‘Excellent work – this is the only journal
I now read regularly, and I often use the articles
for teaching registrars and medical students’

‘Medicine Today is my favourite journal.
It is clinically relevant, nicely set out and easy to digest’

‘An excellent publication that I enjoy reading...useful topics...
graphics are very helpful and aid memory greatly. Great work!’

‘Great. Relevant articles to read to enhance knowledge
and competence to treat and great review materials...’

‘A well rounded and balanced mag for the busy GP...
the articles/features are very informative and well presented’

‘The topics are very relevant to general practice,
authorative and in an easily read format.
Congratulations, my top medical read’

- Medicine Today Reader Opinion Survey 2015
More than fifty 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.
It's not surprising that cost is no guide to credibility in the medical media

There can be few, if any, tests of credibility in the medical media more telling than the power of a medium to shape GPs’ actions. Using this criterion, the Medical Information Channel Analysis (MICA) study looked at a range of sources of information used by GPs. Its findings showed clearly that of all the medical media, clinical journals were the most credible.

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.

Incredible as it may sound, there is an inverse correlation between media reach and cost

If you look at the main media options used to reach GPs, the least expensive have the highest reach. For example, it can cost as little as 50 cents to reach one of Australia’s 20,000 GPs using the clinical journal *Medicine Today*. With other media options the cost can be many times greater. Additionally, as the MICA study revealed, clinical journals are exceptionally effective in shaping GPs’ actions, making them the most influential of all the main media options.

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. The MICA study confirmed GPs are regular users of clinical journals and showed them to be infrequent users of many other media. The MICA study also found that clinical journals are exceptionally effective in shaping GPs’ actions, making them the most influential of all the main media options.

Some medical media are clearly much more cost-effective than others

Regardless of the size of your budget for GP media, cost-effectiveness is important. It’s a key factor in the success of your brands. However, the cost-effectiveness of many media is questionable.

The MICA study looked at a range of media options in terms of regularity of usage (frequency) and the power of each to shape GPs’ actions. It found that many media options have both low frequency of usage and low potential to influence action. When cost is added to this analysis, it is clear that many media options offer relatively poor value. When looking at the information channels available to you, never overlook cost-effectiveness.

<table>
<thead>
<tr>
<th></th>
<th>Ability to reach GPs</th>
<th>GPs’ regularity of use (frequency)</th>
<th>MICA*</th>
<th>GPs’ tendency to take action</th>
<th>MICA*</th>
<th>Cost per GP reached</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Clinical journals</strong></td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td></td>
<td>Low</td>
</tr>
<tr>
<td><strong>Medical newspapers</strong></td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td></td>
<td>Low</td>
</tr>
<tr>
<td><strong>Pharma sponsored CPD</strong></td>
<td>Low</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td><strong>Pharma pubs/medical education</strong></td>
<td>Medium</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td><strong>Direct mail</strong></td>
<td>Medium</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
</tbody>
</table>

* Medical Information Channel Analysis Study, DIAD Pty Ltd, July 2012
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.

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 = $1200 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* and *Pain Management 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 allowed where space is available. The size of the reprint can increase to include ads, where possible. Sponsor acknowledgement is on front cover, in addition to standard disclaimer at end.

**Pricing**

<table>
<thead>
<tr>
<th>Size</th>
<th>1000 copies</th>
<th>2000 copies</th>
<th>5000 copies</th>
<th>10,000 copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Pages</td>
<td>$6020</td>
<td>$6230</td>
<td>$7390</td>
<td>$8965</td>
</tr>
<tr>
<td>8 Pages</td>
<td>$6640</td>
<td>$7185</td>
<td>$9500</td>
<td>$13,260</td>
</tr>
<tr>
<td>12 Pages</td>
<td>$9990</td>
<td>$11,010</td>
<td>$15,050</td>
<td>$20,170</td>
</tr>
<tr>
<td>16 Pages</td>
<td>$10,945</td>
<td>$11,630</td>
<td>$16,005</td>
<td>$21,140</td>
</tr>
</tbody>
</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 inside front cover, inside back cover and outside back cover.

**Pricing**

Sponsorship costs are dependant on overall size, i.e. number of pages 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.

86% of GPs surveyed rated our Opioid Misuse supplement (Jun15) Good or Very Good.

