# Pain Management MEDIA KIT 2017



Written and peer reviewed by multidisciplinary pain management specialists for GPs

# Pain Management

# 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 Pain Management Today to provide a topic-specific, focused publication for GPs.

Pain Management Today delivers a dedicated pain-specific environment to showcase products directly to a targeted audience.

Written and peer reviewed by multidisciplinary pain management 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.

Pain Management Today brings the most important clinical information to the forefront of doctors' minds in a peer reviewed publication devoted to pain. From the Editor-in-Chief...

What is Pain Management Today about and why does it matter to GPs?

Pain is one of the biggest health issues in Australia today, with an estimated one in five Australians living with chronic pain. It is also one of Australia's most costly healthcare problems. The incidence of pain rises as people get older, and so the issue of pain management is becoming more important with our ageing population.



It is the clinician's responsibility to determine the nature and cause of the patient's pain, as well as its appropriate treatment. Much of the load in treating patients who are experiencing pain falls on the GP.

Pain Management Today helps the Australian GP to readily access and consider up-to-date clinically relevant information from specialists in the pain management field. Reader-friendly presentations, including feature articles, perspectives, education pieces on how to assess pain, 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 current pain management practice.

Clinical Associate Professor Roger Goucke MB ChB, DTM&H, MRCGP, FANZACA, FFPMANZCA, FAChPM

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

#### **Biography**

Associate Professor Roger Goucke is Clinical Associate Professor at the University of Western Australia and Head of the Department of Pain Management at Sir Charles Gairdner Hospital in Perth, Western Australia. He is a past Dean of the Faculty of Pain Medicine and previous President of the Australian Pain Society. He trained initially in anaesthesia, however has practised for the past 10 years primarily in pain medicine and palliative care. His current interests include: pain management in the developing world, pain in the elderly, difficult to control cancer pain and self management of chronic disease.

He is a reviewer for a number of peer reviewed journals including *Pain Medicine*, the *Clinical Journal of Pain* and the *Medical Journal of Australia*.



# What makes up an issue of Pain Management Today?

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

**Perspectives** – Shorter pithy articles on specific pain management issues

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

Pain assessment – Articles focusing on the assessment of pain (using different pain tools), structured using case scenarios with a question and answer approach

**Acute pain presentation** – Articles focusing on the immediate management of an acute pain presentation 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 *Pain Management 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 pain management 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 *Pain Management 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 pain specialists from different subspecialities, including neurologists, anaesthetists, palliative medicine specialists and rheumatologists, and several 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.



Pain Management



## Booking & Material Deadlines 2017

Issue	<b>Booking Deadline</b>	Material Deadline
March	30 January	01 February
August	05 July	07 July

#### Circulation

General Practitioners		21,994
Pain Management Specialists		1518
Anaesthetists	299	
General Physicians	52	
Geriatricians	56	
Medical Oncologists	73	
Neurologists	433	
Palliative Care Physicians	168	
Psychiatrists	47	
Rehabilitation Physicians	87	
Rheumatologists	264	
Miscellaneous Pain Specialists	39	
Advertisers/agencies		613
Total		24,125

# e-Newsletter advertising

M-rec advertising space is available on Pain Management Today's electronic Table of Contents (eTOC) in each relevant month.

More than **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).

# Childhood migraine





### **Advertising Standards**

Advertisements submitted to *Pain Management Today* are subject to editorial approval and have no influence on editorial content or presentation. Advertisers are responsible for ensuring that advertisements comply with Commonwealth and State and Territory laws and any industry code of conduct.

