

MedicineToday Journals

MEDIA KIT 2024

A range of clinical journals dedicated to different specialties for GPs and other specialists



CardiologyToday



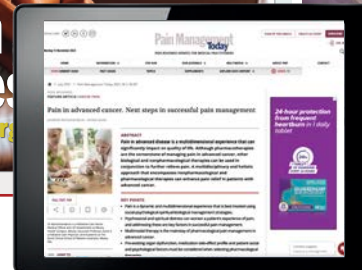
Now a dedicated section in **Medicine Today**



Pain ManagementToday



Now a dedicated section in **Medicine Today**



MedicineToday Journals

Endocrinology Today • Respiratory Medicine Today • Dermatology Collection • Focus on cardiometabolic matters • Cardiology Today • Pain Management Today

Backed by more than 66 years of editorial excellence ...

Medicine Today (formerly *Modern Medicine*) has been continuously published in Australia since 1957. Its publishers launched a range of '*Medicine Today* journals' to provide topic-specific, focused publications for general practitioners and selected specialists. The journals provide a dedicated environment to showcase products directly to a targeted audience.

Written and peer reviewed by multidisciplinary and other specialists, the editorial content provides authoritative, practical clinical information and is commissioned following discussions with the Editorial Advisory Board and other senior consultants. All invited authors hold senior roles in their respective fields of medicine.

Medicine Today journals bring the most important clinical information to the forefront of doctors' minds in peer reviewed publications devoted to Endocrinology, Respiratory medicine, Cardiology, Pain management and Dermatology.

Editorial Content

What makes up an issue?

Features – Peer reviewed, commissioned, in-depth reviews of practical clinical information

Perspectives – Shorter, pithy articles on specific issues

Case studies – Discussions of the management of cases typically presenting in general practice

Investigations – A question and answer approach to the selection of appropriate tests and interpretation of results

Acute presentations in general practice – Case-based articles on the acute presentations of disorders encountered in general practice

NEJM Journal Watch summaries – Selected physician-authored summaries and commentary on the most important medical research provided by the NEJM Group

What our peer review process means to you

Providing accuracy, credibility and independence, the peer review process is an indispensable part of *Medicine Today's* editorial process. Borrowing from this proven method, every article published has been rigorously peer reviewed by a minimum of two expert consultants and by one general practitioner.

The reviewers provide instructive comments, suggestions and recommendations on the suitability for publication for each article. Authors receive detailed reports requesting revisions and responses to the comments before articles are accepted for publication.

The result is a consensus on each topic – meaning you can be sure your product message is delivered in the most credible, authoritative environment available to reach your target audience.

Every article is a basis for action, providing doctors with the most relevant, insightful and accurate consensus information achievable.

Editorial Advisory Board: behind the scenes

Having major input into the peer review process, commissioning program and author suggestions, the Editorial Advisory Board have a vital role in maintaining the journal's high editorial standards.

Each Board comprises different subspecialties and general practitioners.

MedicineToday Journals

Endocrinology Today • Respiratory Medicine Today • Dermatology Collection • Focus on cardiometabolic matters • Cardiology Today • Pain Management Today

Article Reprint Options: available as printed copies and licensed PDFs for electronic distribution

Single Article Reprints

At *Medicine Today*, we know that doctors trust information from authoritative, credible and independent sources and that this influences their opinions and prescribing habits.

Single article reprints are available from all *Medicine Today* titles, including *Endocrinology Today*, *Respiratory Medicine Today*, *Cardiology Today* and *Pain Management Today*.

Licensed PDFs

License agreements are available for electronic distribution of article reprints in PDF format.

Distribution: printed copies

Delivery takes 5 to 10 working days from final approval. Reprints are delivered in bulk to clients for their own distribution.