89% of GPs surveyed rated our COPD Guidelines supplement (Jul15) Good or Very Good.
## Booking & Material Deadlines 2017

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking Deadline</th>
<th>Material Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12 December</td>
<td>14 December</td>
</tr>
<tr>
<td>February</td>
<td>11 January</td>
<td>13 January</td>
</tr>
<tr>
<td>March</td>
<td>07 February</td>
<td>09 February</td>
</tr>
<tr>
<td>April</td>
<td>08 March</td>
<td>10 March</td>
</tr>
<tr>
<td>May</td>
<td>03 April</td>
<td>05 April</td>
</tr>
<tr>
<td>June</td>
<td>08 May</td>
<td>10 May</td>
</tr>
<tr>
<td>July</td>
<td>05 June</td>
<td>07 June</td>
</tr>
<tr>
<td>August</td>
<td>07 July</td>
<td>08 July</td>
</tr>
<tr>
<td>September</td>
<td>04 August</td>
<td>08 August</td>
</tr>
<tr>
<td>October</td>
<td>07 September</td>
<td>11 September</td>
</tr>
<tr>
<td>November</td>
<td>06 October</td>
<td>10 October</td>
</tr>
<tr>
<td>December</td>
<td>07 November</td>
<td>09 November</td>
</tr>
</tbody>
</table>

## Scheduled Mailing Dates
- **January & February issues**: 3rd week of the month
- **March & April issues**: 2nd week of the month
- **All other issues**: 1st week of the month

## Circulation

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>General practitioners</td>
<td>21,994</td>
</tr>
<tr>
<td>Specialists</td>
<td>1218</td>
</tr>
<tr>
<td>Cardiologists</td>
<td>758</td>
</tr>
<tr>
<td>Endocrinologists</td>
<td>460</td>
</tr>
<tr>
<td>Miscellaneous subscribers</td>
<td>561</td>
</tr>
<tr>
<td>Advertisers, agencies, etc</td>
<td>613</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>24,386</td>
</tr>
</tbody>
</table>

## Advertising Rates 2017

### 4 Colour Display Advertising

All quoted rates are GST exclusive

<table>
<thead>
<tr>
<th>Space</th>
<th>Casual</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$7860</td>
<td>$7630</td>
<td>$7540</td>
<td>$7420</td>
<td>$7360</td>
<td>$7270</td>
</tr>
<tr>
<td>DPS</td>
<td>$15,420</td>
<td>$14,990</td>
<td>$14,720</td>
<td>$14,570</td>
<td>$14,460</td>
<td>$14,260</td>
</tr>
<tr>
<td>1/2 horizontal DPS</td>
<td>$11,350</td>
<td>$11,060</td>
<td>$10,870</td>
<td>$10,750</td>
<td>$10,650</td>
<td>$10,530</td>
</tr>
<tr>
<td>1/2 horizontal*</td>
<td>$5900</td>
<td>$5720</td>
<td>$5660</td>
<td>$5570</td>
<td>$5520</td>
<td>$5450</td>
</tr>
<tr>
<td>1/2 junior</td>
<td>$5500</td>
<td>$5340</td>
<td>$5280</td>
<td>$5200</td>
<td>$5160</td>
<td>$5080</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>$5130</td>
<td>$4980</td>
<td>$4880</td>
<td>$4840</td>
<td>$4770</td>
<td>$4740</td>
</tr>
<tr>
<td>1/3 horizontal*</td>
<td>$4340</td>
<td>$4210</td>
<td>$4120</td>
<td>$4100</td>
<td>$4040</td>
<td>$4000</td>
</tr>
<tr>
<td>1/3 square</td>
<td>$3950</td>
<td>$3840</td>
<td>$3790</td>
<td>$3730</td>
<td>$3710</td>
<td>$3660</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>$3550</td>
<td>$3400</td>
<td>$3390</td>
<td>$3350</td>
<td>$3320</td>
<td>$3300</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>$6990</td>
<td>$6860</td>
<td>$6780</td>
<td>$6710</td>
<td>$6640</td>
<td>$6550</td>
</tr>
</tbody>
</table>

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

### Preferred Positions

- **Inside front spread**: Applicable rate plus 25%
- **Outside back cover**: Applicable rate plus 50%
- **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**: $1740
- **Carrier sheet** (discounts available on multiple issues): $6600
- **Belly wrap – GPs†**: $23,110
- **Belly fold – GPs†**: $30,260
- **Cover gatefold†**: $32,900
- **False Cover – GPs†**: $32,560
- **False Cover – Specialists†**: $11,520
- **False Cover – Full run†**: $39,870
- **Fixed inserts**: 65% of applicable full page 4 colour rate per page

