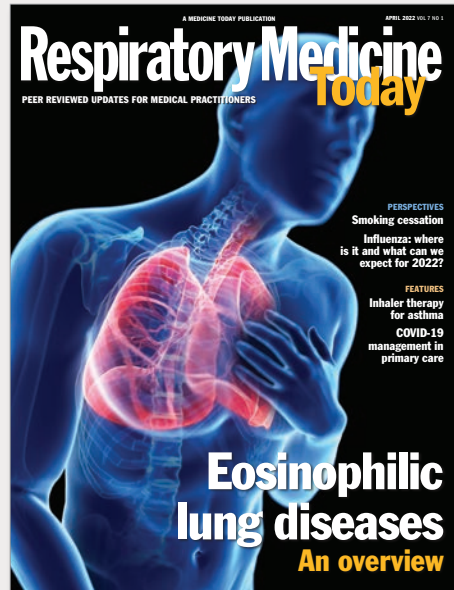


# MedicineToday Journals

## MEDIA KIT 2023

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



Now a dedicated section in **Medicine Today**



**76 Journal Watch**

**FEATURE**

**80 New guidelines for cardiovascular genetic testing: what the GP needs to know**  
 Belinda Gray, Christopher Seman  
 Cardiac genetic testing has evolved rapidly, is increasingly available and is becoming part of standard clinical cardiology practice. Important practical considerations are needed before embarking on cardiac genetic testing, and interpretation of results is complex, requiring multidisciplinary input.

**PERSPECTIVE**

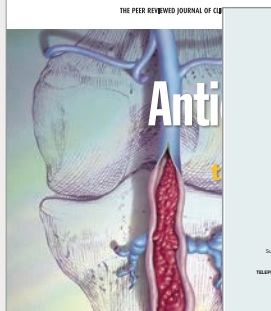
**86 CT coronary angiography for assessing chest pain**  
 Nick S. Lee, Abdul Rahman Adnan, Christian Hamilton-Craig  
 CT coronary angiography is a noninvasive diagnostic modality that has advantages over stress testing for detecting or ruling out coronary artery disease in patients with stable chest pain.

**ECG EDUCATION**

**89 A young girl with Tumor syndrome and an abnormal ECG**  
 Vanessa Mear  
 The parents of a 5-year-old girl are concerned about her growth and the work up includes cardiac investigations. What does the ECG show?



Now a dedicated section in **Medicine Today**



**60 Journal Watch from the NZJM Group**

**FEATURE**

**62 Complex regional pain syndrome. An early diagnosis improves outcomes**  
 Christopher Woodgate, Esther Dube  
 Early referral to a specialised pain service offers the best chance of recovery to patients with complex regional pain syndrome.

**PERSPECTIVE**

**67 Cancer pain management: what are the controversies?**  
 Taylor Bergman, Philip Gould, Janet R. Hardy  
 This article considers some of contentious therapeutic therapies for refractory cancer pain and the evidence base for their use.

**OSWP SEMINAR BRISBANE 2022**

**73 Opioid best practice. New standard: new paradigm**  
 Emily Lush  
 Held in Brisbane in March 2022, this seminar focused on opioid reduction strategies, safe opioid prescribing, communication between hospitals and GPs and adapting to the new Opioid Analgesic Stewardship in Acute Pain Clinical Standard.

# MedicineToday Journals

Endocrinology Today • Respiratory Medicine Today • Dermatology Collection • Cardiology Today • Pain Management Today

## Backed by more than 65 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 peer review process, commissioning program and author suggestions, the Editorial Advisory Boards 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 • 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

