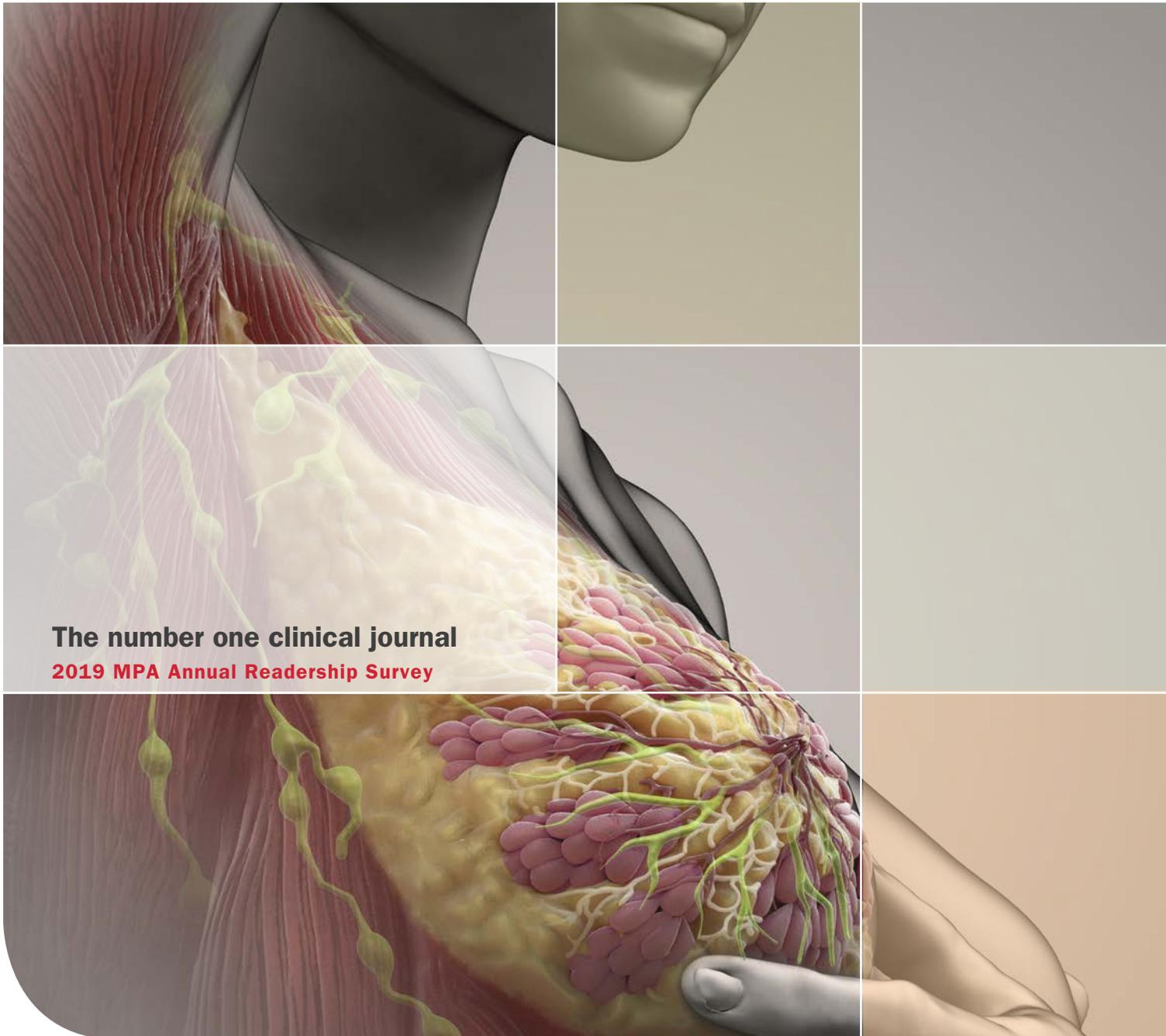


# MedicineToday

THE PEER REVIEWED JOURNAL OF CLINICAL PRACTICE

MEDIA KIT 2020



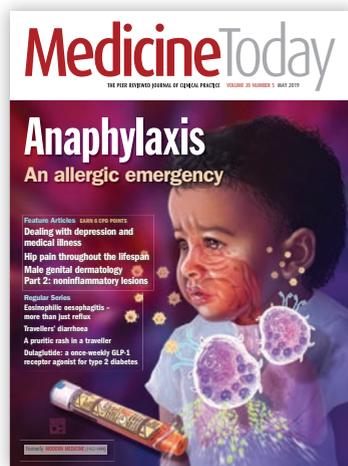
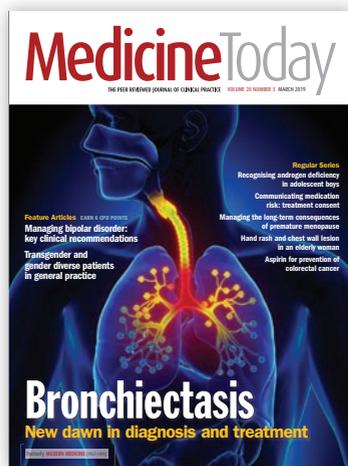
**The number one clinical journal**  
2019 MPA Annual Readership Survey

