

THE NSW **doctor**

THE OFFICIAL PUBLICATION OF THE AUSTRALIAN MEDICAL ASSOCIATION (NSW)



Media Kit **2018**



Editorial team

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AMA (NSW)'s bi-monthly publication, *The NSW Doctor*, is distributed to members six times a year, and once to non-members (May/June).

The NSW Doctor combines quality reporting and insightful analysis on the healthcare issues that matter most to members and patients. As the flagship publication of the organisation, the magazine documents the lobbying efforts and public health advocacy campaigns that AMA conducts for the betterment of doctors, patients and the Australian healthcare system.



Who reads our magazine?

The NSW Doctor is distributed to more than 8,500 doctors in NSW. The May/June non-member edition is distributed to 24,000 members across the State regardless if they are an AMA member.

The content of the magazine is created and designed to appeal to different specialty and sub-specialty doctor groups: GPs, specialists in public and private practice, doctors-in-training and medical students.

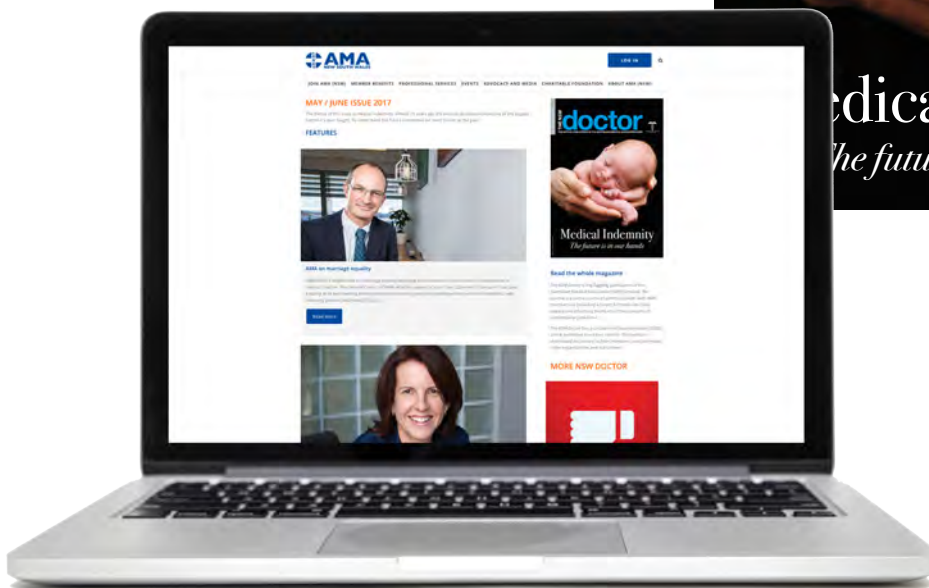
Members by specialty	
Doctors-in-training	2254
General practitioners	2083
Physicians	1020
Surgeons	819
Anaesthetists	455
Psychiatrists	328
Obstetricians & Gynaecologists	290
Orthopaedic surgeons	248
Ophthalmologists	244
Paediatricians	172
Radiologists	157
Not applicable	156
Dermatologists	98
Emergency physicians	98
Pathologists	95
Non clinical	37

Print

- **8,500** distribution
- **24,000** May/June edition

Digital

- AMA (NSW)'s website traffic has more than doubled since the organisation started publishing *The NSW Doctor* magazine online
- Top-rated articles from *The NSW Doctor* are seen on average by more than 20,000 readers on Facebook



Emirates has earned
\$2.3 million
in additional revenue
since joining AMA as a
corporate partner*

**over 12-month period from
August 2016 to 2017*



Specialist Wealth
Group's customer
enquiries have grown
50% since joining
AMA (NSW) as a
corporate partner

Advertising rates

	Casual	X3	X6	Corporate Partner Rate
Full page	\$2700	\$2500	\$2300	\$2100
Half page	\$1700	\$1600	\$1500	\$1400
Third page	\$1100	\$1050	\$1000	\$950
Quarter page	\$900	\$850	\$800	\$750
Up to a 4 page insert Member	\$5000			\$4000
Up to a 4 page insert Non-member	\$7500			\$6000

**rates do not include GST*

Ad material deadlines 2018

	Jan/Feb	Mar/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad booking deadline	Nov 21	Jan 30	March 19	May 28	July 23	Sept 24
Ad material	Nov 21	Jan 30	March 19	May 28	July 23	Sept 24
Delivery date	Jan 12	March 5	April 30	July 2	Sept 3	Nov 5

Classified Advertisements

All classified advertisements are **57.3mm x 49.3mm**. Cost is **\$300 plus GST**. AMA (NSW) members receive a discount of 50% on classified advertisements for a rate of **\$150 plus GST**.

CLASSIFIEDS

CAMMERAY FOR LEASE

- Opportunity to open your own medical surgery in the main shopping strip of Cammeray. Great exposure from main street frontage, next door to dentists and chiropractors
- View by appointment.
- Flexible terms. Lease negotiable

Contact: John

☎ 1234 567 899

✉ email@address.com.au

Artwork specifications

(Measurements in millimeters height x width. Please allow for a 5mm bleed.)

Full Page	
Image Area	264h x 185w
Trim	297h x 210w
Bleed	307h x 220w

½ Page (horizontal)	
131h x 182w	

½ Page (vertical)	
264h x 90w	

⅓ Page (horizontal only)	
87h x 182w	

⅓ Page (column strip)	
264h x 60w	

¼ Page (block)	
120h x 89w	

Material Requirements

Please supply only high resolution PDF's and check that all images have been converted to CMYK and are 300dpi.

- All transparencies must be flattened.
- Ensure type is within specified type area.
- Bleed must be set to 5mm and include trim marks.
- Avoid running type across the gutter.
- Due to trimming irregularities, we recommend you do not use borders on your design. If using borders ensure they are at least 5mm inside the trim area.

Fonts

- All fonts must be embedded.
- Type size must not be below 6 point, or 9 point for reversed type.

Colour

- All material must be supplied in CMYK colour space.
- Convert spot/PMS* colours to process colours.

- Do not embed colour profiles.
- Do not use colour patterns.
- Black type should be supplied as 100% black (K) only.

Artwork Design

Advertisements can be specifically designed to your approval at a rate of **\$100 per hour plus GST**.

Terms and Conditions

AMA (NSW) reserves the right not to accept a proposed advertisement. Payments will not be processed until editorial approval has been granted. If an advertiser fails to provide new material by the deadline, previously provided advertising material will be repeated.

**For advertising enquiries
contact Andrea Cornish at
andrea.cornish@amansw.com.au**