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

### Advertising

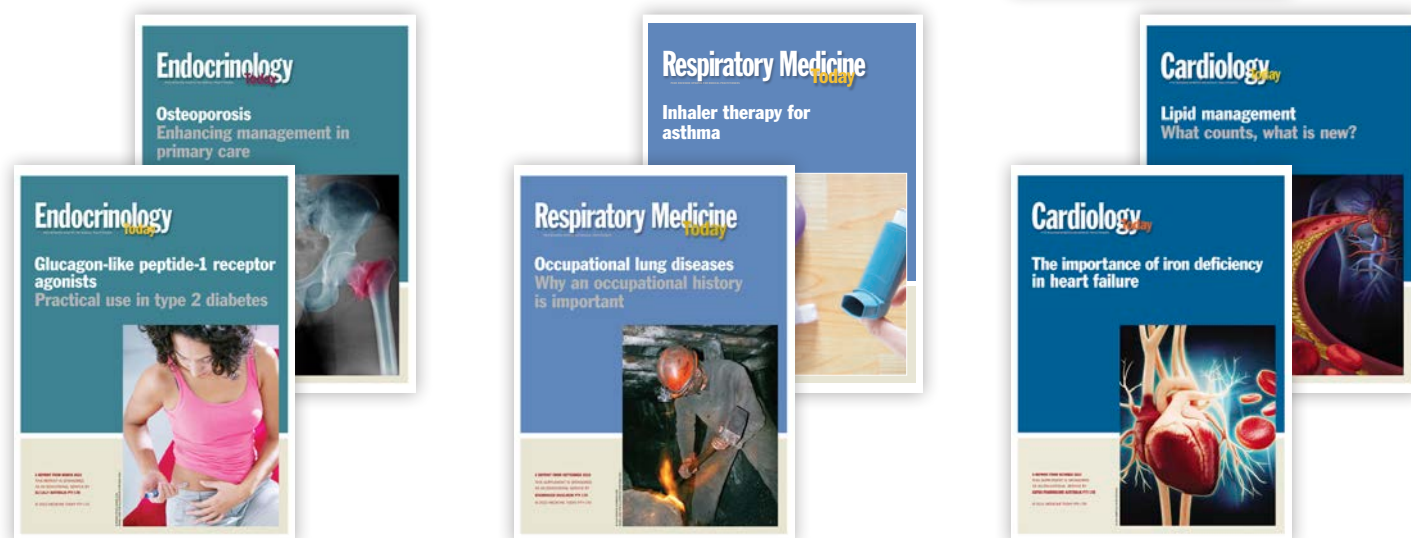
FP advertising is allowed where space is available. Size of the reprint can increase to include ads. Sponsor acknowledgement is on front cover, in addition to standard disclaimer at end.

### 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      |

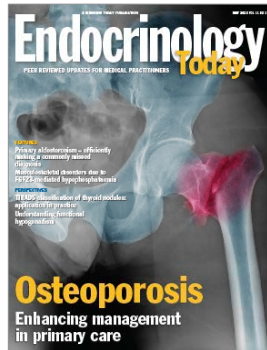
All prices exclude GST and are not media commissionable. Larger quantities can be quoted on request.

Ask our team for pricing of PDF licenses 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

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

## Biography

Professor Roger Chen is Senior Staff Specialist at St Vincent's Hospital, Sydney, and holds academic appointments as Conjoint Professor, UNSW Sydney and Clinical Professor, The University of Sydney.

His major clinical focus is on diabetes and diabetes complications such as mental illness but clinical interests span the range of general endocrine disorders. He has been Endocrine Lead in the establishment of metabolic services for those with mental illness at St Vincent's Hospital and previously for the Sydney Local Health District. He has been lead in the Australian Diabetes Society Position Statement on Mental Illness and Diabetes and is part of the Expert Advisory Group on Diabetes and Mental Illness for the National Diabetes Supply Scheme. He is a member of the Education Advisory Committee for the Australian Diabetes Society.

Roger teaches widely at both undergraduate and postgraduate levels. He co-ordinates the endocrinology unit of the Masters' of Internal Medicine Programme for The University of Sydney and is on the Scientific Advisory Committee of the Rebecca Cooper Foundation. He is a reviewer for journals such as PLOS-1 and other journals.

