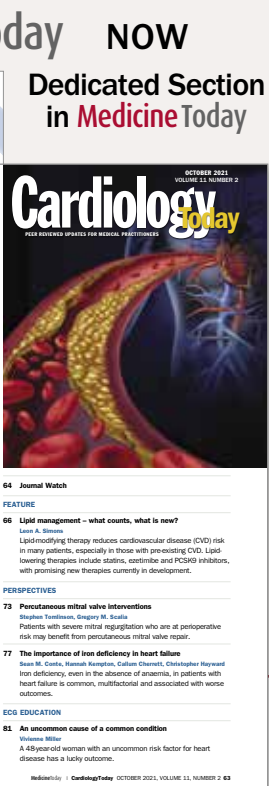


Medicine Today Journals

MEDIA KIT 2022

A range of clinical journals dedicated to different specialties for GPs and other specialists



MedicineToday Journals

Endocrinology Today · Respiratory Medicine Today · Dermatology Collection · Cardiology Today · Pain Management Today

Backed by more than sixty four years of editorial excellence...

Medicine Today (formerly *Modern Medicine*) has been continuously published in Australia since 1957. Its publishers launched a range of 'Medicine Today journals' to provide a topic-specific, focused publications for general practitioners and selected specialists. The journals provide a dedicated environment to showcase products directly to a targeted audience.

Written and peer reviewed by multidisciplinary and other specialists, 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.

Medicine Today journals bring the most important clinical information to the forefront of doctors' minds in peer reviewed publications devoted to Endocrinology, Respiratory, Cardiology, Pain management and Dermatology.

Editorial Content

What makes up an issue?

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

Perspectives – Shorter pithy articles on specific issues

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

Investigations – 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 disorders encountered in general practice

NEJM Journal Watch summaries – Selected physician-authored summaries and commentary on the most important medical research provided by the NEJM Group

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 has been rigorously peer reviewed by a minimum of two expert consultants and by one general practitioner.

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 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 peer review process, commissioning program and author suggestions, the Editorial Advisory Boards have a vital role in maintaining the journal's high editorial standards. Each board comprises of different subspecialties and GPs.

MedicineToday Journals

Endocrinology Today · Respiratory Medicine Today · Dermatology Collection · Cardiology Today · Pain Management Today

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 *Endocrinology Today*, *Respiratory Medicine Today*, *Cardiology Today*, *Pain Management Today*.

Licensed PDFs

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

Distribution

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

Advertising

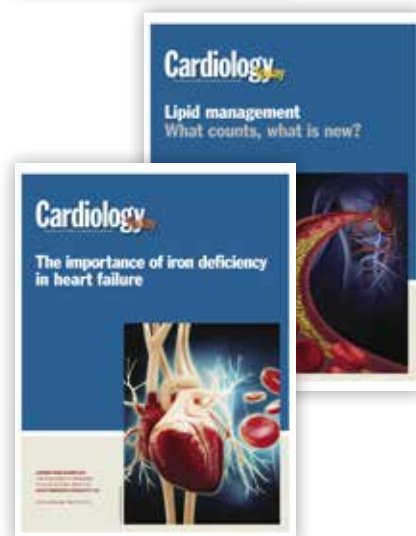
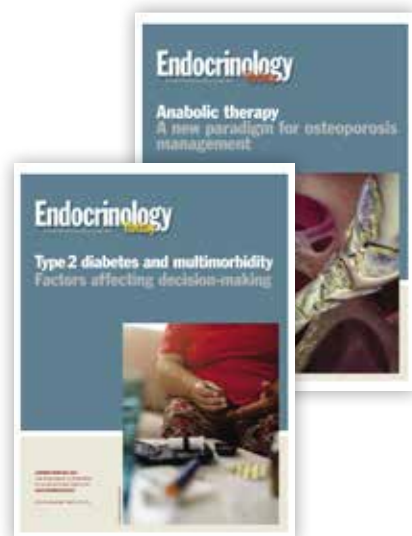
FP advertising is allowed where space is available. Size of reprint can increase to include ads. Sponsor acknowledgement is on front cover, in addition to standard disclaimer at end.

Pricing – Printed copies

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. Larger quantities can be quoted on request.

Ask our team for pricing of PDF licenses for electronic distribution.



Endocrinology Today



From the Editor-in-Chief...

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

What is Endocrinology Today and why it provides an important educational resource

There are a wide variety of endocrine disorders which are common in clinical practice. These range from chronic metabolic conditions such as Type 2 diabetes and obesity to osteoporosis and other conditions which have become more frequent in the ageing population. The consideration of up-to-date clinically important information concerning these conditions but also other endocrine disorders including thyroid, adrenal and pituitary disease as well as mens' and womens' health is important.

