

THE NSW **doctor**

THE OFFICIAL PUBLICATION OF THE AUSTRALIAN MEDICAL ASSOCIATION (NSW)

Media Kit 2023



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. As the flagship publication of the organisation, the magazine documents the lobbying efforts and public health advocacy campaigns that AMA (NSW) conducts for the betterment of doctors, patients and the Australian healthcare system.



Distribution

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

Print + Digital editions

- May/June (non-member edition)
- November/December

Digital-only editions

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

The NSW Doctor magazine is distributed to 10,000 AMA (NSW) members. The May/June non-member edition is distributed to approximately 23,000 doctors across the State (this includes AMA (NSW) members and non-members in NSW).

Who reads *The NSW Doctor* magazine?

Members by specialty

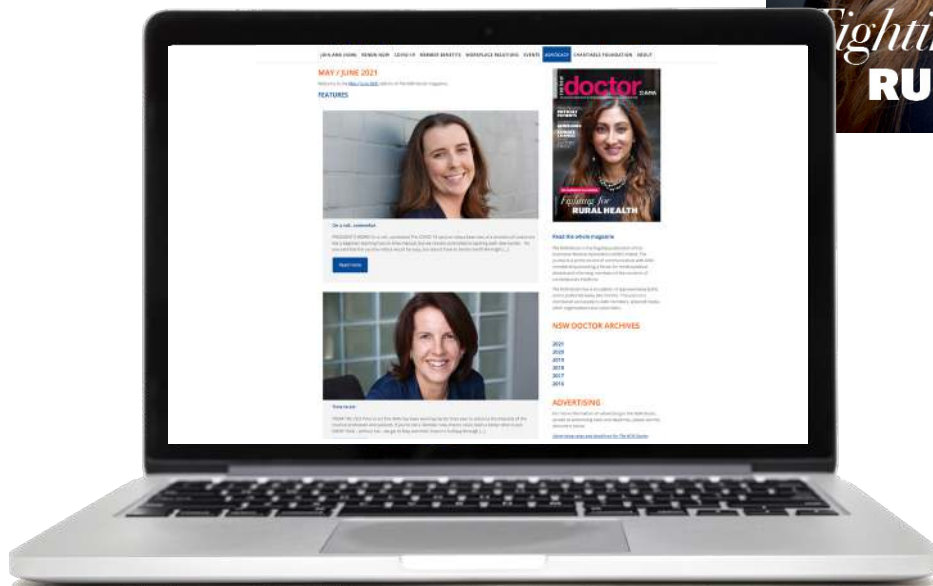
Doctors-in-training	2179
General practitioners	1840
Physicians	1089
Surgeons	821
Anaesthetists	474
Psychiatrists	347
Obstetricians & Gynaecologists	278
Orthopaedic surgeons	246
Ophthalmologists	242
Paediatricians	189
Radiologists	173
Emergency physicians	107
Dermatologists	91
Non applicable	84
Pathologists	79
Non clinical	41

Print + Digital

- **10,000** member editions
- **23,000** 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 2023

	Casual	X3	X6	Corporate Partner Rate
Full page	\$3010	\$2790	\$2565	\$2280
Half page	\$1900	\$1790	\$1580	\$1675
Third page	\$1230	\$1170	\$1115	\$1030
Quarter page	\$1010	\$955	\$900	\$820
Up to a 4 page insert Member	\$5565			\$4350
Up to a 4 page insert Non-member	\$8350			\$6490

*rates do not include GST

Ad material deadlines 2023

	Jan/Feb (Digital)	Mar/Apr (Digital)	May/June (Print + Digital)	July/Aug (Digital)	Sept/Oct (Digital)	Nov/Dec (Print + Digital)
Ad booking deadline	23 Dec	24 Feb	3 April	26 June	28 August	2 Oct
Ad material	23 Dec	24 Feb	14 April	26 June	28 August	9 Oct

Classified Advertisements

All classified advertisements are **57.3mm x 49.3mm**. Cost is **\$320 plus GST**. AMA (NSW) members receive a discount of 50% on classified advertisements for a rate of **\$160 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

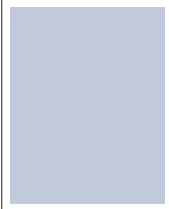
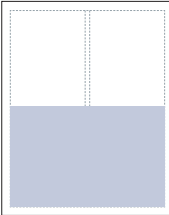
Contact: John

📞 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.

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.

NSW Doctor Inserts

- Minimum Size 148mm x 105mm
- Maximum Size 190mm x 285mm
- Weight 100gsm to 250gsm

Material Requirements for digital

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

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 Julia Arellano at
Julia.Arellano@amansw.com.au**