

MedicineToday

PEER REVIEWED UPDATES FOR MEDICAL PRACTITIONERS

MEDIA KIT 2023



**The most read medical publication for
Australian GPs**

GP Readership & Digital Media 2021 survey

**Australia's leading journal of diagnosis
and treatment**

More than 65 years of editorial excellence ...

Medicine Today (formerly Modern Medicine) has been continuously published in Australia since 1957. Australia's only independent, peer reviewed journal of clinical practice, *Medicine Today* is written by doctors for GPs and selected specialists.

The editorial content provides authoritative and practical clinical information covering all the major fields of medicine and is commissioned following discussions with members of the Board of Honorary Consultants and other senior consultants. All invited authors hold senior roles in their respective fields of medicine.

The Board of Honorary Consultants ... behind the scenes

Having major input into *Medicine Today's* peer review process, commissioning program and author suggestions, the Board of Honorary Consultants has a vital role in maintaining the journal's high editorial standards. The Board comprises more than 50 key specialists and GPs as its members, encompassing all major fields of medicine. Members meet three times a year in Sydney to discuss editorial and publishing issues related to the journal.

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.

Every article published in *Medicine Today* has been rigorously reviewed by a minimum of two specialists in the relevant field of medicine and one GP, who represents our readership.

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

The result is a consensus on any given topic – meaning you can be sure your product message is delivered in the most credible 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 Content

GP Education

Online CPD Journal Program

Medicine Today provides a comprehensive Online Continuing Professional Development (CPD) Journal Program for GPs. Vocationally registered GPs are required to participate in CPD to maintain their core general practice skills.

Medicine Today's Online CPD Journal Program is accredited by the Royal Australian College of General Practitioners (RACGP) for its Quality Improvement and Continuing Professional Development (QI&CPD) Program. Hence, doctors vocationally registered with the RACGP can support their professional development needs by participating in *Medicine Today's* CPD program.

Each month, CPD modules based on feature articles published in the current issue of *Medicine Today* are added to the online CPD program. GPs can earn CPD points by completing each CPD module online.

The aims of *Medicine Today's* Online CPD Journal Program are to help GPs to:

- update and review their knowledge of diagnosis and treatment of patients with various conditions
- keep up to date with the use of newer pharmacological agents
- apply their knowledge to clinical cases
- update their knowledge on risk factors, and enhance the practice of preventive medicine
- consider systems-based approaches to enhancing patient safety
- continue developing their skills in communicating with patients
- increase their awareness of psychosocial factors and their relevance in causing and in the course of disease
- increase the application of evidence-based medicine and keep abreast of current data relevant in general practice.

Peer Reviewed Articles

In Brief

Aimed at the busy GP, the 'In Brief' section comprises timely short news reports of current research.

Feature articles

Peer reviewed articles covering particular areas of general medicine in depth are published in each issue of *Medicine Today*. These commissioned articles provide practical information relevant to GPs in their day-to-day practice.

Regular series

A selection of commissioned, short, peer reviewed articles on specific areas of medicine form the 'Regular series' section of *Medicine Today*.

Regular series include:

- Clinical case review – case studies in general practice
- Complementary medicine update
- Dermatology clinic
- Drug update
- Emergency medicine
- Gastroenterology clinic
(in association with the Gastroenterological Society of Australia)
- Infectious diseases clinic
- Medicolegal matters
- Men's health
- Nutrition clinic
- Ophthalmology clinic
- Pain management clinic
- Pathology clinic
- Perspectives in dermoscopy
- Practical procedures
- Psychological medicine
- Rheumatology clinic
(in association with the Australian Rheumatology Association)
- Sexual health clinic
- Sports medicine
- Therapeutics clinic
- Travel medicine update
- Women's health

Supplements

We regularly publish collections of peer reviewed articles on specific disease states, funded by sponsorship. The editorial content of these supplements and is subjected to *Medicine Today's* usual peer review and editorial processes.

NEJM Journal Watch

Brief, up-to-date summaries of research articles published in major medical journals, provided by the NEJM Group, a division of the Massachusetts Medical Society, comprise the Journal Watch section of *Medicine Today*.

The only group of journals that reach:

- General Practitioners
- Endocrinologists
- Cardiologists
- Pain Management Specialists
- Dermatologists
- Respiratory Medicine Specialists

With six different titles, producing 23 issues over 12 months, the **Medicine Today Group** brings Australia's healthcare professionals the most comprehensive, independent, peer reviewed clinical coverage available.