†Price includes printing
Advertising Rates 2017 continued

Prescribing Information
All quoted rates are GST exclusive

<table>
<thead>
<tr>
<th>Space</th>
<th>Casual</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
</tr>
</thead>
<tbody>
<tr>
<td>FP</td>
<td>$5430</td>
<td>$5320</td>
<td>$5190</td>
<td>$5080</td>
<td>$4980</td>
<td>$4880</td>
</tr>
<tr>
<td>DPS</td>
<td>$7770</td>
<td>$7570</td>
<td>$7390</td>
<td>$7220</td>
<td>$7130</td>
<td>$6980</td>
</tr>
<tr>
<td>1/2 V</td>
<td>$3550</td>
<td>$3470</td>
<td>$3370</td>
<td>$3320</td>
<td>$3310</td>
<td>$3170</td>
</tr>
<tr>
<td>1/3 V</td>
<td>$2450</td>
<td>$2390</td>
<td>$2330</td>
<td>$2270</td>
<td>$2250</td>
<td>$2210</td>
</tr>
<tr>
<td>2/3 V</td>
<td>$4630</td>
<td>$4500</td>
<td>$4280</td>
<td>$4260</td>
<td>$4250</td>
<td>$4190</td>
</tr>
<tr>
<td>1/6 V</td>
<td>$1460</td>
<td>$1370</td>
<td>$1320</td>
<td>$1300</td>
<td>$1290</td>
<td>$1270</td>
</tr>
</tbody>
</table>

Loose Onserts
(Dimensions must be no greater than journal size)

<table>
<thead>
<tr>
<th></th>
<th>Casual</th>
<th>12x</th>
<th>2</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>36x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Full</td>
<td>GP</td>
<td>Full</td>
<td>GP</td>
</tr>
<tr>
<td>2 pages</td>
<td>$7170</td>
<td>$6240</td>
<td>$6790</td>
<td>$5830</td>
</tr>
<tr>
<td>4 pages</td>
<td>$10,790</td>
<td>$9320</td>
<td>$10,230</td>
<td>$8770</td>
</tr>
</tbody>
</table>

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.

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.

Booking and delivery of material
Prue Anderson, Group Sales & Marketing Manager
Sarah Wylie, Sales Manager
Medicine Today Pty Ltd ACN 089 519 264
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
Mechanical Specifications

Medicine Today prefers ad material via Quickcut. 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 maria@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
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

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.

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.
Mechanical Specifications continued

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>
<th>(Depth x width)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS†</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>273 mm x 414 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>279 mm x 426 mm</td>
</tr>
<tr>
<td>Type</td>
<td>253 mm x 374 mm</td>
</tr>
<tr>
<td>Full page</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>273 mm x 207 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>279 mm x 213 mm</td>
</tr>
<tr>
<td>Type</td>
<td>253 mm x 187 mm</td>
</tr>
<tr>
<td>2/3 page</td>
<td></td>
</tr>
<tr>
<td>vertical</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>273 mm x 132 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>279 mm x 138 mm</td>
</tr>
<tr>
<td>Type</td>
<td>253 mm x 115 mm</td>
</tr>
<tr>
<td>1/2 page</td>
<td></td>
</tr>
<tr>
<td>horizontal*††</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>125 mm x 174 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>–</td>
</tr>
<tr>
<td>Type</td>
<td>115 mm x 174 mm</td>
</tr>
<tr>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td>fireplace*†</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>185 mm x 132 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>188 mm x 138 mm</td>
</tr>
<tr>
<td>Type</td>
<td>165 mm x 110 mm</td>
</tr>
<tr>
<td>1/2 page</td>
<td></td>
</tr>
<tr>
<td>vertical</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>273 mm x 102 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>279 mm x 108 mm</td>
</tr>
<tr>
<td>Type</td>
<td>253 mm x 85 mm</td>
</tr>
<tr>
<td>1/3 page</td>
<td></td>
</tr>
<tr>
<td>horizontal*††</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>80 mm x 174 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>–</td>
</tr>
<tr>
<td>Type</td>
<td>80 mm x 174 mm</td>
</tr>
<tr>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td>square*</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>90 mm x 141 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>93 mm x 126 mm</td>
</tr>
<tr>
<td>Type</td>
<td>80 mm x 374 mm</td>
</tr>
<tr>
<td>1/3 page</td>
<td></td>
</tr>
<tr>
<td>vertical</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>273 mm x 72 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>279 mm x 78 mm</td>
</tr>
<tr>
<td>Type</td>
<td>253 mm x 55 mm</td>
</tr>
<tr>
<td>1/6 page</td>
<td></td>
</tr>
<tr>
<td>vertical**</td>
<td></td>
</tr>
<tr>
<td>Trim size</td>
<td>120 mm x 55 mm</td>
</tr>
<tr>
<td>Bleed size</td>
<td>–</td>
</tr>
<tr>
<td>Type</td>
<td>120 mm x 55 mm</td>
</tr>
</tbody>
</table>
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 and Pain Management 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: 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: 63,090
- Users: 38,732
- Pageviews: 408,724
- Pages / Session: 6.48
- Avg. Session Duration: 3 min 25 sec

*Google Analytics Sept 2016 qtr av.

