



THE NSW **doctor**
THE OFFICIAL PUBLICATION OF THE AUSTRALIAN MEDICAL ASSOCIATION (NSW)

Media Kit **2022**



Editorial team

Andrea Cornish, Editor
andrea.cornish@amansw.com.au

Gilly Bibb, Graphic Designer
gilly.bibb@amansw.com.au

Michelle Morgan-Mar,
Advertising Coordinator
michelle.morgan-mar@amansw.com.au

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.



Distribution

There will be three print + digital editions per year and three digital only editions.

Print + Digital editions

- Jan/Feb
- May/June (non-member edition)
- Sept/Oct

Digital-only editions

- Mar/Apr
- July/Aug
- Nov/Dec

The NSW Doctor magazine is distributed to 11,000 doctors and medical students in NSW. The May/June non-member edition is distributed to approximately 24,000 doctors across the State (regardless of their AMA member-status).

Who reads *The NSW Doctor* magazine?

Members by specialty

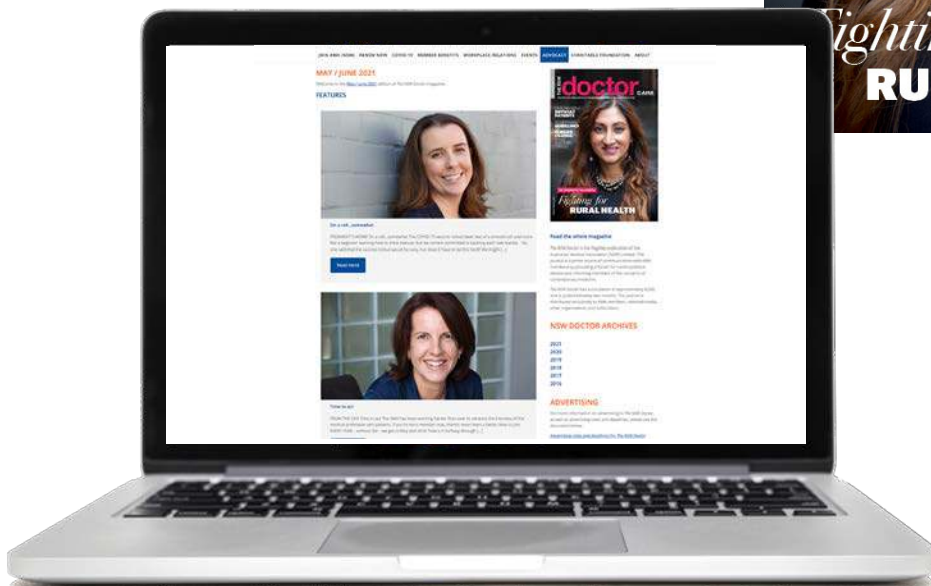
Doctors-in-training	2242
General practitioners	1946
Physicians	1140
Surgeons	859
Anaesthetists	495
Psychiatrists	351
Obstetricians & Gynaecologists	289
Orthopaedic surgeons	253
Ophthalmologists	250
Paediatricians	199
Radiologists	181
Not applicable	112
Emergency physicians	99
Dermatologists	96
Pathologists	82
Non clinical	40

Print + Digital

- **11,000** member editions
- **24,000** non-member edition (May/June)

Digital

- *The NSW Doctor* magazine is **emailed directly to members** and posted on our **website** and **social media channels**



Readership survey

Highlights

- 97% of survey respondents read the magazine
- More than half of readers (52%) said they keep the printed magazine one month or more
- 23% indicated they keep the printed magazine at least one week

Advertising rates 2022

	Casual	X3	X6	Corporate Partner Rate
Full page	\$2840	\$2630	\$2420	\$2150
Half page	\$1790	\$1690	\$1580	\$1430
Third page	\$1160	\$1100	\$1050	\$970
Quarter page	\$950	\$900	\$850	\$770
Up to a 4 page insert Member	\$5250			\$4100
Up to a 4 page insert Non-member	\$7880			\$6120

*rates do not include GST

Ad material deadlines 2022

	Jan/Feb (Print + Digital)	Mar/Apr (Digital-only)	May/June (Print + Digital)	July/Aug (Digital-only)	Sept/Oct (Print + Digital)	Nov/Dec (Digital-only)
Ad booking deadline	26 Nov	11 Feb	18 March	17 June	29 July	17 Oct
Ad material	26 Nov	11 Feb	18 March	17 June	29 July	17 Oct
Delivery date	7 Jan	4 March	6 May	8 July	9 Sept	17 Oct

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

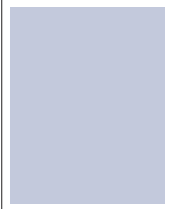
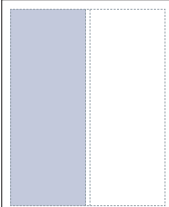
Contact: John

☎ 1234 567 899

✉ email@address.com.au

Artwork specifications

Measurements in millimeters height x width.

<p>Full Page</p> <p>Trim 297mm(h) x 210mm(w) Bleed (5mm) 307mm(h) x 220mm(w) Image Area 264mm(h) x 185mm(w)</p>	
<p>½ Page (horizontal)</p> <p>131mm(h) x 182mm(w)</p>	
<p>½ Page (vertical)</p> <p>264mm(h) x 90mm(w)</p>	

<p>⅓ Page (horizontal only)</p> <p>87mm(h) x 182mm(w)</p>	
<p>⅓ Page (column strip)</p> <p>264mm(h) x 60mm(w)</p>	
<p>¼ Page (block)</p> <p>120mm(h) x 89mm(w)</p>	

Material Requirements for print

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.

Material Requirements for digital

- Please supply web links (trackable links to be supplied by advertisers)
- No bleed or trim requirement
- Low res PDF preferred

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 please contact Michelle Morgan-Mar at michelle.morgan-mar@amansw.com.au