For further information, including rates and deadlines, please contact **Prue Anderson** or **Amy Scholefield**

Telephone: **02 9908 8577**.

2023 Publication Schedule*

*COVERS SHOWN ARE INDICATIVE ONLY



MT Jan/Feb
Combined issues



Includes a
CardiologyToday section



Includes a
Pain ManagementToday section



Includes a CardiologyToday section



Includes a
Pain ManagementToday section

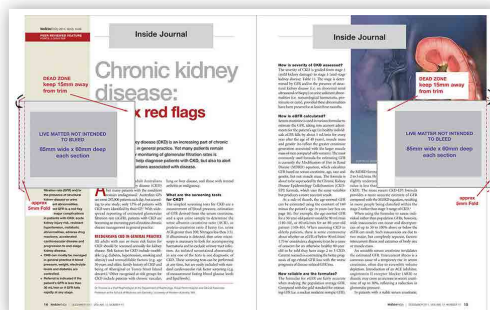
Brand Awareness

Run of book advertising reinforces your brand message every month.

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

- False front covers
- Belly wraps
- Belly fold
- Front cover gatefolds
- Fixed inserts
- Loose inserts/onserts

Templates available on request.



Advertorial

Products & Services News

Advertorial style positions including approximately 150 words plus a pack shot.

Please supply hi-res jpg images, full PI, media release and/or approx 150-word summary.

Cost = \$1500 excluding GST

Article Reprint Options: available as printed copies and license 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 *Cardiology Today*, *Endocrinology Today*, *Pain Management Today* and *Respiratory Medicine Today*.

Distribution: printed copies

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

Licensed PDFs

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

Advertising

FP advertising is available when space permits. The page count can be increased to include ads, where possible. Sponsor acknowledgement appears on the front cover, in addition to a standard disclaimer at the back.

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. Other quantities can be quoted on request.



Reprint collections/Supplements

A *Medicine Today* article reprint collection or supplement builds a collection of articles on a specific topic, giving doctors the chance to gain a comprehensive understanding of that subject and providing you with exclusive advertising rights.

Distribution

Supplements are distributed to the *Medicine Today* readership of approximately 23,000 GPs nationwide, piggy-backing an issue of the journal.

Advertising

Advertising space is made available wherever pagination allows throughout the collection. As a minimum, sponsor acknowledgement is available on the front cover (company name, and optional logo) plus FP advertising pages on the inside front cover, inside back cover and outside back cover.

Pricing

Sponsorship costs are based on overall size, i.e. number of pages that make up the document. This will depend on the number of articles included, their individual length and any advertising pages included.

Due to the nature of offset printing, pages can only be added in sections of 4. Sponsors can purchase additional copies for their sales reps, conference events or any other purpose for a nominal fee.

Continuing Professional Development

Medicine Today provides a comprehensive Online Continuing Professional Development (CPD) Journal Program for GPs, accredited by the Royal Australian College of General Practitioners (RACGP) for its Quality Improvement and Continuing Professional Development (QI&CPD) Program.

Optional CPD modules as part of a reprint collection start at \$10,000 excluding GST.



Booking & Material Deadlines 2023

Advertising Rates 2023

Booking & Material Deadlines

Issue	Booking	Material Deadline
Deadline		
Jan/Feb	12 January	20 January
March	10 February	20 February
April*	09 March	17 March
May	11 April	19 April
June	10 May	18 May
July†	08 June	19 June
August	10 July	18 July
September	10 August	18 August
October*	08 September	15 September
November	09 October	17 October
December†	08 November	16 November

* April & October incorporating **Cardiology Today**

† June & December incorporating **Pain Management Today**


Scheduled Mailing Dates

Jan/Feb - December issues 1st week of the month

Circulation

General practitioners	23,110
Specialists	
Cardiologists	1169
Endocrinologists	579
Other	
Miscellaneous subscribers (overseas doctors, etc)	271
Advertisers, agencies, etc	262
Total	25,391

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



25,391 Average Net Print Distribution

Medicine Today is independently audited under the AMAA's
CAB Total Distribution Audit.
Audit Period: 01/10/2021-30/09/2022 (Yearly Audit)

4 Colour Display Advertising

All quoted rates are GST 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:

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

Preferred Positions

Inside front spread	Applicable rate plus 25%
Outside back cover	Applicable rate plus 50%
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 (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

Advertising Rates 2023 continued

Prescribing Information

All quoted rates are GST exclusive

Space	Casual
FP	\$6340
DPS	\$9070
1/2 V	\$4150
1/3 V	\$2860
2/3 V	\$5410
1/6 V	\$1700

Loose Onserts

(Dimensions must be no greater than journal size)

	Casual	
	Full	GP
2 pages	\$8380	\$7290
4 pages	\$12,600	\$10,890

Inserts

Fixed inserts

By arrangement. See below for stock weight. Offset cartridge is not acceptable. Artwork in PDF format must be submitted for approval prior to printing. Costs of printing inserts is additional to advertising rate, quotes available on request.

