Media Pack 2026

Pay What You Can Advertising

By Joanna and Emma

Our Mission

Crip Life™ is on a mission to:

- Raise awareness and educate about what life is really like for people living with a disability and/or health condition
- Provide advice and support to disabled people and their families
- Create a community where disabled people can share their thoughts, experiences, and achievements

We want all organisations that can support our mission to be involved.

Pay What You Can Advertising

Advertising should be accessible to everyone.
That's why we introduced **Pay What You Can** advertising.

The "Pay What You Can" Process

1. Contact Crip Life™ with details of:
   - Your product or service
   - The advertising you would like to place
   - Your proposed "Pay What You Can" figure, with justification
2. Crip Life™ will contact you to discuss:
   - Advertising options
   - The proposed fee
3. Agree both, sign your invoice, return it to Crip Life™, and pay
4. Provide Crip Life™ with:
   - Your copy
   - Images
   - Quotes and any other required materials
5. Your advertising is published

Thank you for supporting our mission.

Crip Life™ Advertising Options

- Articles
- Slot in the Crip Life™ newsletter
- Dedicated newsletter
- Social media shoutouts
- Banners
- Any combination of the above

Bespoke packages are available.

Why Us?

- Over a decade of experience in online advertising
- Hundreds of articles written for clients ranging from micro-businesses to SMEs and large organisations
- Both of us have disabilities, so we are part of your community

Important Information

- Crip Life™ does not offer any free advertising (editorial) — ever
- The bigger your bank balance, the more you are expected to be able to pay
- Your product or service must directly benefit the disabled community
- Advertising will only be published once payment has been received in full

Contact

To start your **Pay What You Can** advertising journey, please contact:

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