PEER REVIEWED FEATURE

## Menopausal hormone therapy

### Tips and pitfalls

KATH WHITTON, RODNEY BABER

1 2 3 4 5

Medicine Today's Dermatology Quiz

An 18-year-old man with facial papules and pustules.

What is the diagnosis?

Medicine Today's ONLINE CPD JOURNAL PROGRAM

## Current Issue

NOVEMBER 2022

PEER REVIEWED

### FEATURES

Menopausal hormone therapy: tips and pitfalls  
KATH WHITTON, RODNEY BABER

Metabolic bone disease in people with chronic kidney disease  
HENRY GUO, MATTHEW DABABSEWICZ, JASNA ALEKSOVIC

Thyroid nodules: benign or potentially malignant?  
RAY WANG, ROSEMARY WONG

### PERSPECTIVES

Thyroid hormone replacement therapy in hypothyroidism  
LUBA ROSI, DUNCAN TOPPUS

Diabetic foot disease – managing cardiovascular risk  
NAMSON S. LAU, SASKIA SCHWARZER

## Booking & Material Deadlines 2023

| Issue    | Booking Deadline | Material Deadline |
|----------|------------------|-------------------|
| February | 06 January       | 16 January        |
| May      | 04 April         | 14 April          |
| August   | 05 July          | 13 July           |
| November | 04 October       | 12 October        |

## Circulation

|                           |               |
|---------------------------|---------------|
| General practitioners     | 23,110        |
| Endocrinologists          | 579           |
| Miscellaneous subscribers | 271           |
| Advertisers/agencies      | 252           |
| <b>TOTAL</b>              | <b>24,212</b> |



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

## e-Newsletter Advertising

M-rec 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 in to receive email communications, with average open rates of **30 to 40%**.

Sponsorship of 1 m-rec in 1 eTOC is **\$1850 (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*

Suite 210, 40 Yeo Street, Neutral Bay NSW 2089  
PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

## 4 Colour Display Advertising 2023

All quoted rates are GST exclusive

| Space                | Casual   |
|----------------------|----------|
| DPS                  | \$20,520 |
| Junior DPS/Fireplace | \$15,630 |
| Full page            | \$10,430 |
| 2/3 vertical         | \$9380   |
| 1/2 horizontal*      | \$7820   |
| 1/2 junior           | \$7290   |
| 1/2 vertical         | \$6780   |
| 1/3 horizontal*      | \$5720   |
| 1/3 square           | \$5120   |
| 1/3 vertical         | \$4680   |

\* 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 \$2400 (ex GST)

Note: where IFC is booked as spread, loading applies on second page only, i.e. an additional \$2400.

## 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:

|  |          |
|--|----------|
| <b>Cameo advertisements</b>  | \$1890   |
| <b>Belly wrap – GPs*</b>   | \$24,970 |
| <b>Belly wrap – Full run*</b>                                      | \$31,000 |
| <b>Belly fold – GPs*</b>   | \$32,720 |
| <b>Belly fold – Full run*</b>                                      | \$38,720 |
| <b>Cover gatefold – GPs*</b>                                       | \$35,560 |
| <b>Cover gatefold – Full run*</b>                                  | \$41,580 |
| <b>False Cover – GPs* + OBC FP†</b>                                | \$28,740 |
| <b>False Cover – Full run* + OBC FP†</b>                           | \$30,630 |
| <b>Fixed inserts</b> (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 Editors-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.<sup>1</sup>

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](http://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



**Professor Peter Frith** MB BS, FRACP, FThorSoc  
Professor in Respiratory Medicine at Flinders University School  
of Medicine, and Adjunct Professor at University of  
South Australia Health Sciences Faculty, Adelaide, SA



Editors-in-Chief and Co-Chairs of the Editorial Advisory Board,  
Respiratory Medicine Today

# Respiratory Medicine Today

## Booking & Material Deadlines 2023

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

## Circulation

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

## e-Newsletter Advertising

M-rec 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 m-rec in 1 eTOC is **\$1850 (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*