Advertising

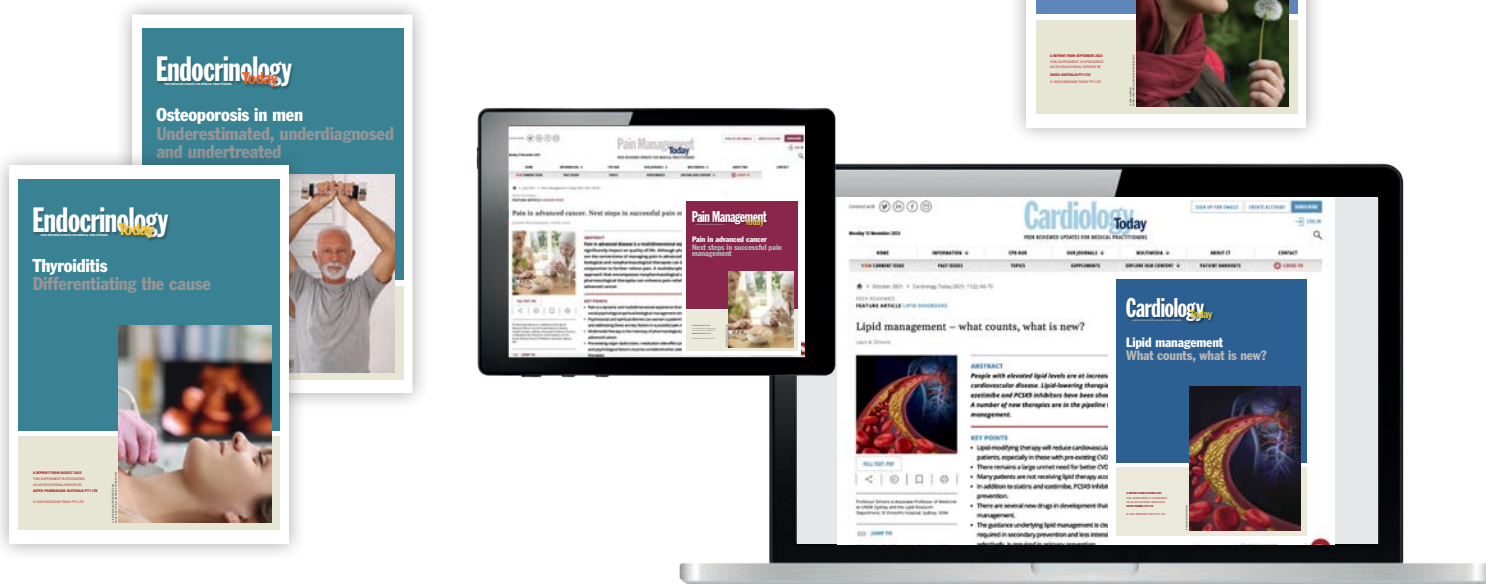
FP advertising is allowed where space is available. The size of the reprint can increase to include ads. Sponsor acknowledgement is on the front cover, in addition to the standard disclaimer at the end.

Pricing: printed copies

Size	1000 copies	2000 copies	5000 copies	10,000 copies
4 Pages	\$7645	\$7910	\$9392	\$11,390
8 Pages	\$8441	\$9126	\$12,075	\$16,854
12 Pages	\$12,704	\$13,989	\$19,118	\$25,631
16 Pages	\$13,906	\$14,772	\$20,334	\$26,861

All prices exclude GST and are not media commissionable. Larger quantities can be quoted on request.

Ask our team for pricing of PDF licences for electronic distribution.



Endocrinology Today

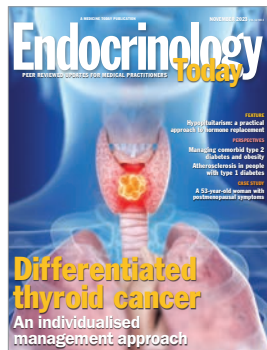


From the Editor-in-Chief ...

What is *Endocrinology Today* about and why does it matter to both GPs and endocrinologists?

There are a wide variety of endocrine disorders that are common in clinical practice. These range from chronic metabolic conditions, such as type 2 diabetes and obesity, to osteoporosis and other conditions that have become more frequent in the ageing population. The consideration of up-to-date, clinically important information concerning these conditions and other endocrine disorders, including thyroid, adrenal and pituitary disease as well as mens' and womens' health, is important.

Endocrinology Today provides clinicians with a valuable resource written by specialists in the endocrine field. The range of articles includes feature articles, perspectives and case studies, and continues to upskill clinicians, including primary healthcare professionals, in the broad and fascinating range of endocrine disorders. All submissions are peer reviewed and reader-friendly to ensure that each article is relevant to everyday clinical practice.

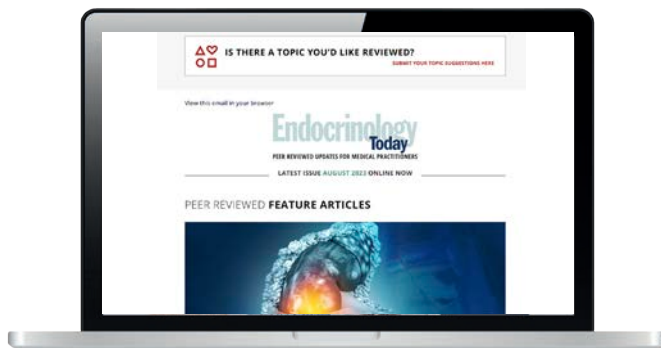


Professor Roger Chen MB BS(Hons), PhD, FRACP

Senior Staff Specialist at St Vincent's Hospital, Sydney;
Conjoint Professor, UNSW Sydney and Clinical Professor,
The University of Sydney, Sydney, NSW



Editor-in-Chief and Chair of the Editorial Advisory Board,
Endocrinology Today



Booking & Material Deadlines 2024

Issue	Booking Deadline	Material Deadline
February	05 January	15 January
May	04 April	12 April
August	03 July	11 July
November	01 October	10 October

*Extension available on request

Circulation

General practitioners	23,110
Endocrinologists	579
Miscellaneous subscribers	271
Advertisers/agencies	252
Total	24,212

Endocrinology Today is a member of the Audited Media Association of Australia



e-Newsletter Advertising

Advertising space is available on *Endocrinology Today's* electronic Table of Contents (eTOC) in each relevant month.