**Online Advertising Prices 2017**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Monthly Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$2420 excl. GST</td>
</tr>
<tr>
<td>Half page</td>
<td>$2680 excl. GST</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>$1870 excl. GST</td>
</tr>
</tbody>
</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 10,180 registered users have opted in to receive email communications from Medicine Today, with average open rates of 25 to 35%.

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 Sarah Wylie for further information.

---

**Advertising Specifications**

Medium Rectangle (M-rec): 300W x 250H pixels

- Accepted formats are: JPG, GIF, animated GIF (cannot accept SWF)
- 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

**Booking and delivery of material:**

Prue Anderson, Group Sales & Marketing Manager
Sarah Wylie, Sales Manager
Medicine Today Pty Ltd ACN 089 519 264
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

---

**e-Newsletter Sponsorship Pricing 2017**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Sponsorship of one M-rec</th>
<th>Frequency</th>
<th>Material Due</th>
<th>Spaces Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine Today eTOC</td>
<td>$1120 excl. GST</td>
<td>Every month</td>
<td>1st of relevant month</td>
<td>3 M-recs</td>
</tr>
<tr>
<td>Endocrinology Today eTOC</td>
<td>$1270 excl. GST</td>
<td>Feb, Apr, Jul &amp; Oct</td>
<td>1st of relevant month</td>
<td>2 M-recs</td>
</tr>
<tr>
<td>Pain Management Today eTOC</td>
<td>$1270 excl. GST</td>
<td>Mar &amp; Aug</td>
<td>1st of relevant month</td>
<td>2 M-recs</td>
</tr>
<tr>
<td>Cardiology Today eTOC</td>
<td>$1270 excl. GST</td>
<td>Feb, July &amp; Nov</td>
<td>1st of relevant month</td>
<td>2 M-recs</td>
</tr>
<tr>
<td>Respiratory Medicine Today eTOC</td>
<td>$1270 excl. GST</td>
<td>May &amp; Sep</td>
<td>1st of relevant month</td>
<td>2 M-recs</td>
</tr>
<tr>
<td>Dermatology Collection eTOC</td>
<td>$1270 excl. GST</td>
<td>June &amp; Dec</td>
<td>1st of relevant month</td>
<td>2 M-recs</td>
</tr>
<tr>
<td>Paediatrics Today eTOC</td>
<td>$1270 excl. GST</td>
<td>May</td>
<td>1st of relevant month</td>
<td>2 M-recs</td>
</tr>
<tr>
<td>Dermatology Quiz</td>
<td>$1120 excl. GST</td>
<td>1-2 per month</td>
<td>3 days prior</td>
<td>1 M-rec</td>
</tr>
<tr>
<td>Misc. Health Day alert</td>
<td>$2350 excl. GST</td>
<td>Ad hoc basis</td>
<td>3 days prior</td>
<td>2 M-recs</td>
</tr>
</tbody>
</table>

Prices include 10% agency commission and exclude GST.
Recently launched...

**Medicine Today Dermatology Collection**

Launched in May 2016, this new title brings advertisers the opportunity to reach not only almost 22,000 GPs (piggy backing *Medicine Today*) but also more than 500 Dermatologists, plus approximately 130 Immunologists and Allergy Specialists. Borrowing from *Medicine Today*’s vast bank of peer reviewed articles, each *Dermatology Collection* will collate the most relevant and popular content in a purely dermatological environment, bringing you the opportunity to showcase your brands to the most relevant, target audience. Edited by Professor Gayle Fischer, a dermatology representative on the *Medicine Today* Board of Honorary Consultants, *Dermatology Collection* delivers a dedicated dermatology-specific environment to showcase products directly to a targeted audience.

**Respiratory Medicine Today**

Launched in October 2016, this new title brings advertisers the opportunity to reach not only almost 22,000 GPs (piggy backing *Medicine Today*) but also more than 600 Respiratory Medicine Physicians, 760 Cardiologists and approximately 130 Immunologists and Allergy Specialists.

NEW in 2017...

**Paediatrics Today**

Launching in May 2017, this new title brings advertisers the opportunity to reach not only almost 22,000 GPs (piggy backing *Medicine Today*) but also more than 1400 Paediatricians and approximately 130 Immunologists and Allergy Specialists.

For further information, including rates and deadlines, please contact Prue Anderson or Sarah Wylie.