

# Endocrinology Today

MEDIA KIT 2017



Written and peer reviewed by  
endocrinologists and other specialists for  
GPs

# Endocrinology Today

## Backed by more than fifty years of editorial excellence...

*Medicine Today* (formerly *Modern Medicine*) has been continuously published in Australia since 1957. Its publishers launched *Endocrinology Today* to provide a topic-specific, focused publication for general practitioners, endocrinologists and diabetes educators. *Endocrinology Today* delivers a dedicated endocrinology environment to showcase products directly to a targeted audience.

Written and peer reviewed by endocrinologists and other specialists for a GP audience, 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.

*Endocrinology Today* brings the most important clinical information to the forefront of doctors' minds in a peer reviewed publication devoted to endocrinology.

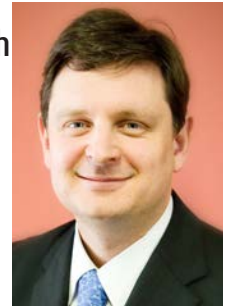
## From the Editor-in-Chief...

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

*Endocrine disorders are common conditions in clinical practice. Many endocrine diseases are highly topical because they are lifestyle based and are becoming more common with our ageing population.*

*Patients with conditions such as type 2 diabetes and Hashimoto's disease will be mainly cared for by GPs. In patients who have conditions such as type 1 diabetes and complicated thyroid and metabolic bone disorders, the GP will usually undertake a key supporting or shared care role with the specialist.*

*Endocrinology Today helps the Australian GP and general physician alike to readily access and consider up-to-date clinically relevant information from specialists in the endocrinology field. Reader-friendly presentations, including feature articles, perspectives, education pieces on acute presentations and investigations in endocrinology, clinical case studies on diagnosis and management, as well as briefings from scientific journals, are used to support and upskill primary care health professionals in modern endocrinology practice.*



Professor Stephen Twigg  
MB BS (Hons-I), PhD, FRACP  
Editor-in-Chief and Chair of the Editorial Advisory Board, Endocrinology Today

## Biography

Professor Stephen Twigg is a Professor of Medicine at Sydney Medical School, The University of Sydney, and Deputy Head of the Department of Endocrinology at Royal Prince Alfred Hospital, Sydney.

Professor Twigg has a main clinical focus in diabetes management, particularly diabetes-related complications. He has published over 90 original scientific research articles in international journals of endocrinology, and has been an invited speaker at the American Diabetes Association and International Diabetes Federation Scientific meetings. Professor Twigg supervises Postdoctoral, PhD, Masters and Honours students at the Endocrinology Research Laboratories at Royal Prince Alfred Hospital. He was chair of the Program Organising Committee of the Endocrine Society of Australia Annual Scientific Meeting, 2004-06. He is the past President of the Council of the Australian Diabetes Society, a recently completing Board Member of Diabetes Australia, and a previous Chair and member of the Specialist Advisory Committee in Endocrinology for the Royal Australasian College of Physicians.

# Endocrinology Today

## What makes up an issue of Endocrinology Today?

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

**Perspectives** – Shorter pithy articles on specific endocrinology issues

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

**Investigations in endocrinology** – 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 endocrine disorders encountered in general practice

**Briefings** – News stories from international research journals, with local commentary

## 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 in *Endocrinology Today* has been rigorously peer reviewed by a minimum of two expert consultants and by one general practitioner, who represents our main readership.

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 endocrinology 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 *Endocrinology Today's* peer review process, commissioning program and author suggestions, the Editorial Advisory Board has a vital role in maintaining the journal's high editorial standards. The board comprises key endocrinologists from different subspecialties, including metabolic bone disorders, thyroid disorders and diabetes, a diabetes educator and GPs.

## 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 *Pain Management Today*, *Endocrinology Today* and *Cardiology Today*.