More than **15,760** registered users have opted to receive email communications, with average open rates of **30 to 40%**.

Sponsorship of 1 digital ad in 1eTOC:

m-rec	\$1910 (ex GST)
half page	\$3820 (ex GST)
Leaderboard	\$3240 (ex GST)



Advertising Standards

Advertisements submitted to *Endocrinology Today* are subject to editorial approval and have no influence on editorial content or presentation. Advertisers are responsible for ensuring that advertisements comply with Commonwealth and State and Territory laws and any industry code of conduct.

Editorial Policy

Endocrinology Today is a peer reviewed clinical journal and the editorial content is completely independent of advertising. All editorial material is embargoed before publication.

Booking and Delivery of Material

Prue Anderson, Group Sales & Marketing Manager
prueanderson@medicinetoday.com.au

Amy Scholefield, Sales & Marketing Co-ordinator
amyscholefield@medicinetoday.com.au

Medicine Today Pty Ltd ABN 60 089 519 264
Suite 210, 40 Yeo Street, Neutral Bay NSW 2089
PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

4 Colour Display Advertising 2024

All quoted rates are GST exclusive

Space	Casual
DPS	\$21,550
Junior DPS/Fireplace	\$16,410
Full page	\$10,950
2/3 vertical	\$9850
1/2 horizontal*	\$8210
1/2 junior	\$7650
1/2 vertical	\$7120
1/3 horizontal*	\$6010
1/3 square	\$5380
1/3 vertical	\$4910

* 1/2 and 1/3 page horizontals are available as nonbleed ads only, except when purchased as double page spreads.

Position Loadings

IFC, OBC an additional \$2520 (ex GST)

Note: where IFC is booked as spread, loading applies on second page only, i.e. an additional \$2520.

Impact Advertising Options

For extra impact for a launch or a special message, *Endocrinology Today* offers you several high visibility advertising and promotional opportunities to increase brand awareness:

Cameo advertisements	\$1980
Belly wrap – GPs*	\$26,220
Belly wrap – Full run*	\$32,550
Belly fold – GPs*	\$34,360
Belly fold – Full run*	\$40,660
Cover gatefold – GPs*	\$37,340
Cover gatefold – Full run*	\$43,660
False Cover – GPs*	\$24,000
False Cover – Full run*	\$26,160
False Cover + OBC FP – GPs **	\$30,177
False Cover + OBC FP – Full run**	\$32,160

Fixed inserts (65% of applicable FP 4 colour rate per page)

* Price includes printing

† False cover must include FP on OBC

Trading Terms

Agency commission of 10% is paid to advertising agencies for all accounts settled within 30 days from the end of the month of invoice.

Respiratory Medicine Today



From the Editor-in-Chief ...

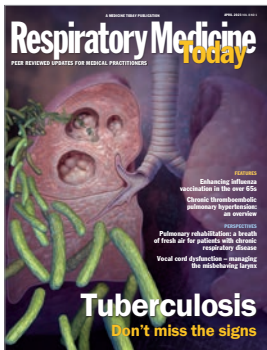
What is *Respiratory Medicine Today* about and why does it matter to GPs?

Respiratory conditions are the most commonly managed problems in general practice and, based on Australian Bureau of Statistics 2015 data, around seven million Australians have a chronic respiratory condition.¹

We are excited to have an enthusiastic and energetic Advisory Board of respiratory physicians and general practitioners who will ensure you continue to be provided with a wide range of easy-to-access and up-to-date clinically relevant articles from specialists in the respiratory field. We have lofty ambitions to cover the whole respiratory spectrum, rather than just concentrating on the most common diseases.

Reference

1. Australian Institute of Health and Welfare (AIHW). Chronic respiratory conditions including asthma and COPD. www.aihw.gov.au/chronic-respiratory-conditions (accessed October 2016).



Professor Christine McDonald MB BS(Hons),
PhD, FRACP, FThorSoc
Director of the Department of Respiratory and Sleep Medicine,
Austin Health, and Professor of Respiratory Medicine at
The University of Melbourne, Melbourne, Vic



Editor-in-Chief and Co-Chair of the Editorial Advisory Board,
Respiratory Medicine Today



Respiratory Medicine Today

Booking & Material Deadlines 2024

Issue	Booking Deadline	Material Deadline
April	03 March	13 March
September	04 August	14 August

*Extension available on request

Circulation

General practitioners	23,110
Respiratory medicine specialists	712
Cardiologists	1169
Advertisers/agencies	271
Miscellaneous subscribers	252
Total	25,514

e-Newsletter Advertising

Advertising space is available on *Respiratory Medicine Today's* electronic Table of Contents (eTOC) in each relevant month.

More than **15,760** registered users have opted in to receive email communications, with average open rates of **35 to 40%**.