Endocrinology Today provides the clinician, including physicians and general practitioners with a valuable resource written by specialists in the endocrine field. The range of articles including perspectives, updates, case studies and briefings from scientific journals, continues to upskill clinicians, including primary health care professionals, in the broad and fascinating range of endocrine disorders. All submissions are peer-reviewed and are reader- friendly to ensure that each article is relevant to every-day clinical practice.



Associate Professor Roger Chen

MB BS(HONS), PhD, FRACP

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

Biography

Associate Professor Roger Chen is Senior Staff Specialist at St Vincent's Hospital, Sydney and holds academic appointments as Conjoint Associate Professor, UNSW and Clinical Associate Professor, University of Sydney.

His major clinical focus is on diabetes and diabetes complications such as mental illness but clinical interests span the range of general endocrine disorders. He has been endocrine lead in the establishment of metabolic services for those with mental illness at St Vincent's Hospital and previously for the Sydney Local Health District. He has been lead in the Australian Diabetes Society Position Statement on Mental Illness and Diabetes and is part of the Expert Advisory Group on Diabetes and Mental Illness for the National Diabetes Supply Scheme. He is a member of the Education Advisory Committee for the Australian Diabetes Society.

Roger teaches widely at both undergraduate and postgraduate levels. He coordinates the endocrinology unit of the Masters' of Internal Medicine Programme for the University of Sydney and is on the Scientific Advisory Committee of the Rebecca Cooper Foundation. He is a reviewer for journals such as PLOS-1 and other journals.



Booking & Material Deadlines 2022

Issue	Booking Deadline	Material Deadline
February	07 January	17 January
May	07 April	15 April
August	04 July	12 July
November	07 October	10 October

Circulation

GPs	23,125
Endocrinologists	589
Miscellaneous subscribers	386
Advertisers/agencies	540
TOTAL	24,640



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 **15,760** registered users have opted in to receive email communications, with average open rates of **20 to 25%**.

Sponsorship of 1 m-rec in 1 eTOC is **\$1800 (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.

Booking and Delivery of Material:

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

Sarah Wylie, Business Development Manager
sarahwylie@medicinetoday.com.au

Endocrinology Today

Suite 210, 40 Yeo Street, Neutral Bay NSW 2089

PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

4 Colour Display Advertising 2022

All quoted rates are GST exclusive

Space	Casual
DPS	\$19,540
Junior DPS/Fireplace	\$14,890
Full page	\$9930
2/3 vertical	\$8930
1/2 horizontal*	\$7450
1/2 junior	\$6940
1/2 vertical	\$6460
1/3 horizontal*	\$5450
1/3 square	\$4880
1/3 vertical	\$4460

* 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 \$2290 (ex GST)

Note: where IFC is booked as spread, loading applies on second page only, i.e. an additional \$2290.

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:

Cameo advertisements	\$1800
Belly wrap – GPs*	\$23,780
Belly wrap – Full run*	\$29,520
Belly fold – GPs*	\$31,160
Belly fold – Full run*	\$36,880
Cover gatefold – GPs*	\$33,870
Cover gatefold – Full run*	\$39,600
False Cover – GPs* + OBC FP†	\$27,370
False Cover – Full run* + OBC FP†	\$29,170
Fixed inserts (65% of applicable FP 4colour rate per page)	

*Price includes printing

†False cover must include FP on OBC

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.

Respiratory Medicine Today

From the Editors-in-Chief...

What is Respiratory Medicine Today about and why does it matter to GPs?

Respiratory conditions are the most commonly managed problems in general practice and, based on Australian Bureau of Statistics 2015 data, around seven million Australians have a chronic respiratory condition.¹

We are excited to have an enthusiastic and energetic Advisory Board of respiratory physicians and GPs who will ensure you continue to be provided with a wide range of easy-to-access and up-to-date clinically relevant articles from specialists in the respiratory field. We have lofty ambitions to cover the whole respiratory spectrum, rather than just concentrating on the most common diseases.

Reference

1. Australian Institute of Health and Welfare (AIHW). Chronic respiratory conditions including asthma and COPD. www.aihw.gov.au/chronic-respiratory-conditions (accessed October 2016).