# **Editorial Policy**

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

### 4 Colour Display Advertising 2017

All quoted rates are GST exclusive

Space	Rate	
DPS	\$16,670	
Junior DPS/Fireplace	\$12,730	
Full page	\$8480	
2/3 vertical	\$7640	
1/2 horizontal*	\$6360	
1/2 junior	\$5930	
1/2 vertical	\$5510	
1/3 horizontal*	\$4670	
1/3 square	\$4240	
1/3 vertical	\$3830	
* 1/2 and 1/3 page horizontals are available as nonbleed ads only except		

<sup>\* 1/2</sup> 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, Pain Management Today offers you several high visibility advertising and promotional opportunities to increase brand awareness:

Cameo advertisements \$162	
Belly wrap - GPs*	\$21,380
Belly wrap - Full run*	\$26,530
Belly fold – GPs*	\$28,010
Belly fold – Full run*	\$33,160
Cover gatefold – GPs*	\$30,450
Cover gatefold – Full run*	\$35,600
False Cover – GPs*	\$19,570
False Cover - Full run*	\$21,320

Fixed inserts (65% of applicable FP 4colour rate per page)

# 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.

<sup>\*</sup>Price includes printing



### **Mechanical Specifications**

Pain Management 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, Pain Management Today recommends that you use this service to avoid print errors.

#### **Material delivery**

- Quickcut visit www.quickcut.com.au for more information
- Via email (up to 15 MB only) to: prueanderson@medicinetoday.com.au maria@medicinetoday.com.au

#### Material instructions

- Publication name (Pain Management 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 Pain Management 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 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

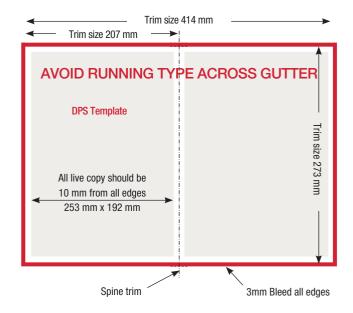
#### **Proofs**

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

Note. Pain Management 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 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



# Pain Management

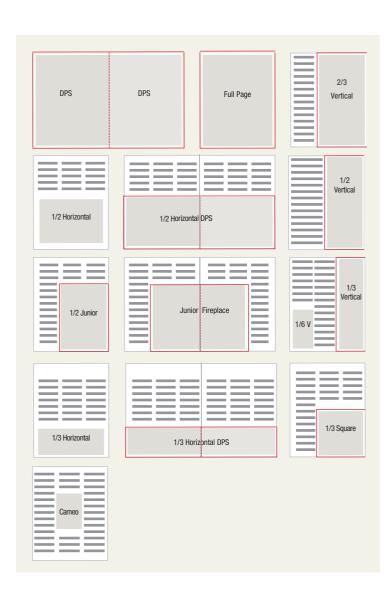
## Journal Size

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)		
DPS	Trim size	273 mm x 414 mm	
	Bleed size Type	279 mm x 426 mm 253 mm x 374 mm	
Full page	Trim size Bleed size Type	273 mm x 207 mm 279 mm x 213 mm 253 mm x 187 mm	
2/3 page vertical	Trim size Bleed size Type	273 mm x 132 mm 279 mm x 138 mm 253 mm x 115 mm	
1/2 page horizontal *†	Trim size Bleed size Type	125 mm x 174 mm - 115 mm x 174 mm	
1/2 page junior *	Trim size Bleed size Type	185 mm x 132 mm 188 mm x 138 mm 165 mm x 110 mm	
Junior fireplace *	Trim size Bleed size Type	185 mm x 264 mm 188 mm x 276 mm 165 mm x 220 mm	
1/2 page vertical	Trim size Bleed size Type	273 mm x 102 mm 279 mm x 108 mm 253 mm x 85 mm	
1/3 page horizontal *†	Trim size Bleed size Type	80 mm x 174 mm - 80 mm x 174 mm	
1/3 page horizontal DPS *	Trim size Bleed size Type	90 mm x 414 mm 93 mm x 426 mm 80 mm x 374 mm	
1/3 page vertical	Trim size Bleed size Type	273 mm x 72 mm 279 mm x 78 mm 253 mm x 55 mm	
1/6 page vertical ‡	Trim size Bleed size Type	120 mm x 55 mm - 120 mm x 55 mm	
Cameo	Trim size Bleed size Type	75 mm x 55 mm - 75 mm x 55 mm	

<sup>\*</sup> Not available for Pl.

<sup>&</sup>lt;sup>†</sup> Available as nonbleed ad only, except when purchased as a spread.

<sup>&</sup>lt;sup>‡</sup> Available for PI only.