Sponsorship of 1 digital ad in 1eTOC:

m-rec	\$1910 (ex GST)
half page	\$3820 (ex GST)
Leaderboard	\$3240 (ex GST)



Advertising Standards

Advertisements submitted to *Respiratory Medicine Today* are subject to editorial approval and have no influence on editorial content or presentation. Advertisers are responsible for ensuring that advertisements comply with Commonwealth and State and Territory laws and any industry code of conduct.

Editorial Policy

Respiratory Medicine Today is a peer reviewed clinical journal and the editorial content is completely independent of advertising. All editorial material is embargoed before publication.

Booking and Delivery of Material:

Prue Anderson, Group Sales & Marketing Manager
prueanderson@medicinetoday.com.au

Amy Scholefield, Sales & Marketing Co-ordinator
amyscholefield@medicinetoday.com.au

Medicine Today Pty Ltd ABN 60 089 519 264
Suite 210, 40 Yeo Street, Neutral Bay NSW 2089
PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

4 Colour Display Advertising 2024

All quoted rates are GST exclusive

Space	Rate
DPS	\$20,440
Junior DPS/Fireplace	\$15,610
Full page	\$10,400
2/3 vertical	\$9380
1/2 horizontal*	\$7790
1/2 junior	\$7280
1/2 vertical	\$6760
1/3 horizontal*	\$5720
1/3 square	\$5210
1/3 vertical	\$4690

* 1/2 and 1/3 page horizontals are available as nonbleed ads only, except when purchased as double page spreads.

Position Loadings

IFC, OBC an additional \$2520 (ex GST)

Note: where IFC is booked as spread, loading applies on second page only, i.e. an additional \$2520.

Impact Advertising Options

For extra impact for a launch or a special message, *Respiratory Medicine Today* offers you several high visibility advertising and promotional opportunities to increase brand awareness:

Cameo advertisements	\$1980
Belly wrap – GPs*	\$26,220
Belly wrap – Full run*	\$32,550
Belly fold – GPs*	\$34,360
Belly fold – Full run*	\$40,660
Cover gatefold – GPs*	\$37,340
Cover gatefold – Full run*	\$43,660
False Cover – GPs*	\$24,000
False Cover – Full run*	\$26,160
False Cover + OBC FP – GPs *†	\$30,177
False Cover + OBC FP – Full run *†	\$32,160
Fixed inserts (65% of applicable FP 4 colour rate per page)	

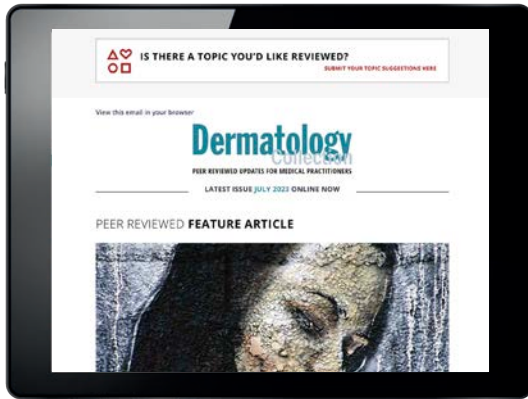
* Price includes printing

† False cover must include FP on OBC

Trading Terms

Agency commission of 10% is paid to advertising agencies for all accounts settled within 30 days from the end of the month of invoice.

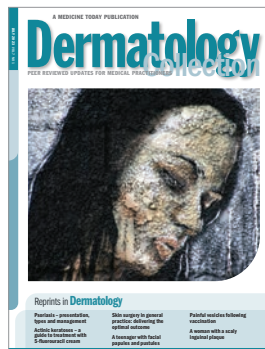
Dermatology Collection



From the Editor-in-Chief ...

What is the *Dermatology Collection* and why does it matter to both GPs and dermatologists?

Dermatological disorders are estimated to represent 20% of conditions seen in general practice. Atopic dermatitis affects about 20% of children and psoriasis about 2% of the whole population. The Australian population is highly affected by skin cancer and conditions related to sun damage. Additionally, the issue of cosmetic dermatology is becoming a real issue with the ageing population. It is an exciting time in dermatological therapeutics, with new biological agents to treat the more severe inflammatory skin diseases and laser therapy for a range of cosmetic conditions. The GP plays a key role in the diagnosis of dermatological conditions and provides shared care with the specialist. The *Dermatology Collection* helps the Australian GP to readily access and consider up-to-date clinically relevant information from specialists in the dermatology field. Reader-friendly feature articles are used to support and upskill primary care health professionals in modern dermatology practice.