Professor Christine McDonald MB BS(Hons),
PhD, FRACP, FThorSoc
Director of the Department of Respiratory and Sleep Medicine,
Austin Health, and Professor of Respiratory Medicine at
The University of Melbourne, Melbourne, Vic



Professor Peter Frith MB BS, FRACP, FThorSoc
Professor in Respiratory Medicine at Flinders University School
of Medicine, and Adjunct Professor at University of
South Australia Health Sciences Faculty, Adelaide, SA



Editors-in-Chief and Co-Chairs of the Editorial Advisory Board,
Respiratory Medicine Today

Respiratory Medicine Today

Booking & Material Deadlines 2022

Issue	Booking Deadline	Material Deadline
April	07 March	15 March
September	03 August	11 August

Circulation

General Practitioners	23,125
Respiratory Medicine Specialists	705
Cardiologists	1177
Advertisers/agencies	589
Miscellaneous subscribers	386
Total	25,982

e-Newsletter Advertising

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

More than **15,760** registered users have opted in to receive email communications, with average open rates of **20 to 25%**.

Sponsorship of 1 m-rec in 1 eTOC is **\$1800 (ex GST)**.



Advertising Standards

Advertisements submitted to *Respiratory 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

Respiratory 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

Sarah Wylie, Business Development Manager
sarahwylie@medicinetoday.com.au

Endocrinology Today

Suite 210, 40 Yeo Street, Neutral Bay NSW 2089
PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

4 Colour Display Advertising 2022

All quoted rates are GST exclusive

Space	Rate
DPS	\$18,540
Junior DPS/Fireplace	\$14,160
Full page	\$9430
2/3 vertical	\$8500
1/2 horizontal*	\$7070
1/2 junior	\$6600
1/2 vertical	\$6130
1/3 horizontal*	\$5190
1/3 square	\$4720
1/3 vertical	\$4260

* 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 \$2290 (ex GST)

Note: where IFC is booked as spread, loading applies on second page only, i.e. an additional \$2290.

Impact Advertising Options

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

Cameo advertisements	\$1800
Belly wrap – GPs*	\$23,780
Belly wrap – Full run*	\$29,520
Belly fold – GPs*	\$31,160
Belly fold – Full run*	\$36,880
Cover gatefold – GPs*	\$33,870
Cover gatefold – Full run*	\$39,600
False Cover – GPs* + OBC FP†	\$27,370
False Cover – Full run* + OBC FP†	\$29,170
Fixed inserts (65% of applicable FP 4colour rate per page)	

* Price includes printing

† False cover must include FP on OBC

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.

Dermatology Collection



Dermatology Collection Editor-in-Chief...

**Associate Professor
Gayle Fischer**
OAM MB BS, MD, FACD MD
Editor-in-Chief and
Chair
of the Editorial Advisory
Board, Dermatology



Biography

Associate Professor Gayle Fischer is a senior Gynaecological and Paediatric Dermatologist at The Royal North Shore Hospital and an Associate Professor of Dermatology, Sydney Medical School Northern, The University of Sydney. Her main clinical and research interest is vulvovaginal skin disease. She has been working and researching in this field for more than 20 years and holds a Doctor of Medicine degree from the University of Sydney for her thesis 'Vulval disease in children and adults'.

She is a member of Research Gate with a score in the top 10% of members. She has published more than 100 original scientific research articles in peer-reviewed journals and has been an invited speaker at local and international conferences. She is the co-author of a textbook on vulval disease and also a patient-focussed website, Care Down There. Associate Professor Fischer supervises PhD, Masters and Honours students.

She has been Chief Examiner and Dean of Education as well as Board member of the Australasian College of Dermatologists and is a past president of the Australia and New Zealand Vulvovaginal Society. She is currently a member of the International Society for the Study of Vulvar Disease and the Society for Pediatric Dermatology.

What is Dermatology Collection and why does it matter to both GPs and dermatologists?

Dermatological disorders are estimated to represent 20% of conditions seen in general practice. Atopic dermatitis involves about 20% of children and psoriasis about 2% of the whole population. The Australian population is highly affected by skin cancer and conditions related to sun damage. Additionally, the issue of cosmetic dermatology is becoming a real issue with the ageing population. It is an exciting time in dermatological therapeutics with new biological agents to treat the more severe inflammatory skin diseases and laser therapy for a range of cosmetic conditions. The GP plays a key role in the diagnosis of dermatological conditions and provides shared care with the specialist. *Dermatology Collection* helps the Australian GP to readily access and consider up-to-date clinically relevant information from specialists in the dermatology field. Reader-friendly feature articles are used to support and upskill primary care health professionals in modern dermatology practice.