Loose onserts

The maximum trim size of loose onserts is 260 mm x 200 mm. Acceptance of onserts is by prior arrangement, conditional on approval of stock and final copy. All material is to be delivered to the mailing house one week prior to publication date.

Confirm quantities with the Publisher before printing.

Submit samples for approval prior to printing.

Costs of printing inserts is additional to advertising rate, quotes available on request.

Maximum stock weight (all inserts – loose and fixed)

2 pages (single leaf) – 130 gsm

4 pages (two leaves) – 110 gsm

Standard inserts must be printed on flexible paper stock, not board.

For reply paid mailers, use appropriate card stock.

Contract Levels

Advertisers not meeting their specified contract levels will be surcharged.

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.

Advertising Standards

Advertisements submitted to 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

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 ACN 089 519 264
Suite 210, 40 Yeo Street, Neutral Bay NSW 2089
PO Box 1473, Neutral Bay, NSW 2089

Telephone: **02 9908 8577**

Mechanical Specifications

Material delivery

- **Email** (up to 15 MB only):
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 (*Medicine Today*)
- 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.

CHECKLIST

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 greater density

Proofs

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

Note that *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, please visit: www.3dap.com.au

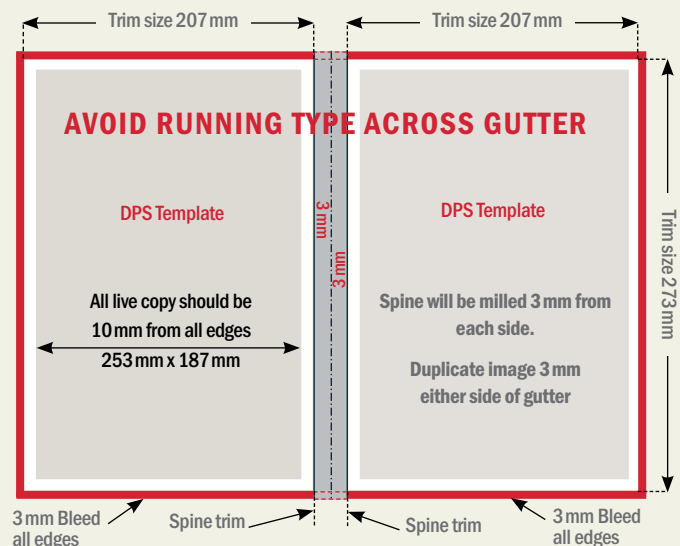
Although the internal production process may verify that the provided material is within specification, the onus is placed firmly on the tradehouse/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take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

Important Notes for Designers of Double Page Spreads (DPS) – Perfect Bound

Medicine Today is perfect bound. Before the cover is adhered, 3 mm is milled from the spine, resulting in a total loss of 6 mm of image across the gutter. There may be a further visual loss of image due to the spine fold. To compensate for these issues and ensure correct alignment of the DPS:

- Supply files as two single pages, left and right.
- Include 3 mm bleed on all edges, including the spine.
- The spine bleed should duplicate the image by 3 mm on both sides of the spine trim to ensure perfect read over. Provision of this extra image also enables us to make adjustments for potential visual loss due to the fold.
- Avoid breaking words or letters across the gutter.
- When headings cross the gutter, increase word spacing by a further 2 to 3 mm at the spine trim to reduce visual loss.
- All live copy should be at least 10 mm from all edges.

Please request our DPS template for more detailed instructions.



Mechanical Specifications continued

Journal Size

Trimmed size is 273 mm deep x 207 mm wide, perfect bound.

Include **3 mm bleed** on all edges.

All live copy must be kept at least 10 mm from all edges.

Advertisement Sizes

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

* Not available for PI.

** Available for PI only.

† As *Medicine Today* is perfect bound, any material that is to appear across a DPS must be supplied as two single pages, left and right, with 3 mm bleed on all sides, including 3 mm of duplicated image on the binding edge of each page.