Suite 210, 40 Yeo Street, Neutral Bay NSW 2089  
PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

## 4 Colour Display Advertising 2023

All quoted rates are GST exclusive

| Space                | Rate     |
|----------------------|----------|
| DPS                  | \$19,470 |
| Junior DPS/Fireplace | \$14,870 |
| Full page            | \$9900   |
| 2/3 vertical         | \$8930   |
| 1/2 horizontal*      | \$7420   |
| 1/2 junior           | \$6930   |
| 1/2 vertical         | \$6440   |
| 1/3 horizontal*      | \$5450   |
| 1/3 square           | \$4960   |
| 1/3 vertical         | \$4470   |

\* 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 \$2400 (ex GST)

Note: where IFC is booked as spread, loading applies on second page only, i.e. an additional \$2400.

## 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:

|  |          |
|--|----------|
| <b>Cameo advertisements</b>  | \$1890   |
| <b>Belly wrap – GPs*</b>   | \$24,970 |
| <b>Belly wrap – Full run*</b>                                      | \$31,000 |
| <b>Belly fold – GPs*</b>   | \$32,720 |
| <b>Belly fold – Full run*</b>                                      | \$38,720 |
| <b>Cover gatefold – GPs*</b>                                       | \$35,560 |
| <b>Cover gatefold – Full run*</b>                                  | \$41,580 |
| <b>False Cover – GPs* + OBC FP†</b>                                | \$28,740 |
| <b>False Cover – Full run* + OBC FP†</b>                           | \$30,630 |
| <b>Fixed inserts</b> (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



## Dermatology Collection Editor-in-Chief...

**Associate Professor  
Gayle Fischer**  
OAM MB BS, MD, FACD MD  
Editor-in-Chief and  
Chair  
of the Editorial Advisory  
Board, Dermatology



## Biography

Associate Professor Gayle Fischer is a senior Gynaecological and Paediatric Dermatologist at The Royal North Shore Hospital and an Associate Professor of Dermatology, Sydney Medical School Northern, The University of Sydney. Her main clinical and research interest is vulvovaginal skin disease. She has been working and researching in this field for more than 20 years and holds a Doctor of Medicine degree from The University of Sydney for her thesis 'Vulval disease in children and adults'.

She is a member of Research Gate with a score in the top 10% of members. She has published more than 100 original scientific research articles in peer-reviewed journals and has been an invited speaker at local and international conferences. She is the coauthor of a textbook on vulval disease and also a patient-focused website, Care Down There. Associate Professor Fischer supervises PhD, Masters and Honours students.

She has been Chief Examiner and Dean of Education as well as Board member of the Australasian College of Dermatologists and is a past President of the Australia and New Zealand Vulvovaginal Society. She is currently a member of the International Society for the Study of Vulvar Disease and the Society for Pediatric Dermatology.

## 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. *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.



## Booking & Material Deadlines 2023

| Issue    | Booking Deadline | Material Deadline |
|----------|------------------|-------------------|
| July     | 05 June          | 14 June           |
| December | 03 November      | 15 November       |

## Circulation

|                            |               |
|----------------------------|---------------|
| General practitioners      | 23,110        |
| Dermatologists             | 581           |
| Immunologists & Allergists | 189           |
| Miscellaneous subscribers  | 271           |
| Advertisers/agencies       | 252           |
| <b>TOTAL</b>               | <b>24,403</b> |

## 4 Colour Display Advertising

All quoted rates are GST exclusive

| Space                | Rate     |
|----------------------|----------|
| DPS                  | \$18,620 |
| Junior DPS/Fireplace | \$14,220 |
| Full page            | \$9490   |
| 2/3 vertical         | \$8540   |
| 1/2 horizontal*      | \$7110   |
| 1/2 junior           | \$6650   |
| 1/2 vertical         | \$6150   |
| 1/3 horizontal*      | \$5220   |
| 1/3 square           | \$4740   |
| 1/3 vertical         | \$4270   |

\* 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 \$2400 (ex GST)

Note: where IFC is booked as spread, loading applies on the second page only, i.e. an additional \$2400.