Australia's leading journal of diagnosis  
and treatment

## More than sixty five 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.

## What makes up an issue of Medicine Today?

### In Brief

Aimed at the busy GP, the 'In Brief' section comprises timely short news reports of current research, selected by a GP reviewer. It also includes the '**Products & Services News**' section for product-related news, such as launches of new medications and products, newly approved indications and new PBS listings.

### Feature articles

At least four 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. The articles in the 'Clinical investigations' series are written for GPs by members of the Royal Australasian College of Physicians.

### Regular series

A selection of commissioned, short, peer reviewed articles on specific areas of medicine form the 'Regular series' section of *Medicine Today*. Established affiliations with several medical associations and the assignment of key specialists as series editors to many of these regular 'clinics' ensures the relevance of each of these sections. 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 Digestive Health Foundation and 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

### 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*.

### Supplements

We regularly publish collections of peer reviewed articles on specific disease states as supplements, funded by sponsorship. The editorial content of these supplements remains totally independent and is subjected to *Medicine Today's* usual peer review and editorial processes. Almost all of the articles in our supplements have previously been published in *Medicine Today*. To ensure the content of each supplement is up to date, articles are revised as necessary before publication.

## 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.

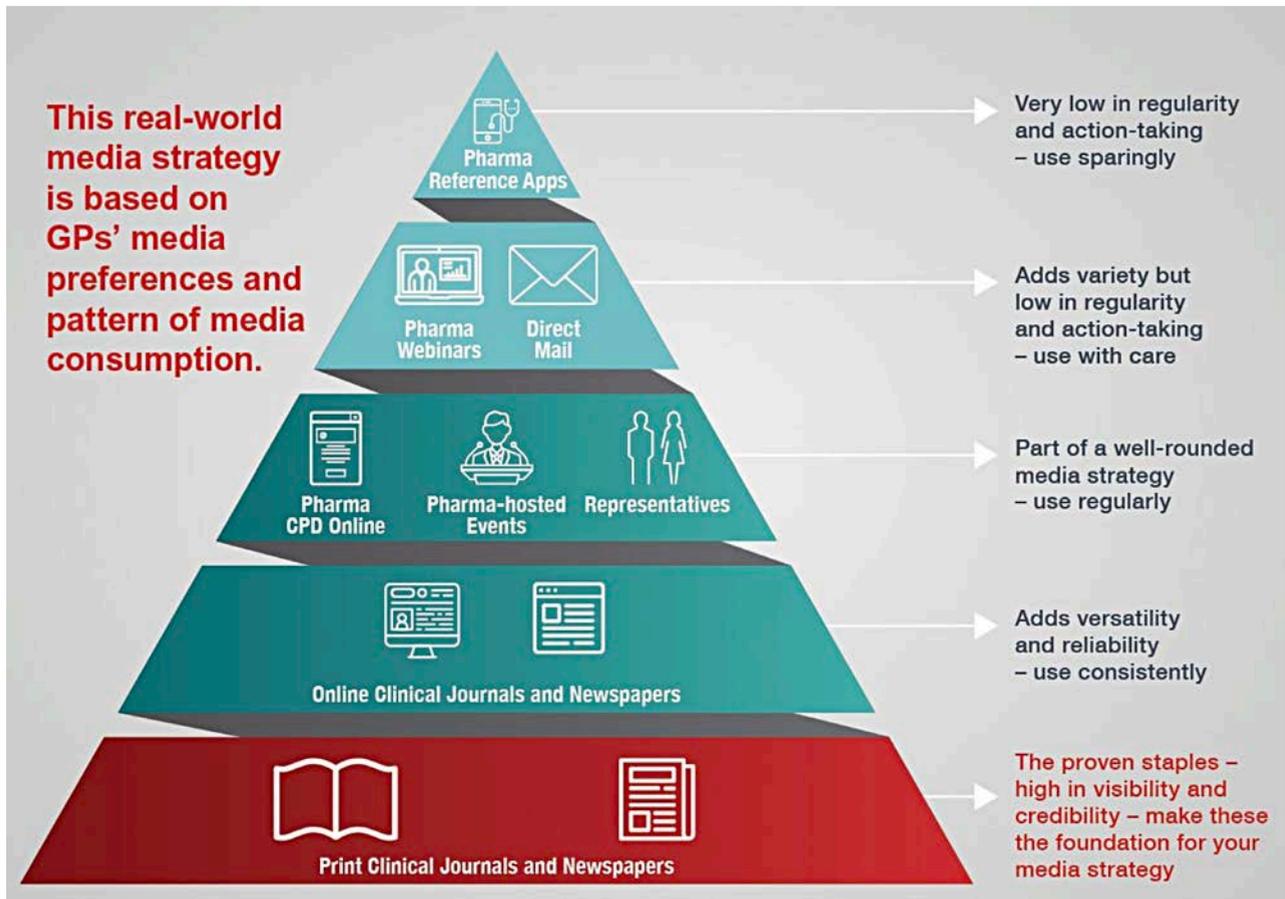
*Medicine Today's* Online CPD Journal Program is accredited by the Royal Australian College of General Practitioners (RACGP) for its Quality Improvement and Continuing Professional Development (QI&CPD) Program. Hence, doctors vocationally registered with the RACGP can support their professional development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