Booking & Material Deadlines 2022

Issue	Booking Deadline	Material Deadline
June 2022	05 May	13 May
December 2022	02 November	10 November

Circulation

General Practitioners	23,125
Dermatologists	577
Immunologists & Allergists	195
Miscellaneous Subscribers	386
Advertisers/agencies	589
TOTAL	24,872

4 Colour Display Advertising

All quoted rates are GST exclusive

Space	Rate
DPS	\$17,730
Junior DPS/Fireplace	\$13,540
Full page	\$9030
2/3 vertical	\$8130
1/2 horizontal*	\$6770
1/2 junior	\$6330
1/2 vertical	\$5860
1/3 horizontal*	\$4970
1/3 square	\$4510
1/3 vertical	\$4070

* 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 \$2290 (ex GST)

Note: where IFC is booked as spread, loading applies on second page only, i.e. an additional \$2290.

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:

Cameo advertisements	\$1800
Belly wrap – GPs*	\$23,780
Belly wrap – Full run*	\$29,520
Belly fold – GPs*	\$31,160
Belly fold – Full run*	\$36,880
Cover gatefold – GPs*	\$33,870
Cover gatefold – Full run*	\$39,600
False Cover – GPs* + OBC FP†	\$27,370
False Cover – Full run* + OBC FP†	\$29,170

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

* Price includes printing

† False cover must include FP on OBC

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.

e-Newsletter Advertising

M-rec advertising space is available on *Dermatology Collection* electronic Table of Contents (eTOC) in each relevant month.

More than 15,760 registered users have opted in to receive email communications, with average open rates of 20 to 25%.

Sponsorship of 1 m-rec in 1 eTOC is **\$1800 (ex GST)**.



Booking and Delivery of Material:

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

Sarah Wylie, Business Development Manager
sarahwylie@medicinetoday.com.au

Endocrinology Today

Suite 210, 40 Yeo Street, Neutral Bay NSW 2089

PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

Cardiology Today

Now Dedicated Sections in *Medicine Today*

* Please refer to *Medicine Today* Mechanical Specifications

Booking & Material Deadlines 2022

Issue	Booking Deadline	Material Deadline
April	11 March	21 March
October	05 September	13 September

Extensions available on request.

Circulation

General Practitioners		23,125
Specialists		
Cardiologists	1177	
Endocrinologists	589	1766
Other		
Miscellaneous subscribers (overseas doctors, etc)	386	
Advertisers, agencies, etc	589	975
Total		25,866

4 Colour Display Advertising

All quoted rates are GST exclusive

Space	Casual
Full page	\$8750
DPS*	\$17,150
1/2 horizontal DPS*	\$12,630
1/2 horizontal**	\$6570
1/2 junior	\$6120
1/2 vertical	\$5700
1/3 horizontal**	\$4830
1/3 square	\$4400
1/3 vertical	\$3950
2/3 vertical	\$7780

Notes:

* Refer to *Medicine Today* Mechanical Specifications

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

Preferred Positions

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	\$1930
Carrier sheet (discounts available on multiple issues)	\$7340
Belly wrap – GPs [†]	\$25,700
Belly fold – GPs [†]	\$33,660
Cover gatefold [†]	\$36,600
False Cover – GPs [†]	\$26,460
False Cover + Full page – GPs [†]	\$31,363
False Cover – Specialists [†]	\$12,820
False Cover – Full run [†]	\$29,700
False Cover + Full page – Full run [†]	\$34,680

Fixed inserts – 65% of applicable full page 4 colour 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.

e-Newsletter Advertising

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

More than 15,760 registered users have opted in to receive email communications, with average open rates of **20 to 25%**.

Sponsorship of 1 m-rec in 1 eTOC is **\$1800** (ex GST).



Advertising Standards

Advertisements submitted to *Cardiology 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

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

Pain Management Today

Now Dedicated Sections in **Medicine Today**

* Please refer to Medicine Today Mechanical Specifications

Booking & Material Deadlines 2022

Issue	Booking Deadline	Material Deadline
July	3 June	14 June

Extensions available on request.

Circulation

General Practitioners		23,125
Specialists		
Cardiologists	1177	
Endocrinologists	589	1766
Other		
Miscellaneous subscribers (overseas doctors, etc)	386	
Advertisers, agencies, etc	589	975
Total		25,866

4 Colour Display Advertising

All quoted rates are GST exclusive

Space	Casual
Full page	\$8750
DPS*	\$17,150
1/2 horizontal DPS*	\$12,630
1/2 horizontal**	\$6570
1/2 junior	\$6120
1/2 vertical	\$5700
1/3 horizontal**	\$4830
1/3 square	\$4400
1/3 vertical	\$3950
2/3 vertical	\$7780

Notes:

* Refer to Medicine Today Mechanical Specifications

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

Preferred Positions

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	\$1930
Carrier sheet (discounts available on multiple issues)	\$7340
Belly wrap – GPs [†]	\$25,700
Belly fold – GPs [†]	\$33,660
Cover gatefold [†]	\$36,600
False Cover – GPs [†]	\$26,460
False Cover + Full page – GPs [†]	\$31,363
False Cover – Specialists [†]	\$12,820
False Cover – Full run [†]	\$29,700
False Cover + Full page – Full run [†]	\$34,680
Fixed inserts – 65% of applicable full page 4 colour 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.