## 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              | \$1890   |
| Belly wrap – GPs*                 | \$24,970 |
| Belly wrap – Full run*            | \$31,000 |
| Belly fold – GPs*                 | \$32,720 |
| Belly fold – Full run*            | \$38,720 |
| Cover gatefold – GPs*             | \$35,560 |
| Cover gatefold – Full run*        | \$41,580 |
| False Cover – GPs* + OBC FP†      | \$28,740 |
| False Cover – Full run* + OBC FP† | \$30,630 |

**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

M-rec 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 m-rec in 1 eTOC is **\$1850 (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

Suite 210, 40 Yeo Street, Neutral Bay NSW 2089  
PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

# Cardiology Today

## Now a dedicated section in **Medicine Today**

\* Please refer to Medicine Today Mechanical Specifications

## Booking & Material Deadlines 2023

| Issue   | Booking Deadline | Material Deadline |
|---------|------------------|-------------------|
| April   | 09 March         | 17 March          |
| October | 08 September     | 15 September      |

Extensions available on request.

## Circulation

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

## e-Newsletter Advertising

M-rec 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 **20 to 25%**.

Sponsorship of 1 m-rec in 1 eTOC is **\$1850** (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.

## 4 Colour Display Advertising

All quoted rates are GSTHexclusive

| Space               | Casual   |
|---------------------|----------|
| Full page           | \$9190   |
| DPS*                | \$18,010 |
| 1/2 horizontal DPS* | \$13,260 |
| 1/2 horizontal**    | \$6900   |
| 1/2 junior          | \$6430   |
| 1/2 vertical        | \$5990   |
| 1/3 horizontal**    | \$5070   |
| 1/3 square          | \$4620   |
| 1/3 vertical        | \$4150   |
| 2/3 vertical        | \$8170   |

### 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 \$2030

Carrier sheet \$7710  
(discounts available on multiple issues)

Belly wrap – GPs<sup>†</sup> \$26,990

Belly fold – GPs<sup>†</sup> \$35,340

Cover gatefold<sup>†</sup> \$38,430

False Cover – GPs<sup>†</sup> \$27,780

False Cover + Full page – GPs<sup>†</sup> \$32,930

False Cover – Specialists<sup>†</sup> \$13,460

False Cover – Full run<sup>†</sup> \$31,190

False Cover + Full page – Full run<sup>†</sup> \$36,340

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

<sup>†</sup> 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.

# Pain Management Today

Now a dedicated section in **Medicine Today**

\* Please refer to Medicine Today Mechanical Specifications

## Booking & Material Deadlines 2023

| Issue | Booking Deadline | Material Deadline |
|-------|------------------|-------------------|
| July  | 8 June           | 19 June           |

Extensions available on request.

## Circulation

|                           |               |
|---------------------------|---------------|
| General practitioners     | 23,110        |
| Cardiologists             | 1169          |
| Endocrinologists          | 579           |
| Miscellaneous subscribers | 271           |
| Advertisers/agencies      | 262           |
| <b>Total</b>              | <b>25,391</b> |

## e-Newsletter Advertising

M-rec advertising space is available on *Pain Management 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 m-rec in 1 eTOC is **\$1850 (ex GST)**.



## Advertising Standards

Advertisements submitted to *Pain Management 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

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

## 4 Colour Display Advertising

All quoted rates are GSTH exclusive

| Space               | Casual   |
|---------------------|----------|
| Full page           | \$9190   |
| DPS*                | \$18,010 |
| 1/2 horizontal DPS* | \$13,260 |
| 1/2 horizontal**    | \$6900   |
| 1/2 junior          | \$6430   |
| 1/2 vertical        | \$5990   |
| 1/3 horizontal**    | \$5070   |
| 1/3 square          | \$4620   |
| 1/3 vertical        | \$4150   |
| 2/3 vertical        | \$8170   |