## Distribution

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

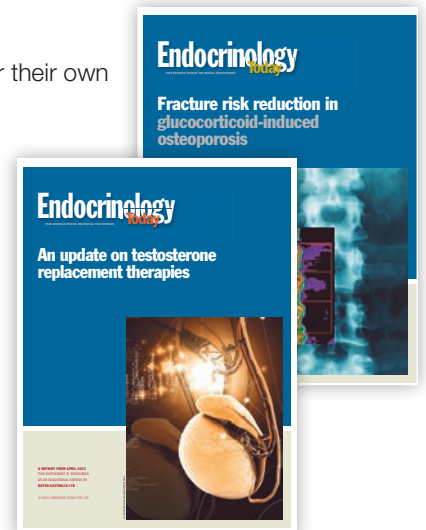
## Advertising

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

## Pricing

Size	1000 copies	2000 copies	5000 copies	10,000 copies
4 Pages	\$6020	\$6230	\$7390	\$8965
8 Pages	\$6640	\$7185	\$9500	\$13,260
12 Pages	\$9990	\$11,010	\$15,050	\$20,170
16 Pages	\$10,945	\$11,630	\$16,005	\$21,140

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



# Endocrinology Today

## Booking & Material Deadlines 2017

Issue	Booking Deadline	Material Deadline
February	09 January	11 January
April	02 March	06 March
July	30 May	01 June
October	05 September	07 September

## Circulation

GPs	21,994
Endocrinologists	460
Miscellaneous subscribers	568
Advertisers/agencies	613
<b>TOTAL = 23,635</b>	

## 4 Colour Display Advertising 2017

All quoted rates are GST exclusive

Space	Casual	4x rate
DPS	\$17,560	\$15,940
Junior DPS/Fireplace	\$13,390	\$12,170
Full page	\$8920	\$8120
2/3 vertical	\$8030	\$7310
1/2 horizontal*	\$6700	\$6090
1/2 junior	\$6240	\$5690
1/2 vertical	\$5810	\$5270
1/3 horizontal*	\$4900	\$4470
1/3 square	\$4390	\$4060
1/3 vertical	\$4010	\$3660

\* 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 \$2060 (ex GST)

Note: where IFC is booked as spread, loading applies on second page only, i.e. an additional \$2060.

## 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>	\$1620
<b>Belly wrap – GPs*</b>	\$21,380
<b>Belly wrap – Full run*</b>	\$26,530
<b>Belly fold – GPs*</b>	\$28,010
<b>Belly fold – Full run*</b>	\$33,160
<b>Cover gatefold – GPs*</b>	\$30,450
<b>Cover gatefold – Full run*</b>	\$35,600
<b>False Cover – GPs*</b>	\$19,570
<b>False Cover – Full run*</b>	\$21,320

**Fixed inserts** (65% of applicable FP 4colour 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.



*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 **10,800** registered users have opted in to receive email communications, with average open rates of **25 to 35%**.

Sponsorship of 1 m-rec in 1 eTOC is **\$1270 (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.

# Endocrinology Today

## Mechanical Specifications

*Endocrinology Today* prefers ad material via Quickcut, a service provider for electronic delivery of digital files that has proven to be the most effective method of receiving and tracking your ad. As Quickcut provides the facility to check for errors, *Endocrinology 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
- Via email (up to 15 MB only) to:  
[prueanderson@medicinetoday.com.au](mailto:prueanderson@medicinetoday.com.au)  
[maria@medicinetoday.com.au](mailto:maria@medicinetoday.com.au)

### Material instructions

- Publication name (*Endocrinology 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.

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

## Booking and delivery of material:

Prue Anderson, Group Sales & Marketing Manager  
Sarah Wylie, Sales Manager  
Endocrinology Today  
Suite 3, 134 Military Road, Neutral Bay NSW 2089  
PO Box 1473, Neutral Bay, NSW 2089  
Telephone: 02 9908 8577  
[prueanderson@medicinetoday.com.au](mailto:prueanderson@medicinetoday.com.au)  
[sarahwylie@medicinetoday.com.au](mailto:sarahwylie@medicinetoday.com.au)