Each month, four CPD modules based on feature articles published in the current issue of *Medicine Today* are added to the online CPD program. GPs can earn 3 category 2 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.

## An evidence-based media strategy will save you money, increase your brand visibility and enhance your brand credibility



\* Medical Information Channel Analysis (MICA) study, Nov - Dec 2015. Competitive Advantage Research, Sydney

## GPs' love of printed medical publications overall shows no sign of diminishing.

The print publications continue to be the most favourable medium by far for the cost effective delivery and continual reinforcement of your brand message

### It's not surprising that cost is no guide to credibility in the medical media

For *Medicine Today*, credibility is pivotal as its content is exclusively clinical. As every article is a basis for action, the goal is to provide the most relevant, insightful and accurate consensus information achievable.

### Regularity of usage is highest where cost is lowest

Restricting your budget to a smaller number of select media options, and including clinical journals, can help ensure more frequent and cost-effective exposure of your message. GPs are regular users of clinical journals and infrequent users of many other media. Clinical journals are exceptionally effective in shaping GPs' actions, making them the most influential of all the main media options.



## Article Reprint Options

### 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

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 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

Size	1000 copies	2000 copies	5000 copies	10,000 copies
4 Pages	\$7297	\$7551	\$8965	\$10,872
8 Pages	\$8058	\$8711	\$11,526	\$16,088
12 Pages	\$12,126	\$13,354	\$18,249	\$24,466
16 Pages	\$13,274	\$14,101	\$19,410	\$25,640

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

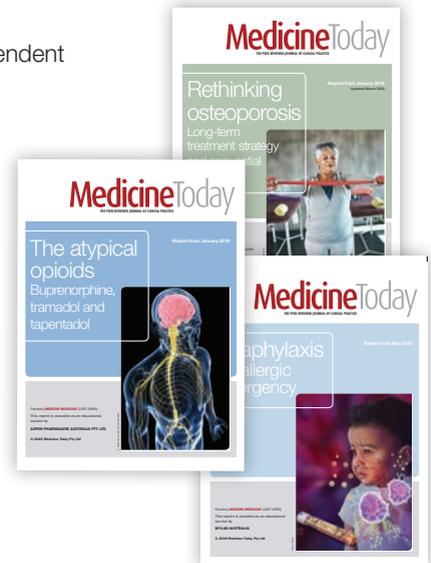
Advertising space is made available wherever pagination allows throughout the collection. As a minimum, sponsor acknowledgement is available on the front cover (company name, and optional logo) plus FP advertising pages on the inside front cover, inside back cover and outside back cover.

#### Pricing

Sponsorship costs are based on overall size, i.e. number of pages that make up the document. This will be dependant 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.



86% of GPs surveyed rated our Prescription Opioid Misuse supplement (Jun15) as Good or Very Good.

89% of GPs surveyed rated our COPD Guidelines supplement (Jul15) as Good or Very Good.

