

MedicineToday

PEER REVIEWED UPDATES FOR MEDICAL PRACTITIONERS

MEDIA KIT 2024



The most read medical publication for
Australian GPs

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 and refereed by doctors for Australian GPs, specialists and other health professionals.

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 the major fields of medicine. The 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 represent 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 the 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 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 is subjected to *Medicine Today's* usual peer review and editorial processes.

New England Journal of Medicine 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 reaches:

- 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.

2024 Publication Schedule*

*COVERS SHOWN ARE INDICATIVE ONLY



Impact Advertising

Brand Awareness

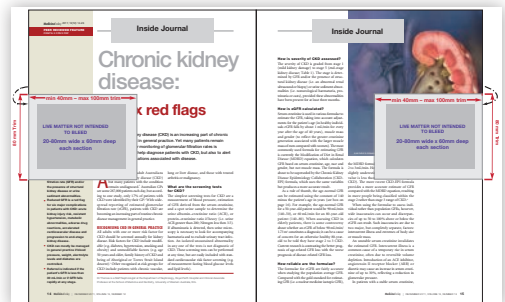
Medicine Today can help you increase brand awareness.

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.

[illegible]

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 approximate 150-word summary.

Cost = \$1650 excluding GST

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 *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	\$8409	\$8701	\$10,331	\$12,529
8 Pages	\$9285	\$10,039	\$13,282	\$18,540
12 Pages	\$13,974	\$15,388	\$21,030	\$28,194
16 Pages	\$15,296	\$16,249	\$22,368	\$29,547

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 representatives, 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 2024

Advertising Rates 2024

Booking & Material Deadlines

Issue	Booking	Material Deadline
Deadline		
Jan/Feb	11 January	19 January
March	09 February	19 February
April*	06 March	14 March
May	09 April	17 April
June	08 May	16 May
July†	06 June	17 June
August	08 July	16 July
September	08 August	16 August
October*	06 September	16 September
November	09 October	15 October
December†	06 November	14 November

* April & October incorporating **Cardiology Today**

† July & 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
1748	
Other	
Miscellaneous subscribers (overseas doctors, etc)	271
Advertisers, agencies, etc	262
533	
Total	25,391

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



4 Colour Display Advertising

All quoted rates are GST exclusive

Space	Casual
Full P age	\$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:

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

Fixed Inserts 65% of applicable full page 4 colour rate per page

† Price includes printing

Advertising Rates 2024 continued

Prescribing Information

All quoted rates are GST exclusive

Space	Casual
FP	\$6660
DPS	\$9520
1/2 V	\$4360
1/3 V	\$3000
2/3 V	\$5680
1/6 V	\$1790

Loose Onserts

(Dimensions must be no greater than journal size)

	Full	GP
2 pages	\$8800	\$7650
4 pages	\$13,230	\$11,430

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 × 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
 Mobile: **0410 317059**

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**

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 (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.

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

Note that *Medicine Today* cannot be held responsible for colour discrepancies in print if there are inaccuracies in electronic files supplied to us.

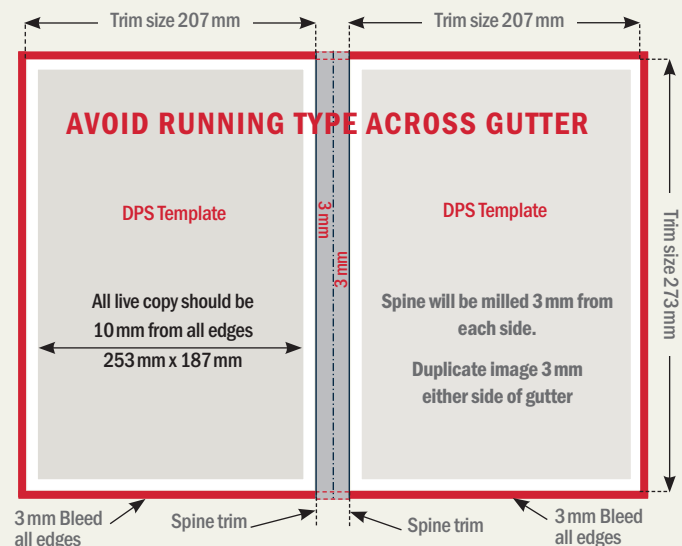
Although the internal production process may verify that the provided material is within specification, the onus is placed firmly on the tradehouse/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take 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 × 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 × 55 mm
Bleed size	–
Type	75 mm × 55 mm