### 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

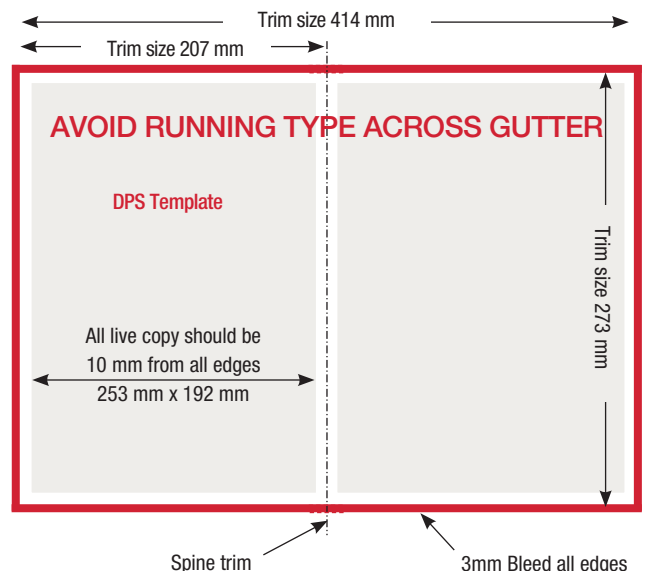
### Proofs

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

Note. *Endocrinology 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



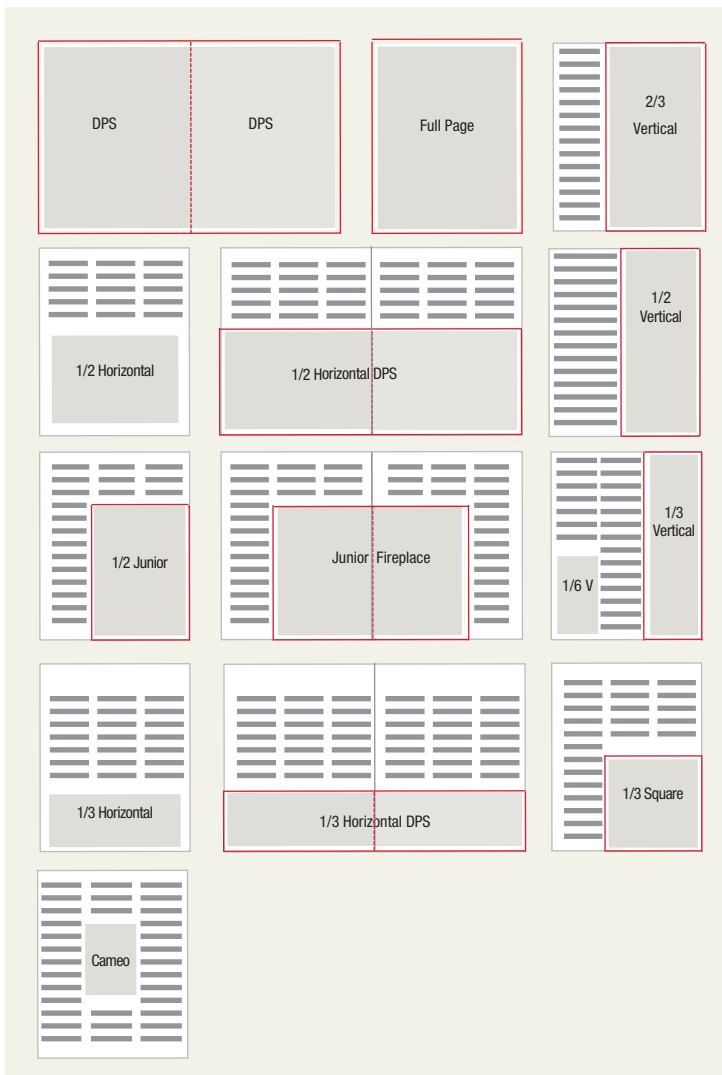
# Endocrinology Today

## 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.



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

\* Not available for PI.

† Available as nonbleed ad only, except when purchased as a spread.

‡ Available for PI only.