blister-related content containing research, treatment and prevention – all authored by Rebecca herself.

Inline Ads

EMAIL MARKETING

B2B & B2C

SOLUS EDM

A Solus EDM is a standalone email marketing campaign that is sent exclusively to our audience focussed on your unique message.

They deliver an impactful message to engage recipients and drive specific actions eg: purchases or awareness.



Earn extra revenue!

We're thrilled to announce the launch of our Wholesale Portal, offering an exciting opportunity for clinics like yours to tap into an additional stream of revenue.

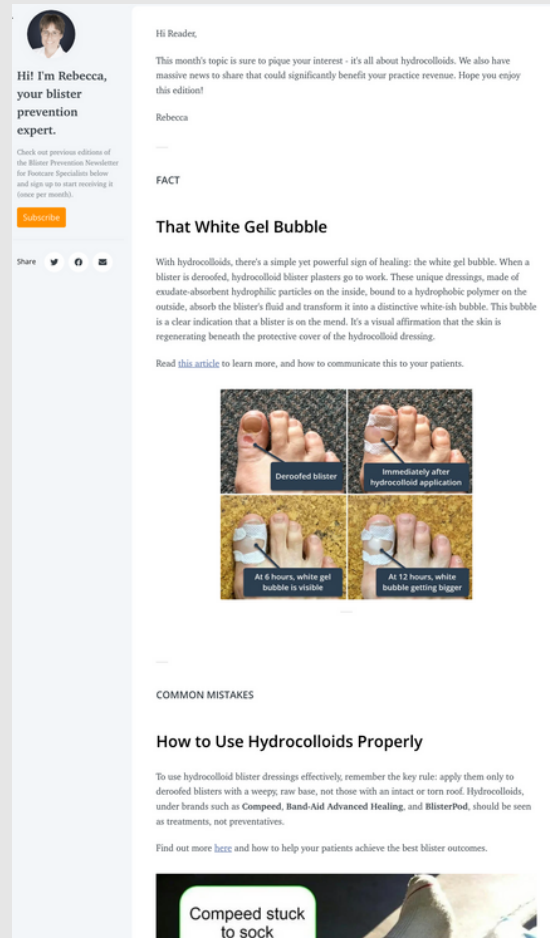
As one of the leading providers of blister products, we're committed to helping our partners succeed. With our Wholesale Portal, you can gain access to a wide range of high-quality blister products, with professional support to match.

Why partner with us?

1. **Diverse Product Range:** Choose from a curated selection of blister prevention and treatment products.
2. **Quality Assurance:** Our products are of the highest quality and backed by trusted brands.
3. **Competitive Pricing:** Benefit from wholesale pricing, allowing you to maximise your margins.
4. **Reliable Partnership:** We're dedicated to building lasting, mutually beneficial relationships with our partners.

Becoming a partner is easy. Simply fill out our [Wholesale Application Form](#) and our team will get in touch with you. We look forward to working together to bring premium blister products to your patients and customers.

[Become A BP Partner!](#)



NEWSLETTER

B2B

A monthly newsletter containing expert advice, product updates and educational content tailored for podiatrists, sports medicine clinics, sports-related companies.

SPECS

Size	Dimensions
Desktop Inline Ads [Horizontal]	1860x360px
Mobile Inline Ads [Vertical]	480x800px

Inline Ads

Inline Ads

- All artwork is supplied WEBP
- Recommended file size: 50KB
 - Maximum file size: 100KB
 - No animations
- All images are 72dpi, RGB
- May be read by people with disabilities. Please consider text size when producing your images.



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