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 15,760 registered users have opted in to receive email communications, with average open rates of 20 to 25%.

Sponsorship of 1 m-rec in 1 eTOC is **\$1800 (ex GST)**.



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.

MedicineToday Journals

EndocrinologyToday · Respiratory MedicineToday · DermatologyCollection · CardiologyToday · Pain ManagementToday

Journal Size

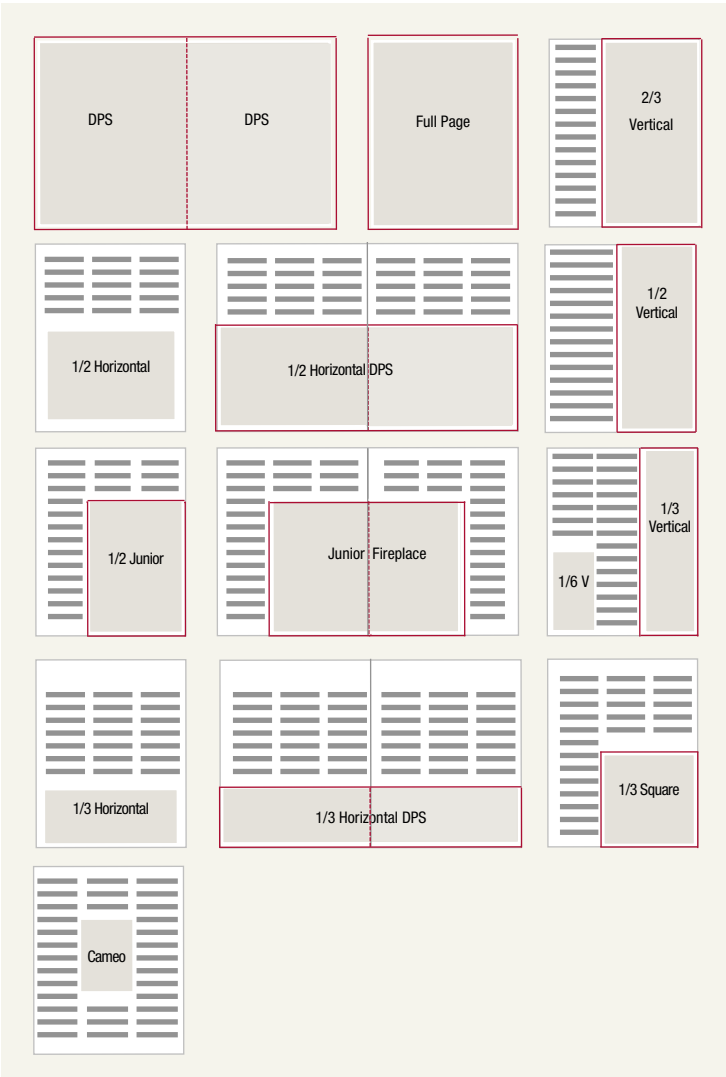
Trimmed size is 273 mm deep x 207 mm wide, saddle stitched.
Include 3 mm bleed on all edges.
All live copy must be kept at least 10 mm from outer edges.

Advertisement Sizes

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

Notes:

* DPS Advertising in CardiologyToday and Pain MangementToday
These are now Dedicated Sections within the Medicine Today publication
a Perfect Bound journal (please refer to MedicineToday Mechanical Specifications).



Ad Sizes	(depth x 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 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	Trim size	90 mm x 414 mm
	Bleed size	93 mm x 426 mm
	Type	80 mm x 374 mm
horizontal DPS **	Trim size	273 mm x 72 mm
	Bleed size	279 mm x 78 mm
	Type	253 mm x 55 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
Cameo	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.

MedicineToday Journals

Endocrinology Today · Respiratory Medicine Today · Dermatology Collection · Cardiology Today · Pain Management Today

Mechanical Specifications

Material Delivery

- **Via email** (up to 15 MB only) to:
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
- 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**
- **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 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

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

Booking and Delivery of Material:

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

Sarah Wylie, Business Development Manager
sarahwylie@medicinetoday.com.au

Endocrinology Today

Suite 210, 40 Yeo Street, Neutral Bay NSW 2089
PO Box 1473, Neutral Bay, NSW 2089

Telephone: 02 9908 8577