Ad Sizes

(Depth × Width)

DPS†	Trim size	273 mm × 414 mm
	Bleed size	279 mm × 426 mm
	Type	253 mm × 374 mm
Full Page	Trim size	273 mm × 207 mm
	Bleed size	279 mm × 213 mm
	Type	253 mm × 187 mm
2/3 Page Vertical	Trim size	273 mm × 132 mm
	Bleed size	279 mm × 138 mm
	Type	253 mm × 115 mm
1/2 Page Horizontal† †	Trim size	125 mm × 174 mm
	Bleed size	–
	Type	115 mm × 174 mm
1/2 page Horizontal DPS*†	Trim size	132 mm × 414 mm
	Bleed size	135 mm × 426 mm
	Type	115 mm × 374 mm
1/2 Page Junior*	Trim size	185 mm × 132 mm
	Bleed size	188 mm × 138 mm
	Type	165 mm × 110 mm
Junior Fireplace*†	Trim size	185 mm × 264 mm
	Bleed size	188 mm × 276 mm
	Type	165 mm × 220 mm
1/2 Page Vertical	Trim size	273 mm × 102 mm
	Bleed size	279 mm × 108 mm
	Type	253 mm × 85 mm
1/3 Page Horizontal*† †	Trim size	80 mm × 174 mm
	Bleed size	–
	Type	80 mm × 174 mm
1/3 Page Horizontal DPS*†	Trim size	90 mm × 414 mm
	Bleed size	93 mm × 426 mm
	Type	80 mm × 374 mm
1/3 Page Square*	Trim size	134 mm × 114 mm
	Bleed size	140 mm × 120 mm
	Type	114 mm × 94 mm
1/3 Page Vertical	Trim size	273 mm × 72 mm
	Bleed size	279 mm × 78 mm
	Type	253 mm × 55 mm
1/6 Page Vertical**	Trim size	120 mm × 55 mm
	Bleed size	–
	Type	120 mm × 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 × 90H pixels

Display Positions

Half Page 300W × 600H pixels

Medium Rectangle 300W × 250H pixels

Billboard 970W × 250H pixels

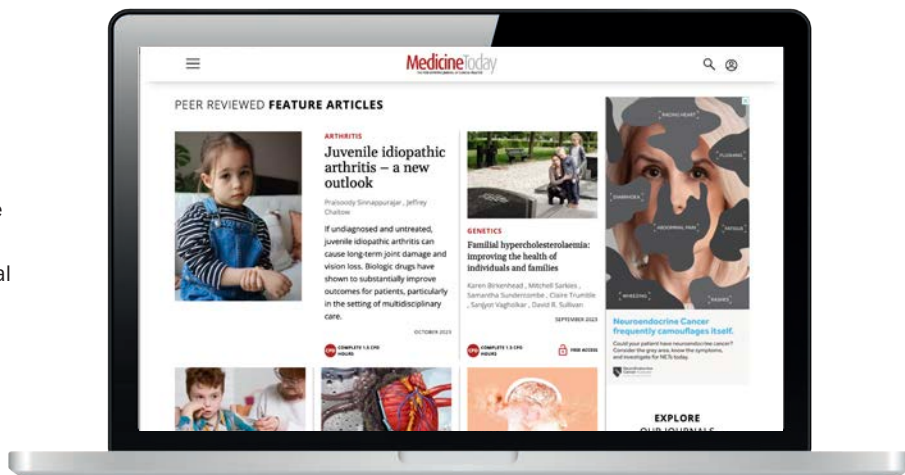
Specifications

- Accepted formats are: html5, JPG, GIF, animated GIF*
- Colour must be RGB. Resolution is 72 dpi
- 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).

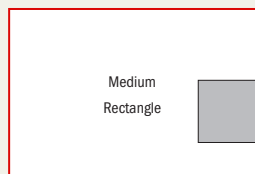
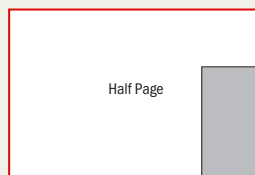
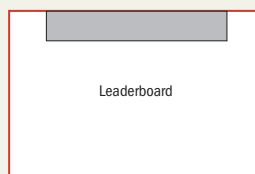
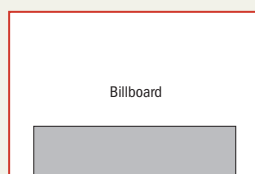


Monthly site statistics*

Users:	57,347
Pageviews:	232,179
Pages/Session:	3
Avg. Session Duration:	1 min 5 sec

*Google Analytics May, Jun, Jul 2023 qtr avg.