Associate Professor Gayle Fischer OAM MB BS, MD,
FACD MD

*Professor of Dermatology at Sydney Medical School
Northern, The University of Sydney,
and Head of the Department of Dermatology,
The Royal North Shore Hospital, Sydney, NSW.*



**Editor-in-Chief and Chair of the Editorial Advisory Board,
Dermatology**

Booking & Material Deadlines 2024

Issue	Booking Deadline	Material Deadline
February	22 December	10 January
July	03 June	12 June
December	01 November	11 November

*Extension available on request

Circulation

General practitioners	23,110
Dermatologists	581
Immunologists & Allergists	189
Miscellaneous subscribers	271
Advertisers/agencies	252
Total	24,403

4 Colour Display Advertising

All quoted rates are GST exclusive

Space	Rate
DPS	\$19,550
Junior DPS/Fireplace	\$14,930
Full page	\$9950
2/3 vertical	\$8970
1/2 horizontal*	\$7470
1/2 junior	\$6980
1/2 vertical	\$6460
1/3 horizontal*	\$5480
1/3 square	\$4980
1/3 vertical	\$4480

* 1/2 and 1/3 page horizontals are available as nonbleed ads only, except when purchased as double page spreads.

Position Loadings

IFC, OBC an additional \$2520 (ex GST)

Note: where IFC is booked as spread, loading applies on the second page only, i.e. an additional \$2520.

Impact Advertising Options

For extra impact for a launch or a special message, *Dermatology Collection* offers you several high visibility advertising and promotional opportunities to increase brand awareness:

Cameo advertisements	\$1980
Belly wrap – GPs*	\$26,220
Belly wrap – Full run*	\$32,550
Belly fold – GPs*	\$34,360
Belly fold – Full run*	\$40,660
Cover gatefold – GPs*	\$37,340
Cover gatefold – Full run*	\$43,660
False Cover – GPs*	\$24,000
False Cover – Full run*	\$26,160
False Cover + OBC FP – GPs*†	\$30,177
False Cover + OBC FP – Full run*†	\$32,160
Fixed inserts (65% of applicable FP 4 colour rate per page)	

* Price includes printing

† False cover must include FP on OBC

Trading Terms

Agency commission of 10% is paid to advertising agencies for all accounts settled within 30 days from the end of the month of invoice.

e-Newsletter Advertising

Advertising space is available on *Dermatology Collection* electronic Table of Contents (eTOC) in each relevant month.

More than **15,760** registered users have opted in to receive email communications, with average open rates of **35 to 40%**.

Sponsorship of 1 digital ad in 1 eTOC:

m-rec	\$1910 (ex GST)
half page	\$3820 (ex GST)
Leaderboard	\$3240 (ex GST)



Booking and Delivery of Material:

Prue Anderson, Group Sales & Marketing Manager
prueanderson@medicinetoday.com.au

Amy Scholefield, Sales & Marketing Co-ordinator
amyscholefield@medicinetoday.com.au

Medicine Today Pty Ltd ABN 60 089 519 264
Suite 210, 40 Yeo Street, Neutral Bay NSW 2089
PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

Focus on cardiometabolic matters



From the previous supplement editors ...

What is *Focus on cardiometabolic matters* about and why does it matter to GPs, endocrinologists and cardiologists and renal physicians?

Cardiometabolic disease describes a spectrum of common but often preventable conditions that pose a significant health and economic burden. Advances in screening and investigation to identify predisposing and contributing risk factors pave the way for preventive management in patients. Furthermore, the emergence of new therapies and approaches in diabetes, hypertension, hypercholesterolaemia and kidney disease will result in an enhanced toolkit in our fight against cardiometabolic disease.

The aim of this supplement is to provide GPs and other healthcare professionals with clinically relevant updated information on this rapidly evolving field to enhance the cardiometabolic health of their patients.



Professor Louise Burrell MBChB, MRCP, MD, FRACP

Professor of Medicine and Head of the Cardiovascular Research Group at the University of Melbourne; and Head of Medical Unit 4 and Director of Research in General Medicine at the Austin Hospital in Melbourne Vic; and a Board Member of the Institute of Breathing and Sleep.



Professor Louise Burrell,
Editor-in-Chief *Focus on cardiometabolic matters*

Professor Gemma Figtree MB BS, DPhil (Oxon), FRACP, FCSANZ, FAHA

Professor in Medicine and Chair the multidisciplinary Cardiovascular Initiative at The University of Sydney; Professor of Medicine Northern Clinical School at Kolling Institute of Medical Research, Sydney, NWS; and President of the Australian Cardiovascular Alliance and Chair of the Mission for the Medical Research Future Fund Cardiovascular Health Expert Advisory Panel.



Professor Gemma Figtree,
Editor-in-Chief *Focus on cardiometabolic matters*

Focus on cardiometabolic matters

Booking & Material Deadlines 2024

Issue	Booking Deadline	Material Deadline
June	05 May	15 May

*Extension available on request

Circulation

GPs	23,472
Cardiologists	1036
Endocrinologists	483
Renal Physicians	523
Miscellaneous subscribers	153
Advertisers/agencies	510
Total	25,654

e-Newsletter Advertising

Advertising space is available on the electronic Table of Contents (eTOC) in each relevant month.

More than **15,760** registered users have opted to receive email communications, with average open rates of **30-40%**.