### 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<br>(on all pages except the first page) | Plus 10% |
|--|----------|

|                           |          |
|---------------------------|----------|
| Other preferred positions | Plus 10% |
|---------------------------|----------|

## Other Advertising Positions

|   |          |
|---|----------|
| Cameo advertisements                                      | \$2030   |
| Carrier sheet<br>(discounts available on multiple issues) | \$7710   |
| Belly wrap – GPs†   | \$26,990 |
| Belly fold – GPs†   | \$35,340 |
| Cover gatefold†   | \$38,430 |
| False Cover – GPs†  | \$27,780 |
| False Cover + Full page – GPs†                            | \$32,930 |
| False Cover – Specialists†                                | \$13,460 |
| False Cover – Full run†                                   | \$31,190 |
| False Cover + Full page – Full run†                       | \$36,340 |

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 • CardiologyToday • Pain ManagementToday

## Journal Size

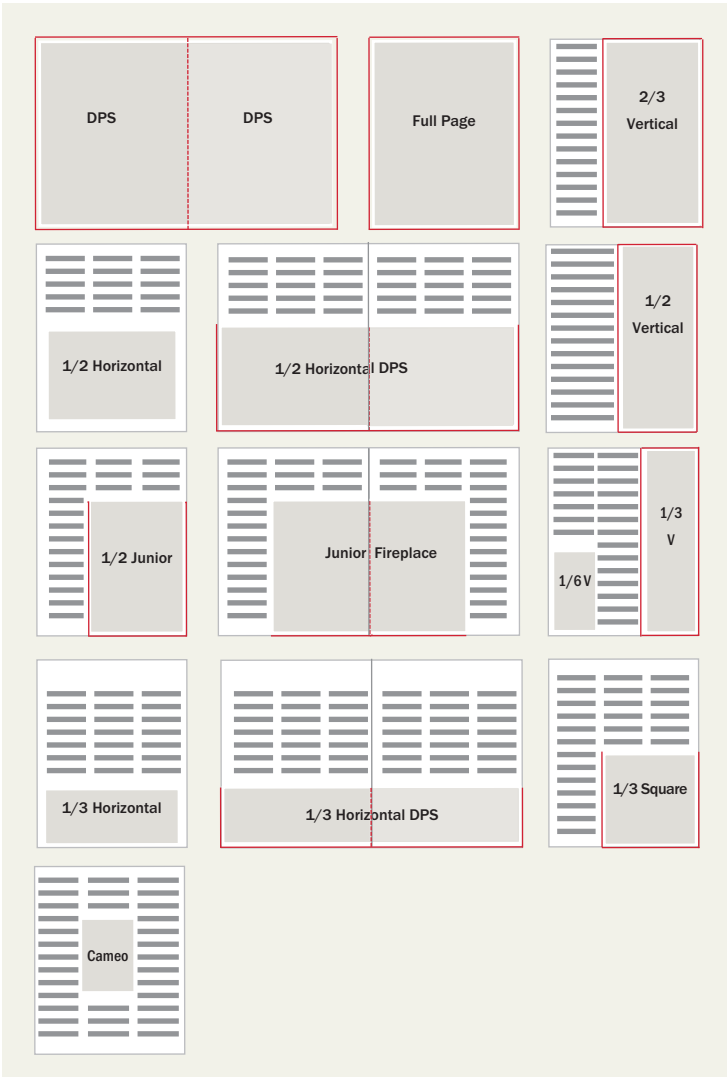
Trimmed size is 273 mm deep x 207 mm wide, saddle stitched.  
Include **3 mm bleed** on all edges.  
All live copy must be kept at least **10 mm** from outer edges.

## Advertisement Sizes

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

## Notes

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

# MedicineToday Journals

EndocrinologyToday • Respiratory MedicineToday • DermatologyCollection • CardiologyToday • Pain ManagementToday

## 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 (Hi-res Acrobat PDF only)

Hi-res 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

### 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](http://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

## 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

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