

# Respiratory Medicine Today

MEDIA KIT 2019



The only clinical journal dedicated  
to respiratory medicine

Written and peer reviewed by respiratory  
specialists for GPs

# Respiratory Medicine Today

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

*Medicine Today* (formerly *Modern Medicine*) has been continuously published in Australia since 1957. Its publishers launched *Respiratory Medicine Today* to provide a topic-specific, focused publication for GPs.

*Respiratory Medicine Today* delivers a dedicated environment to showcase products directly to a targeted audience.

Written and peer reviewed by multidisciplinary *Respiratory Medicine* 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.

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

## 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.<sup>1</sup>

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. We hope you find this journal useful in your practice, and welcome your feedback and suggestions for future topics you would like to see discussed.

#### Reference

1. Australian Institute of Health and Welfare (AIHW). Chronic respiratory conditions including asthma and COPD. [www.aihw.gov.au/chronic-respiratory-conditions](http://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

## What makes up an issue of Respiratory Medicine Today?

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

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

**Case studies** – Discussions of the management of cases typically presenting 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 *Respiratory Medicine 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 respiratory 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.

## 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 *Respiratory Medicine Today*, *Endocrinology Today*, *Cardiology Today*, *Pain Management 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	\$6950	\$7191	\$8538	\$10,355
8 Pages	\$7674	\$8296	\$10,977	\$15,322
12 Pages	\$11,549	\$12,718	\$17,380	\$23,301
16 Pages	\$12,641	\$13,429	\$18,486	\$24,419

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



# Respiratory Medicine Today

## Booking & Material Deadlines 2019

Issue	Booking Deadline	Material Deadline
April	07 March	11 March
June	09 May	13 May
September	08 August	12 August

## Circulation

General Practitioners	22,912
Respiratory Medicine Specialists	851
Cardiologist	1036
Advertisers/agencies	510
Miscellaneous subscribers	555
<b>Total</b>	<b>25,864</b>

## 4 Colour Display Advertising 2019

All quoted rates are GST exclusive

Space	Rate
DPS	\$17,690
Junior DPS/Fireplace	\$13,500
Full page	\$8990
2/3 vertical	\$8110
1/2 horizontal*	\$6750
1/2 junior	\$6290
1/2 vertical	\$5850
1/3 horizontal*	\$4950
1/3 square	\$4500
1/3 vertical	\$4060

\* 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 \$2180 (ex GST)

Note: where IFC is booked as spread, loading applies on second page only, i.e. an additional \$2180.

## 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	\$1720
Belly wrap – GPs*	\$22,680
Belly wrap – Full run*	\$28,150
Belly fold – GPs*	\$29,720
Belly fold – Full run*	\$35,170
Cover gatefold – GPs*	\$32,300
Cover gatefold – Full run*	\$37,770
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 *Respiratory Medicine Today's* electronic Table of Contents (eTOC) in each relevant month.

More than **15,435** 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 **\$1680 (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.

# Respiratory Medicine Today

## Mechanical Specifications

*Respiratory Medicine 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, *Respiratory 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
- **Via email** (up to 15 MB only) to:  
[prueanderson@medicinetoday.com.au](mailto:prueanderson@medicinetoday.com.au)  
[mariamarmora@medicinetoday.com.au](mailto:mariamarmora@medicinetoday.com.au)

### Material instructions

- Publication name (*Respiratory 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.