Sponsorship of 1 digital ad in 1 eTOC:

m-rec	\$1910 (ex GST)
half page	\$3820 (ex GST)
Leaderboard	\$3240 (ex GST)



Booking and Delivery of Material:

Prue Anderson, Group Sales & Marketing Manager
prueanderson@medicinetoday.com.au

Amy Scholefield, Sales & Marketing Co-ordinator
amyscholefield@medicinetoday.com.au

Medicine Today Pty Ltd ABN 60 089 519 264
Suite 210, 40 Yeo Street, Neutral Bay NSW 2089
PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

4 Colour Display Advertising

All quoted rates are GST exclusive

Space	Rate
DPS	\$19,550
Junior DPS/Fireplace	\$14,930
Full page	\$9950
2/3 vertical	\$8970
1/2 horizontal*	\$7470
1/2 junior	\$6980
1/2 vertical	\$6460
1/3 horizontal*	\$5480
1/3 square	\$4980
1/3 vertical	\$4480

* 1/2 and 1/3 page horizontals are available as nonbleed ads only, except when purchased as double page spreads.

Position Loadings

IFC, OBC an additional \$2520 (ex GST)

Note: where IFC is booked as spread, loading applies on the second page only, i.e. an additional \$2520.

Impact Advertising Options

For extra impact for a launch or a special message, *Focus on cardiometabolic matters* offers you several high visibility advertising and promotional opportunities to increase brand awareness:

Cameo advertisements	\$1980
Belly wrap – GPs*	\$26,220
Belly wrap – Full run*	\$32,550
Belly fold – GPs*	\$34,360
Belly fold – Full run*	\$40,660
Cover gatefold – GPs*	\$37,340
Cover gatefold – Full run*	\$43,660
False Cover – GPs*	\$24,000
False Cover – Full run*	\$26,160
False Cover + OBC FP– GPs*†	\$30,177
False Cover + OBC FP– Full run*†	\$32,160

Fixed inserts (65% of applicable FP 4 colour rate per page)

* Price includes printing

† False cover must include FP on OBC

Trading Terms

Agency commission of 10% is paid to advertising agencies for all accounts settled within 30 days from the end of the month of invoice.

Cardiology Today

Now a dedicated section in **Medicine Today**

* Please refer to Medicine Today Mechanical Specifications

Booking & Material Deadlines 2024

Issue	Booking Deadline	Material Deadline
April	06 March	14 March
October	06 September	16 September

Extensions available on request.

Circulation

General practitioners	23,110
Cardiology specialists	1169
Endocrinologists	579
Miscellaneous Subscribers	271
Advertisers/agencies	262
Total	25,391

4 Colour Display Advertising

All quoted rates are GSTHexclusive

Space	Casual
Full page	\$9650
DPS*	\$18,910
1/2 horizontal DPS*	\$13,920
1/2 horizontal**	\$7250
1/2 junior	\$6750
1/2 vertical	\$6290
1/3 horizontal**	\$5320
1/3 square	\$4850
1/3 vertical	\$4360
2/3 vertical	\$8580

Notes:

* Refer to Medicine Today Mechanical Specifications

** 1/2 and 1/3 page horizontals are available as nonbleed ads only, except when purchased as double page spreads

Preferred Positions

Consecutive left or right hand pages

(on all pages except the first page) Plus 10%

Other preferred positions

Plus 10%

Other Advertising Positions

Cameo advertisements	\$2130
Carrier sheet	\$8100
(discounts available on multiple issues)	
Belly wrap – GPs*	\$28,340
Belly fold – GPs*	\$37,110
Cover gatefold*	\$40,350
False Cover – GPs*	\$29,170
False Cover – Full run*	\$32,750
False Cover – Specialists*	\$14,130
False Cover + OBC FP – GPs**	\$34,577
False Cover + OBC FP – Full run**	\$38,157

Fixed inserts – 65% of applicable full page 4 colour rate per page

* Price includes printing

† False cover must include FP on OBC

Trading Terms

Agency commission of 10% is paid to advertising agencies for all accounts settled within 30 days from the end of the month of invoice.

e-Newsletter Advertising

Advertising space is available on *Cardiology Today's* biannual electronic Table of Contents (eTOC) in each relevant month.

More than **15,760** registered users have opted in to receive email communications, with average open rates of **30 to 40%**.

Sponsorship of 1 digital ad in 1eTOC:

m-rec	\$1910 (ex GST)
half page	\$3820 (ex GST)
Leaderboard	\$3240 (ex GST)



Advertising Standards

Advertisements submitted to *Cardiology Today* are subject to editorial approval and have no influence on editorial content or presentation. Advertisers are responsible for ensuring that advertisements comply with Commonwealth and State and Territory laws and any industry code of conduct.

Editorial Policy

Cardiology Today is a peer reviewed clinical journal and the editorial content is completely independent of advertising. All editorial material is embargoed before publication.