Online Advertising Prices 2024	
Ad Size	Monthly Sponsorship
Billboard (home page)	\$4300 excl. GST
Leaderboard	\$3590 excl. GST
Half page	\$3980 excl. GST
Medium rectangle	\$2770 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

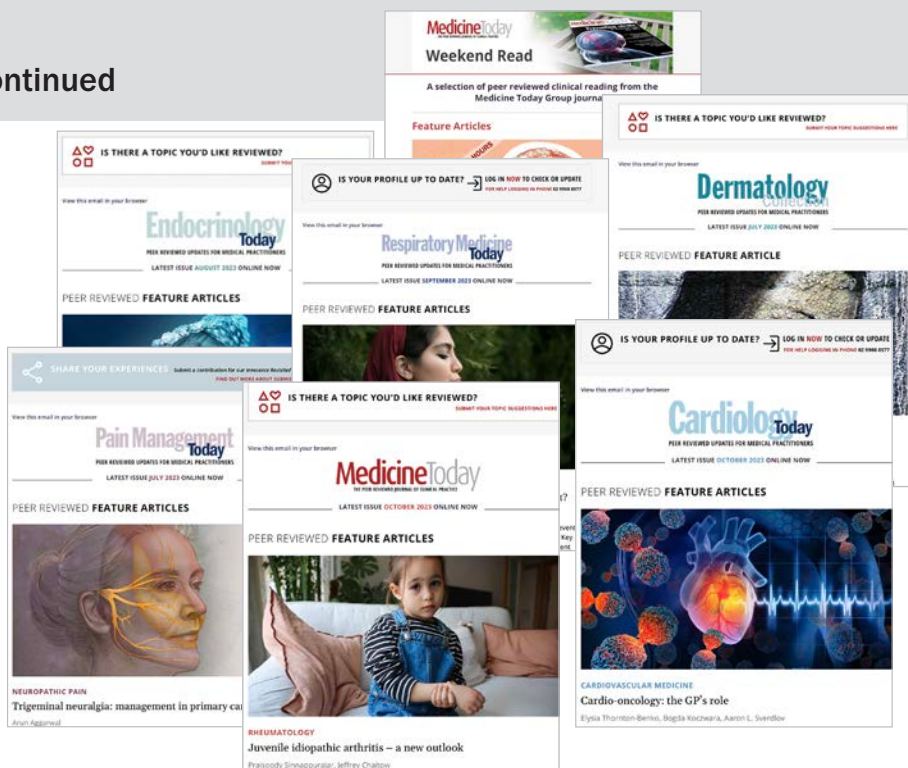
e-newsletter advertising

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

More than 18,120 registered users have opted 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 2024*

	Leaderboard	M-rec	Half page	Frequency	Material Due
<i>Medicine Today</i> eTOC	\$2980	\$1690	\$3380	Every month	1st of relevant month
<i>Endocrinology Today</i> eTOC	\$3240	\$1910	\$3820	Feb, May, Aug & Nov	1st of relevant month
<i>Pain Management Today</i> eTOC	\$3240	\$1910	\$3820	Jul & Dec	1st of relevant month
<i>Cardiology Today</i> eTOC	\$3240	\$1910	\$3820	Apr & Oct	1st of relevant month
<i>Respiratory Medicine Today</i> eTOC	\$3240	\$1910	\$3820	Apr & Sep	1st of relevant month
<i>Dermatology Collection</i> eTOC	\$3240	\$1910	\$3820	Jul & Dec	1st of relevant month
<i>Dermatology Quiz</i>	\$2980	\$1690	\$3380	Fortnightly	3 days prior
<i>Misc. Health Day alert</i>	\$3980	\$3520	\$6840	Ad hoc basis	3 days prior
<i>Weekend Read</i>	\$2980	\$1690	\$3380	Every week	Friday 1 week prior

Leaderboard, M-rec and half page space available. Speak to our team for more information.

Solus eDM opportunities	Custom HTML	Frequency	Material Due
	\$8810	Limited – speak to our team for more information	2 weeks prior

* Prices include 10% agency commission and exclude GST.

Advertising Specifications

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

Half Page: 300W × 600H pixels

Leaderboard: 728W × 90H pixels

- Accepted formats are: JPG, GIF, animated GIF (cannot accept SWF)
- Colour must be RGB. Resolution is 72 dpi
- 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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