‘The number one clinical journal’
– 2018 MPA Annual Readership Survey

Australia’s leading journal of diagnosis and treatment
More than sixty 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.

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 2 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.

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.
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.

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Products & Services News

Advertorial style positions in the ‘Products & Services News’ section of ‘In Brief’, including approximately 150 words plus a pack shot.

Please supply hi-res jpg images, full PI, media release and/or approx 150-word summary.

Copy will be rewritten by our editors and will not include promotional claims. We are unable to provide a preview of this section to advertisers before publication.

Publication of an item in ‘Products & Services News’ is subject to approval by the Publishers and the Board of Honorary Consultants.

Cost = $1280 excluding GST
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 is 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

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<th>Size</th>
<th>1000 copies</th>
<th>2000 copies</th>
<th>5000 copies</th>
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</table>

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 22,000 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 articles 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.
### Booking & Material Deadlines 2019

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking Deadline</th>
<th>Material Deadline</th>
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<tbody>
<tr>
<td>January</td>
<td>18 December</td>
<td>20 December</td>
</tr>
<tr>
<td>February</td>
<td>16 January</td>
<td>18 January</td>
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<tr>
<td>March</td>
<td>14 February</td>
<td>18 February</td>
</tr>
<tr>
<td>April*</td>
<td>12 March</td>
<td>14 March</td>
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<tr>
<td>May</td>
<td>15 April</td>
<td>17 April</td>
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<td>June</td>
<td>14 May</td>
<td>16 May</td>
</tr>
<tr>
<td>July†</td>
<td>17 June</td>
<td>19 June</td>
</tr>
<tr>
<td>August</td>
<td>11 July</td>
<td>15 July</td>
</tr>
<tr>
<td>September</td>
<td>13 August</td>
<td>15 August</td>
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<tr>
<td>November</td>
<td>15 October</td>
<td>17 October</td>
</tr>
<tr>
<td>December</td>
<td>12 November</td>
<td>14 November</td>
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</table>

* April & October Incorporating Cardiology Today
† July Incorporating Pain Management Today

### Advertising Rates 2019

#### 4 Colour Display Advertising

All quoted rates are GST exclusive

<table>
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<th>Space</th>
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<tr>
<td>1/2 horizontal DPS</td>
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<td>$11,730</td>
<td>$11,540</td>
<td>$11,400</td>
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<tr>
<td>1/2 horizontal*</td>
<td>$6260</td>
<td>$6070</td>
<td>$6000</td>
<td>$5910</td>
<td>$5860</td>
<td>$5780</td>
</tr>
<tr>
<td>1/2 junior</td>
<td>$5840</td>
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<td>$5600</td>
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<td>$5470</td>
<td>$5390</td>
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<tr>
<td>1/2 vertical</td>
<td>$5440</td>
<td>$5280</td>
<td>$5180</td>
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<td>$5030</td>
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<tr>
<td>1/3 horizontal*</td>
<td>$4600</td>
<td>$4470</td>
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<td>1/3 vertical</td>
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<td>$7050</td>
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Notes:
* 1/2 and 1/3 page horizontals are available as nonbleed ads only, except when purchased as double page spreads

#### Preferred Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Inside front spread</td>
<td>Applicable rate plus 25%</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>Applicable rate plus 50%</td>
</tr>
<tr>
<td>Consecutive left or right hand pages</td>
<td>Plus 10%</td>
</tr>
<tr>
<td>(on all pages except the first page)</td>
<td></td>
</tr>
<tr>
<td>Other preferred positions</td>
<td>Plus 10%</td>
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</table>

#### Other Advertising Positions

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Cameo advertisements</td>
<td>$1840</td>
</tr>
<tr>
<td>Carrier sheet (discounts available on multiple issues)</td>
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<tr>
<td>Belly wrap – GPs†</td>
<td>$24,510</td>
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<tr>
<td>Belly fold – GPs†</td>
<td>$32,110</td>
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<tr>
<td>Cover gatefold†</td>
<td>$34,910</td>
</tr>
<tr>
<td>False Cover – GPs†</td>
<td>$25,240</td>
</tr>
<tr>
<td>False Cover + Full page – GPs†</td>
<td>$29,870</td>
</tr>
<tr>
<td>False Cover – Specialists†</td>
<td>$12,230</td>
</tr>
<tr>
<td>False Cover – Full run†</td>
<td>$28,330</td>
</tr>
<tr>
<td>False Cover + Full page – Full run†</td>
<td>$32,960</td>
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Fixed inserts: 65% of applicable full page 4 colour rate per page

1 Price includes printing
Advertising Rates 2019 continued

Prescribing Information

All quoted rates are GST exclusive

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<tr>
<td>DPS</td>
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<td>$7840</td>
<td>$7660</td>
<td>$7560</td>
<td>$7410</td>
</tr>
<tr>
<td>1/2 V</td>
<td>$3770</td>
<td>$3680</td>
<td>$3570</td>
<td>$3520</td>
<td>$3510</td>
<td>$3370</td>
</tr>
<tr>
<td>1/3 V</td>
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Loose Onserts

(Dimensions must be no greater than journal size)

<table>
<thead>
<tr>
<th></th>
<th>Casual</th>
<th>12x</th>
<th>24x</th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>GP</td>
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<tr>
<td></td>
<td>$7610</td>
<td>$6620</td>
<td>$7200</td>
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<td>4 pages</td>
<td>$11,440</td>
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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.

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.

Booking and delivery of material

Prue Anderson, Group Sales & Marketing Manager
Sarah Wylie, Business Development Manager
Therese Dahlström, Sales & Marketing Co-ordinator
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
theresedahlstrom@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 for more information
- **Email** (up to 15 MB only): prueanderson@medicinetoday.com.au 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**

<table>
<thead>
<tr>
<th>Screen</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four colour – 133 lines per inch</td>
<td>Hi-res pdfs must be supplied in CMYK</td>
</tr>
</tbody>
</table>

- **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

<table>
<thead>
<tr>
<th>Images</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>Postscript fonts or outline fonts should be used – Do not use Truetype fonts</td>
</tr>
</tbody>
</table>

- **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

**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

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.

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**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.
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.

<table>
<thead>
<tr>
<th>Ad sizes</th>
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<tbody>
<tr>
<td>DPS†</td>
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<td></td>
<td>Bleed size</td>
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<td>Type</td>
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<td></td>
<td>Type</td>
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Online Advertising Opportunities

Outstanding online advertising opportunities at 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 2019

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<th>Ad Size</th>
<th>Monthly Sponsorship</th>
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<tr>
<td>Leaderboard</td>
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<tr>
<td>Half page</td>
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<tr>
<td>Medium rectangle</td>
<td>$2470 excl. GST</td>
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</table>

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 Therese Dahlström for further information.

<table>
<thead>
<tr>
<th>e-Newsletter Sponsorship Pricing 2019</th>
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<td>Accepted formats are: JPG, GIF, animated GIF (cannot accept SWF)</td>
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<td>Maximum file size is 100KB</td>
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<td>Please supply click-through URL instructions with order</td>
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**Advertising Specifications**

**Booking of material:**

Prue Anderson, **Group Sales & Marketing Manager**
Sarah Wylie, **Business Development Manager**
Therese Dahlström, **Sales & Marketing Co-ordinator**
prueanderson@medicinetoday.com.au
sarahwylie@medicinetoday.com.au
theresedahlstrom@medicinetoday.com.au

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Prices include 10% agency commission and exclude GST.
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, Sarah Wylie or Therese Dahlström
Telephone: 02 9908 8577.