Pain Management Today

Now a dedicated section in **Medicine Today**

* Please refer to Medicine Today Mechanical Specifications

Booking & Material Deadlines 2024

Issue	Booking Deadline	Material Deadline
July	6 June	17 June
December	6 November	14 November

Extensions available on request.

Circulation

General practitioners	23,110
Cardiologists	1169
Endocrinologists	579
Miscellaneous subscribers	271
Advertisers/agencies	262
Total	25,391

e-Newsletter Advertising

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Sponsorship of 1 digital ad in 1 eTOC:

m-rec	\$1910 (ex GST)
half page	\$3820 (ex GST)
Leaderboard	\$3240 (ex GST)



Advertising Standards

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Editorial Policy

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4 Colour Display Advertising

All quoted rates are GSTH exclusive

Space	Casual
Full page	\$9650
DPS*	\$18,910
1/2 horizontal DPS*	\$13,920
1/2 horizontal**	\$7250
1/2 junior	\$6750
1/2 vertical	\$6290
1/3 horizontal**	\$5320
1/3 square	\$4850
1/3 vertical	\$4360
2/3 vertical	\$8580

Notes:

* Refer to Medicine Today Mechanical Specifications

** 1/2 and 1/3 page horizontals are available as nonbleed ads only, except when purchased as double page spreads

Preferred Positions

Consecutive left or right hand pages (on all pages except the first page)	Plus 10%
Other preferred positions	Plus 10%

Other Advertising Positions

Cameo advertisements	\$2130
Carrier sheet (discounts available on multiple issues)	\$8100
Belly wrap – GPs*	\$28,340
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False Cover – GPs*	\$29,170
False Cover + FP – GPs*	\$34,577
False Cover – Specialists*	\$14,130
False Cover – Full run*	\$32,750
False Cover + FP – Full run*	\$38,157
Fixed inserts – 65% of applicable full page 4 colour rate per page	

* Price includes printing

Trading Terms

Agency commission of 10% is paid to advertising agencies for all accounts settled within 30 days from the end of the month of invoice.

MedicineToday Journals

EndocrinologyToday • Respiratory MedicineToday • DermatologyCollection • Focus on cardiometabolic matters • CardiologyToday • Pain ManagementToday

Journal Size

Trimmed size is 273 mm deep x 207 mm wide, saddle stitched.
Include **3 mm bleed** on all edges.
All live copy must be kept at least **10 mm** from outer edges.

Advertisement Sizes

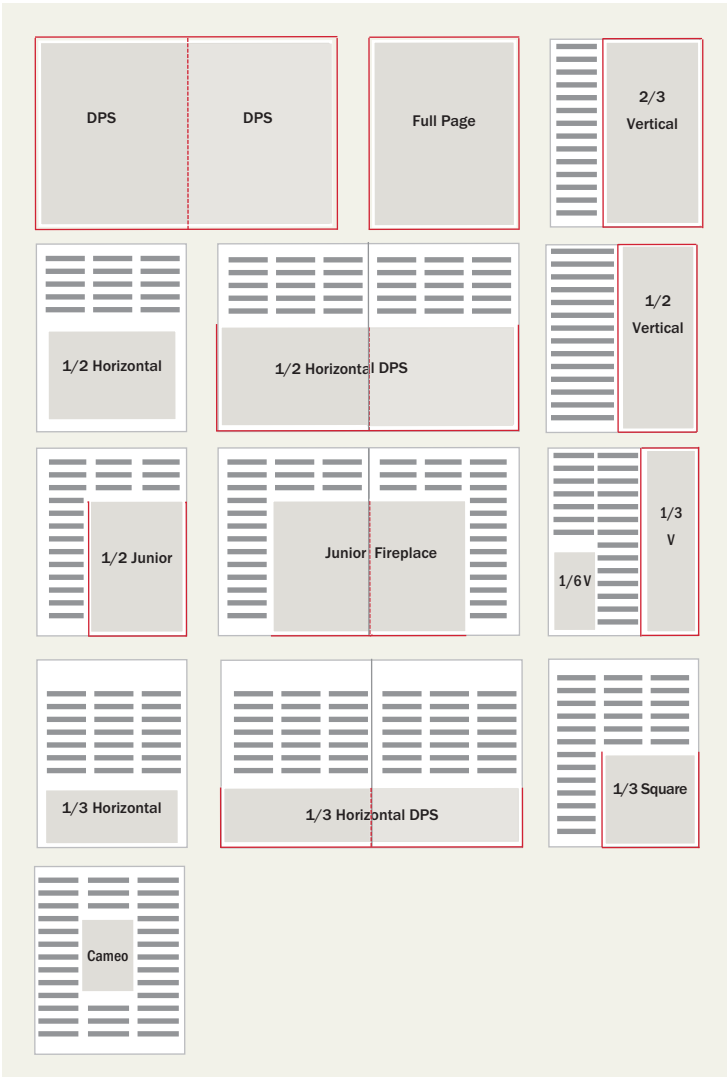
See list of ad sizes on this page. Other sizes may be available upon application.