## Booking & Material Deadlines 2020

### Booking & Material Deadlines

Issue	Booking Deadline	Material Deadline
January	11 December	19 December
February	22 January	31 January
March	10 February	18 February
April*	10 March	18 March
May	06 April	16 April
June	08 May	18 May
July†	09 June	17 June
August	10 July	20 July
September	10 August	18 August
October*	08 September	16 September
November	09 October	19 October
December	09 November	17 November

\* Mar & October Incorporating **Cardiology Today**

† July Incorporating **Pain Management Today**

### Scheduled Mailing Dates

January - December issues 1st week of the month

### Circulation

General practitioners		23,170
Specialists		
Cardiologists	1036	
Endocrinologists	483	1519
Other		
Miscellaneous subscribers (overseas doctors, etc)	555	
Advertisers, agencies, etc	510	1065
<b>Total</b>		<b>25,754</b>

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



## Advertising Rates 2020

### 4 Colour Display Advertising

All quoted rates are GST exclusive

Space	Casual
Full page	\$8340
DPS	\$16,360
1/2 horizontal DPS	\$12,040
1/2 horizontal*	\$6260
1/2 junior	\$5840
1/2 vertical	\$5440
1/3 horizontal*	\$4600
1/3 square	\$4190
1/3 vertical	\$3770
2/3 vertical	\$7420

#### 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	\$1840
Carrier sheet (discounts available on multiple issues)	\$7000
Belly wrap – GPs†	\$24,510
Belly fold – GPs†	\$32,110
Cover gatefold†	\$34,910
False Cover – GPs†	\$25,240
False Cover + Full page – GPs†	\$29,870
False Cover – Specialists†	\$12,230
False Cover – Full run†	\$28,330
False Cover + Full page – Full run†	\$32,960

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

† Price includes printing

## Advertising Rates 2020 continued

### Prescribing Information

All quoted rates are GST exclusive

Space	Casual
FP	\$5760
DPS	\$8240
1/2 V	\$3770
1/3 V	\$2600
2/3 V	\$4910
1/6 V	\$1550

### Loose Onserts

(Dimensions must be no greater than journal size)

	Casual		12x		24x		36x	
	Full	GP	Full	GP	Full	GP	Full	GP
<b>2 pages</b>	\$7610	\$6620	\$7200	\$6180	\$6830	\$5810	\$6480	\$5500
<b>4 pages</b>	\$11,440	\$9890	\$10,860	\$9300	\$10,260	\$8850	\$9710	\$8190

### 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.

#### 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.

#### 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**  
Sarah Wylie, **Business Development Manager**

Medicine Today Pty Ltd ACN 089 519 264  
2/36 Bydown Street,  
Neutral Bay NSW 2089  
PO Box 1473, Neutral Bay, NSW 2089  
Telephone: **02 9908 8577**

prueanderson@medicinetoday.com.au  
sarahwylie@medicinetoday.com.au

## Mechanical Specifications

*Medicine Today* prefers ad material via Adstream, a service provider for electronic delivery of digital files, Quickcut has proven to be the most effective method of receiving and tracking your ad. As it provides the facility to check for file errors, *Medicine Today* recommends that you use this service to avoid print errors.

### Material delivery

- **Quickcut** – visit [www.quickcut.com.au](http://www.quickcut.com.au) for more information
- **Email** (up to 15 MB only):  
[prueanderson@medicinetoday.com.au](mailto:prueanderson@medicinetoday.com.au)  
[mariamarmora@medicinetoday.com.au](mailto:mariamarmora@medicinetoday.com.au)

### 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 make-up 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](http://www.3dap.com.au)*

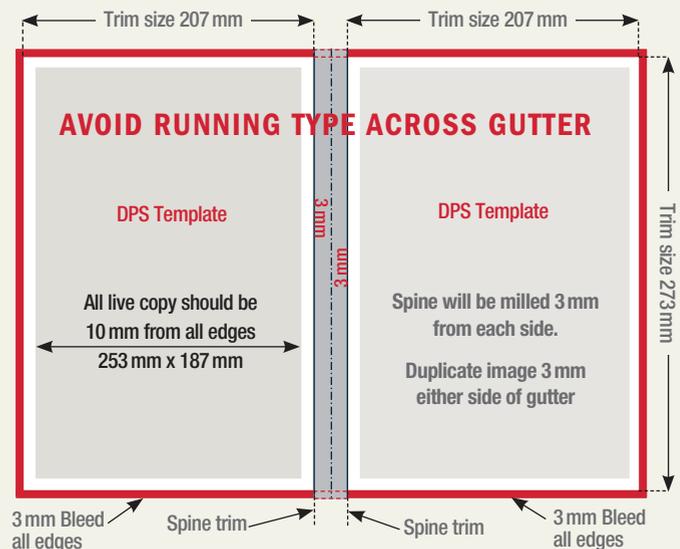
Although the internal production process may verify that the provided material is within specification, the onus is placed firmly on the tradehouse/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take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