### 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

## Booking and delivery of material:

Prue Anderson, Group Sales & Marketing Manager  
Therese Dahlström, Sales & Marketing Co-ordinator  
Respiratory Medicine Today  
2/36 Bydown Street, Neutral Bay NSW 2089  
PO Box 1473, Neutral Bay, NSW 2089  
Telephone: 02 9908 8577  
[prueanderson@medicinetoday.com.au](mailto:prueanderson@medicinetoday.com.au)  
[theresedahlstrom@medicinetoday.com.au](mailto:theresedahlstrom@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

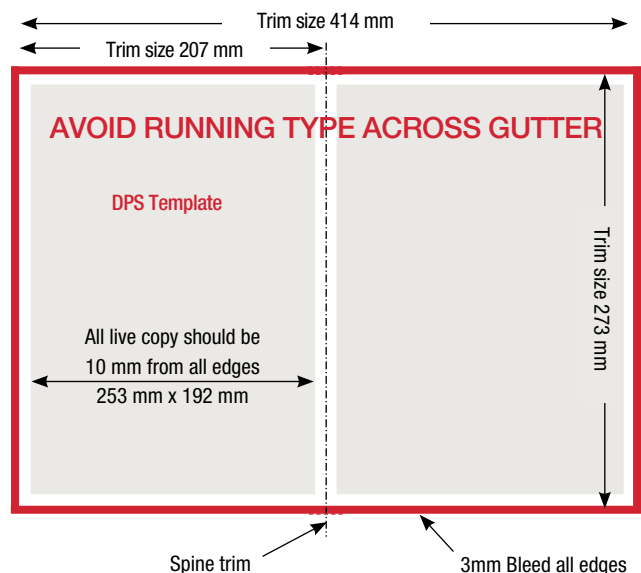
### Proofs

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

Note. *Respiratory 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, 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
- 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



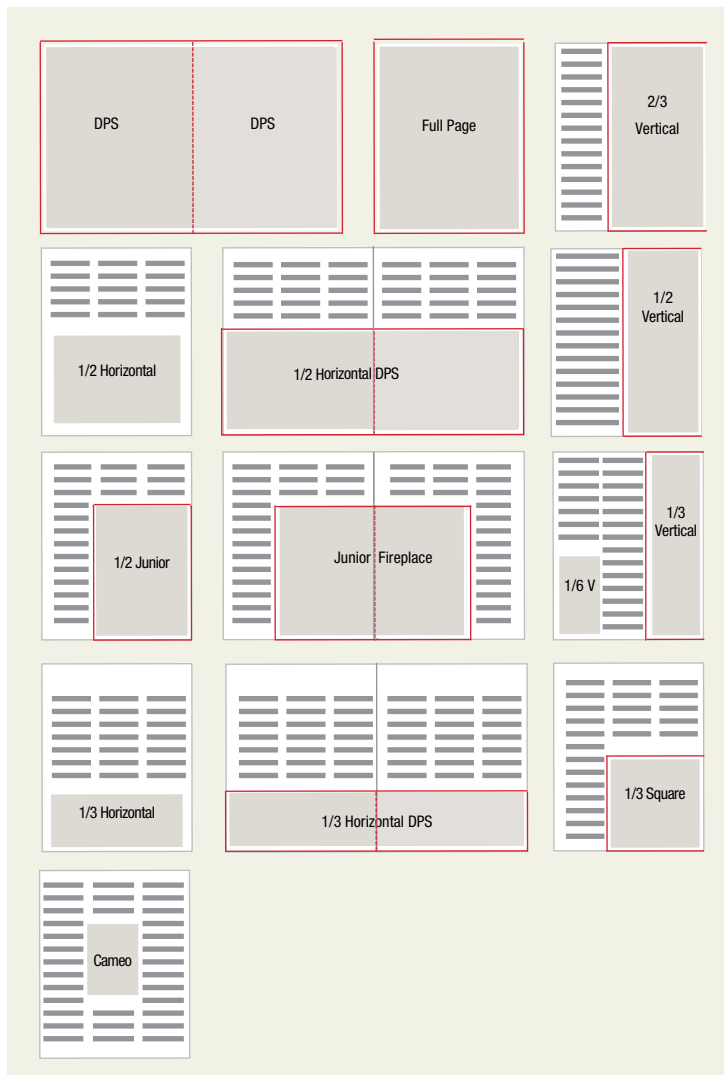
# Respiratory Medicine Today

## 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.