Notes

* **DPS Advertising in CardiologyToday and Pain ManagementToday**
These are now dedicated sections within the *Medicine Today* publication a **Perfect Bound** journal (please refer to *Medicine Today Mechanical Specifications*).

Ad Sizes		(Depth x Width)
DPS*	Trim size	273 mm x 414 mm
	Bleed size	279 mm x 426 mm
	Type	253 mm x 374 mm
Full page	Trim size	273 mm x 207 mm
	Bleed size	279 mm x 213 mm
	Type	253 mm x 187 mm
2/3 page vertical	Trim size	273 mm x 132 mm
	Bleed size	279 mm x 138 mm
	Type	253 mm x 115 mm
1/2 page horizontal†	Trim size	125 mm x 174 mm
	Bleed size	-
	Type	115 mm x 174 mm
1/2 page horizontal DPS**	Trim size	135 mm x 414 mm
	Bleed size	138 mm x 426 mm
	Type	125 mm x 374 mm
1/2 page junior **	Trim size	185 mm x 132 mm
	Bleed size	188 mm x 138 mm
	Type	165 mm x 110 mm
Junior fireplace **	Trim size	185 mm x 264 mm
	Bleed size	188 mm x 276 mm
	Type	165 mm x 220 mm
1/2 page vertical	Trim size	273 mm x 102 mm
	Bleed size	279 mm x 108 mm
	Type	253 mm x 85 mm
1/3 page horizontal **†	Trim size	80 mm x 174 mm
	Bleed size	-
	Type	80 mm x 174 mm
1/3 page horizontal DPS **	Trim size	90 mm x 414 mm
	Bleed size	93 mm x 426 mm
	Type	80 mm x 374 mm
1/3 page vertical	Trim size	273 mm x 72 mm
	Bleed size	279 mm x 78 mm
	Type	253 mm x 55 mm
1/6 page vertical ‡	Trim size	120 mm x 55 mm
	Bleed size	-
	Type	120 mm x 55 mm
Cameo	Trim size	75 mm x 55 mm
	Bleed size	-
	Type	75 mm x 55 mm

* DPS Advertising in *CardiologyToday* and *Pain ManagementToday* are now dedicated sections within the *Medicine Today* publication a Perfect Bound journal (please refer to *Medicine Today Mechanical Specifications*).
** Not available for PI.
† Available as nonbleed ad only, except when purchased as a spread.
‡ Available for PI only.



MedicineToday Journals

Endocrinology Today • Respiratory Medicine Today • Dermatology Collection • Focus on cardiometabolic matters • Cardiology Today • Pain Management Today

Mechanical Specifications

Material Delivery

- Via email (up to 15 MB only) to:
prueanderson@medicinetoday.com.au
mariamarmora@medicinetoday.com.au
- Over 15 MB – please use a file transfer link of your choosing e.g. wetransfer

Material Instructions

- Publication name
- Issue date
- Key number
- Ad size
- Special instruction/positioning

Electronic File Requirements (High-resolution Acrobat PDF only)

High-resolution PDFs must be supplied with a minimum of **3 mm bleed** and **visible crop marks**. Colour bars, crop marks and registration marks must be at least 5 mm away from trim.

CHECK LIST

Screen

- Four colour – 133 lines per inch

Colour

- Hi-res Pdfs must be supplied in **CMYK**
- RGB, PMS and Spot colours must be converted to process colour
- Total ink weight should not exceed 310% with a 90% black maximum

Images

- **CMYK**
- **JPG** or **TIFF** format
- Hi-resolution required, minimum of 300 dpi at 100% scaling
- Black and white line art, minimum 1200 dpi at 100% scaling
- All transparencies must be flattened

Booking and Delivery of Material:

Prue Anderson, Group Sales & Marketing Manager
prueanderson@medicinetoday.com.au

Amy Scholefield, Sales & Marketing Co-ordinator
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PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

Type

- Postscript fonts or outline fonts should be used – do not use TrueType fonts
- All fonts should be embedded
- All live copy must be kept 10 mm from all edges
- Any type less than 10 pt bold is not suitable for reverse printing
- Body copy text that is black should be set to 100% black, not a 4 colour makeup of black
- Solid black background areas should have an additional 30% of cyan tint to provide additional density

Proofs

- Supply a 3DAP digital colour proof of the artwork at 100%.

Note. Medicine Today cannot be held responsible for colour discrepancies in print if there are inaccuracies in electronic files supplied to us or if an industry standard proof is not provided.

If further technical information is required, visit: www.3dap.com.au

Although the internal production process may verify that material is within specification, the onus is placed firmly on the tradehouse/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take place. Late material may miss these checking procedures that could pick up possible problems/errors.

Important Notes for Designers of Double Page Spreads (DPS) – Saddle Stitched

- DPS must be supplied as two single pages, left and right
- Include 3 mm bleed on all edges
- Avoid running type across the gutter on a DPS
- Spacing of letters in headings or large text should clear the gutter
- All live copy must be kept at least 10 mm from outer edges