See the DPS template on the previous page under 'Mechanical Specifications' or request our detailed template.

†† Available as a nonbleed ad only.

Cameo

Trim size	75 mm x 55 mm
Bleed size	–
Type	75 mm x 55 mm

Ad sizes

(Depth ≥ 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	132 mm x 414 mm
	Bleed size	135 mm x 426 mm
	Type	115 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 square*	Trim size	134 mm x 114 mm
	Bleed size	140 mm x 120 mm
	Type	114 mm x 94 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

Online Advertising Opportunities

Outstanding online advertising opportunities at medicinetoday.com.au

medicinetoday.com.au is designed to entice healthcare professionals to explore the archive and discover the depth and breadth of peer reviewed clinical material available to them.

Make sure your online strategy includes space on Australia's fastest growing online clinical resource for today's doctors and the doctors of tomorrow.

At medicinetoday.com.au all registered users have access to:

- CPD modules for the 2023 - 2025 triennium
- More than 3000 peer reviewed clinical articles
- More than 50 different medical topics
- More than 100 patient handouts, ready to print
- More than 200 clinical flowcharts
- More than 40 supplements
- The full Dermatology Quiz archive
- The archive of clinical articles back to 2000
- The full content from sister titles *Cardiology Today*, *Endocrinology Today*, *Pain Management Today* and *Respiratory Medicine Today*.

Advertising Size Options

Masthead Positions

Leaderboard 728W x 90H pixels

Display Positions

Half Page 300W x 600H pixels

Medium Rectangle 300W x 250H pixels

Billboard (size TBC)

Specifications

- Accepted formats are: html5, JPG, GIF, animated GIF*
- Colour must be RGB. Resolution is 72dpi
- Animation and looping is permitted
- Maximum file size is 100KB
- Please supply click-through URL instructions with order

* We strongly advise against swf files as flash is now blocked by most browsers.

Choose from full exposure (ROS) or qualified medical audience only.

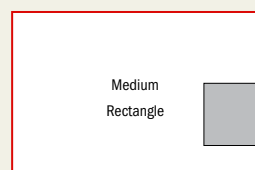
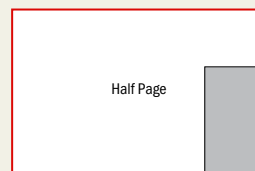
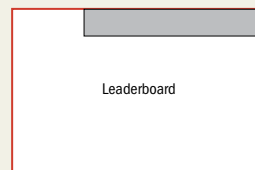
All web advertising is rotated with a 20% share of voice. All advertising is display run of network (including all journal publication sites unless otherwise instructed).

The screenshot shows the Medicine Today website interface. At the top, there's a navigation bar with links like Home, Information, CPD, About Us, Contact, Our Journals, and Multimedia. A search bar is also present. The main content area features a large article titled 'Stress-induced asthma: Key insights for prevention and management' by Sarah A. Hiles, Vanessa L. Clark, Peter G. Gibson, and Vanessa McDonald. Below this, there's a 'Current Issue' section with 'Peer Reviewed Feature Articles' and 'Peer Reviewed Regular Series'. A 'Dermatology Quiz' is also visible on the left. On the right, there's a section for 'WHAT'S THE ROLE OF GIP IN TYPE 2 DIABETES' and a 'Question of the Week' from NEJM Knowledge+.

Monthly site statistics*

Users:	42,324
Pageviews:	180,398
Pages/Session:	3.6
Avg. Session Duration:	1 min 30 sec

* Google Analytics Sept 2022 qtr av.



Online Advertising Prices 2023

Ad Size	Monthly Sponsorship
Leaderboard	\$3420 excl. GST
Half page	\$3790 excl. GST
Medium rectangle	\$2640 excl. GST

10% loading for concurrent positions, i.e. medium rectangle and leaderboard ads are served at same time on a page.

Prices include 10% agency commission and exclude GST.