Size	Trim size	Bleed size	Type
<b>Cameo</b>	75 mm x 55 mm	–	75 mm x 55 mm

Ad sizes		(Depth x width)
<b>DPS†</b>	Trim size	273 mm x 414 mm
	Bleed size	279 mm x 426 mm
	Type	253 mm x 374 mm
<b>Full page</b>	Trim size	273 mm x 207 mm
	Bleed size	279 mm x 213 mm
	Type	253 mm x 187 mm
<b>2/3 page vertical</b>	Trim size	273 mm x 132 mm
	Bleed size	279 mm x 138 mm
	Type	253 mm x 115 mm
<b>1/2 page horizontal**††</b>	Trim size	125 mm x 174 mm
	Bleed size	–
	Type	115 mm x 174 mm
<b>1/2 page horizontal DPS*†</b>	Trim size	132 mm x 414 mm
	Bleed size	135 mm x 426 mm
	Type	115 mm x 374 mm
<b>1/2 page junior*</b>	Trim size	185 mm x 132 mm
	Bleed size	188 mm x 138 mm
	Type	165 mm x 110 mm
<b>Junior fireplace*†</b>	Trim size	185 mm x 264 mm
	Bleed size	188 mm x 276 mm
	Type	165 mm x 220 mm
<b>1/2 page vertical</b>	Trim size	273 mm x 102 mm
	Bleed size	279 mm x 108 mm
	Type	253 mm x 85 mm
<b>1/3 page horizontal**††</b>	Trim size	80 mm x 174 mm
	Bleed size	–
	Type	80 mm x 174 mm
<b>1/3 page horizontal DPS*†</b>	Trim size	90 mm x 414 mm
	Bleed size	93 mm x 426 mm
	Type	80 mm x 374 mm
<b>1/3 page square*</b>	Trim size	134 mm x 114 mm
	Bleed size	140 mm x 120 mm
	Type	114 mm x 94 mm
<b>1/3 page vertical</b>	Trim size	273 mm x 72 mm
	Bleed size	279 mm x 78 mm
	Type	253 mm x 55 mm
<b>1/6 page vertical**</b>	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](http://medicinetoday.com.au)

medicinetoday.com.au is designed to entice doctors and student doctors 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 Australian GPs have access to:

- More than 1600 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 25 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

### 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.



## Monthly site statistics\*

Sessions:	65,223
Users:	56,739
Pageviews:	103,936
Pages / Session:	1.6
Avg. Session Duration:	1 min 3 sec

\*Google Analytics Sept 2018 qtr av.

Medicine Today in its print form has always been AMAA audited. medicinetoday.com.au is also AMAA audited.

Online Advertising Prices 2020	
Ad Size	Monthly Sponsorship
Leaderboard	\$3200 excl. GST
Half page	\$3580 excl. GST
Medium rectangle	\$2470 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 15,435 registered users have opted in to receive email communications from *Medicine Today*, with average open rates of 20 to 25%.

M-rec space is available for sponsorship on our regular electronic Tables of Contents (eTOC) for *Medicine Today* and its sister publications, *Dermatology Quizzes* and various Health Day alerts\*.

\*Please contact Prue Anderson or Sarah Wylie for further information.



### e-Newsletter Sponsorship Pricing 2020

	M-rec	Half page	Frequency	Material Due	Spaces Available
Medicine Today eTOC	\$1480	\$2960	Every month	1st of relevant month	3 M-recs
Endocrinology Today eTOC	\$1680	\$3360	Feb, May, Aug & Nov	1st of relevant month	2 M-recs
Pain Management Today eTOC	\$1680	\$3360	July	1st of relevant month	2 M-recs
Cardiology Today eTOC	\$1680	\$3360	Apr & Oct	1st of relevant month	2 M-recs
Respiratory Medicine Today eTOC	\$1680	\$3360	Mar, June & Sep	1st of relevant month	2 M-recs
Dermatology Collection eTOC	\$1680	\$3360	July	1st of relevant month	2 M-recs
Dermatology Quiz	\$1480	\$2960	Fortnightly	3 days prior	1 M-rec
Misc. Health Day alert	\$3100	\$6200	Ad hoc basis	3 days prior	2 M-recs

Prices include 10% agency commission and exclude GST.

### Advertising Specifications

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

Prue Anderson, Group Sales & Marketing Manager  
Sarah Wylie, Business Development Manager

prueanderson@medicinetoday.com.au  
sarahwylie@medicinetoday.com.au



The only group of journals that reach:

General Practitioners  
Cardiologists

Dermatologists  
Endocrinologists

Pain Management Specialists  
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 Sarah Wylie  
Telephone: 02 9908 8577.

# MedicineToday

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Medicine Today Pty Ltd ACN 089 519 264

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