Online Advertising Opportunities continued

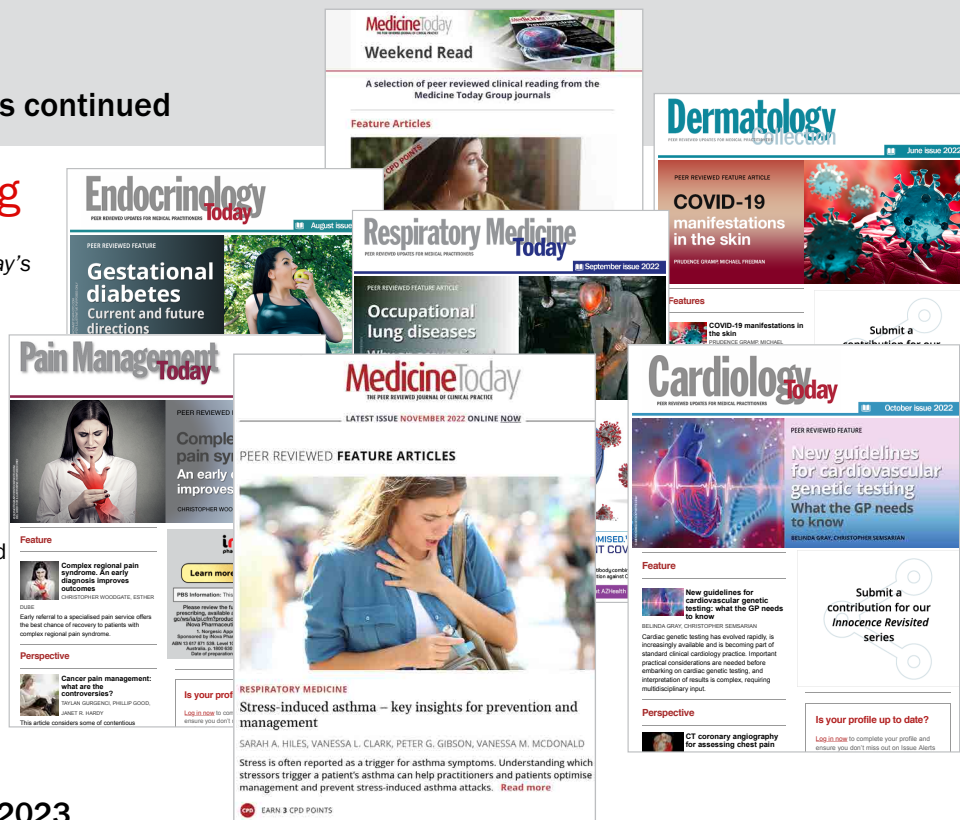
e-newsletter advertising

Advertising space is available on *Medicine Today's* regular email communications.

More than 18,120 registered users have opted in to receive email communications from *Medicine Today*, with average open rates of 30 to 40%.

Standard online display space is available for sponsorship on our regular electronic Tables of Contents (eTOC) for *Medicine Today* and its sister publications, *Dermatology Quizzes*, *Weekend Read* and various *Health Day alerts*.*

*Please contact Prue Anderson or Amy Scholefield for further information.



e-Newsletter Sponsorship Pricing 2023

	M-rec / Half pageFrequency			Material Due	Spaces Available
Medicine Today eTOC	\$1640	\$3790	Every month	1st of relevant month	5 M-recs/Half pages
Endocrinology Today eTOC	\$1850	\$3790	Feb, May, Aug & Nov	1st of relevant month	4 M-recs/Half pages
Pain Management Today eTOC	\$1850	\$3790	July	1st of relevant month	2 M-recs
Cardiology Today eTOC	\$1850	\$3790	Apr & Oct	1st of relevant month	2 M-recs
Respiratory Medicine Today eTOC	\$1850	\$3790	April & Sep	1st of relevant month	4 M-recs/Half pages
Dermatology Collection eTOC	\$1850	\$3790	June, December	1st of relevant month	2 M-recs
Dermatology Quiz	\$1640	\$3180	Fortnightly	3 days prior	1 M-rec
Misc. Health Day alert	\$3420	\$6640	Ad hoc basis	3 days prior	2 M-recs
Weekend Read	\$1590	\$3180	Every week	Friday 1 week prior	5 M-recs/Half pages
Solus eDM opportunities	\$8390				
Limited – speak to our team for more information					
Prices include 10% agency commission and exclude GST.					

Advertising Specifications

Medium Rectangle (M-rec): 300W x 250H pixels

Half Page: 300W x 600H pixels

- Accepted formats are: JPG, GIF, animated GIF (cannot accept SWF)
- Colour must be RGB. Resolution is 72dpi
- Animation and looping is permitted
- Maximum file size is 100KB
- Please supply click-through URL instructions with order

Booking and material delivery

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

Amy Scholefield, Sales & Marketing Co-ordinator
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