



CAMA
NEW SOUTH WALES

MEDIA KIT

2024

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DISTRIBUTION

AMA (NSW) has a member base of 8,000 doctors across all stages of their career, and a non-member distribution base of 20,000 which we have the ability to target through various forms of advertising.

Our mailing systems allows us to distribute to target audiences with targeted campaigns.

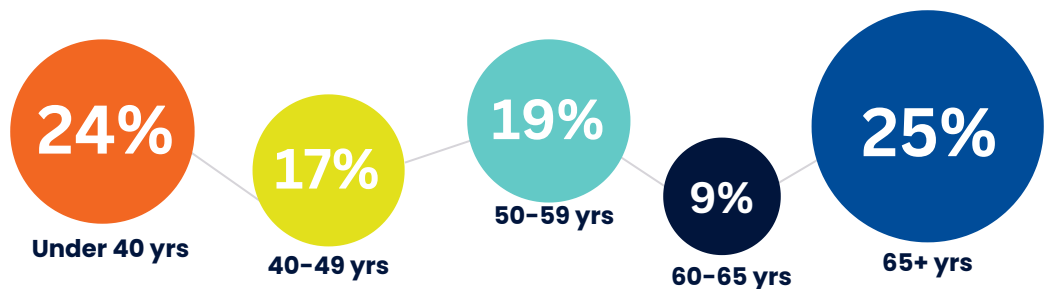
CURRENT MEMBERSHIP DISTRIBUTION

Members by Specialty	
Doctors-in-training	2049
General Practitioners	1729
Physicians	1065
Surgeons	800
Anaesthetists	428
Psychiatrists	319
Obstetricians & Gynaecologists	252
Orthopaedic Surgeons	233
Ophthalmologists	219
Paediatricians	183
Radiologists	161
Non-Applicable	112
Emergency Physicians	111
Dermatologists	87
Pathologists	73
Non-Clinical	24

35%
Female Members



64%
Male Members



ARTWORK SPECIFICATIONS

Measurements in millimetres, height x width

Full Page

Trim	297mm(h) x 210mm(w)
Bleed (5mm)	307mm(h) x 220mm(w)
Image Area	264mm(h) x 185mm(w)

1/3 Page
(Horizontal only)

87mm(h) x 182mm(w)

1/2 Page
(Horizontal only)

131mm(h) x 182mm(w)

1/3 Page
(column strip)

264mm(h) x 60mm(w)

1/2 Page
(Vertical)

264mm(h) x 90mm(w)

1/4 Page
(Block)

120mm(h) x 89mm(w)

MATERIAL REQUIREMENTS FOR PRINT

Please supply only high resolution PDFs 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.

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, previous provided advertising material will be repeated.

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.

THE NSW DOCTOR

The official publication of the Australian Medical Association (NSW).

In 2024, AMA (NSW) will produce printed quarterly editions of The NSW Doctor magazine.

These quarterly editions will be distributed to both members and non-members, increasing circulation reach to an audience of over 20,000 doctors each quarter.

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.

THE NSW DOCTOR



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ADVERTISING RATES

Prices are subject to change.

	Casual	x4	Corporate Partner Rate
Full Page	\$5,268	\$18,963	\$3,951
Half Page	\$3,325	\$11,970	\$2,494
Third Page	\$2,153	\$7,749	\$1,614
Quarter Page	\$1,768	\$6,363	\$1,326
Inside Front Cover	\$6,125	\$22,050	\$4,594
Inside Back Cover	\$5,775	\$20,790	\$4,331
Up to 4-page insert	\$14,613	\$52,605	\$10,959

AD MATERIAL DEADLINES 2024

Subject to change. Contact AMA (NSW) for deadlines.

EMAIL MARKETING

E-NEWSLETTER *FEEL GOOD FRIDAY*

Member only e-newsletter that features member benefit deal of the week, upcoming AMA (NSW) events, noticeboard, health hacks and more!

DISTRIBUTION

Sent to all AMA (NSW) members and associate members (approximately 13,500 subscribers).

FREQUENCY

Fortnightly on Fridays.

COST

Feature in Deal of the Week	\$500
Banner Ad	\$320

Discounts apply for existing corporate partners.

SPECIFICATIONS

Feature in Deal of the Week:

- Description of the deal, up to 100 words.
- Image (landscape) and website link.

Banner Ad:

- JPG (animated GIFs will not be accepted)
- 1200px(w) x 225px(h)
- Hyperlink to one of the following
 - Supplied PDF
 - Website
 - Email

DEADLINE

Bookings may be received one week prior to the newsletter release.

Advertisement must be received 3 days prior to the newsletter release date.

ELECTRONIC DIRECT MAIL CAMPAIGN

An Electronic Direct Mail (EDM) is an email dedicated to your message and yours alone. It's a great opportunity to reach out to our member database to promote a special offer, new product or event. EDMs are clickable and drive user traffic to your nominated URL link.

DISTRIBUTION

Sent to all AMA (NSW) members and associate members (approximately 13,500 subscribers).

FREQUENCY

EDMs are at the discretion of AMA (NSW) and dependant on our current email marketing schedule.

SPECIFICATIONS

Limit of 200 words.

Please provide any disclaimers or Terms and Conditions (not included in word count).

COST

Approximately \$1,500, subject to target audience.

DEADLINE

Booking deadline 1 month prior to desired month.

Content deadline 1 week prior to email release date.

CLASSIFIED ADVERTISEMENTS

Classified advertisements can go in our fortnightly newsletter Feel Good Friday, on our website or in The NSW Doctor magazine.

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**.*

EXAMPLE 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

CLASSIFIED

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COMMERCIAL PARTNERS

MEMBER BENEFITS ON AMA (NSW) WEBSITE

Become part of our member benefits program by offering discounts on your product/service to our 8,000 members.

WHAT YOU RECEIVE

- Opportunity to communicate directly to our members through offering deals on services and products
- Brand awareness
- Generate customer sales growth.

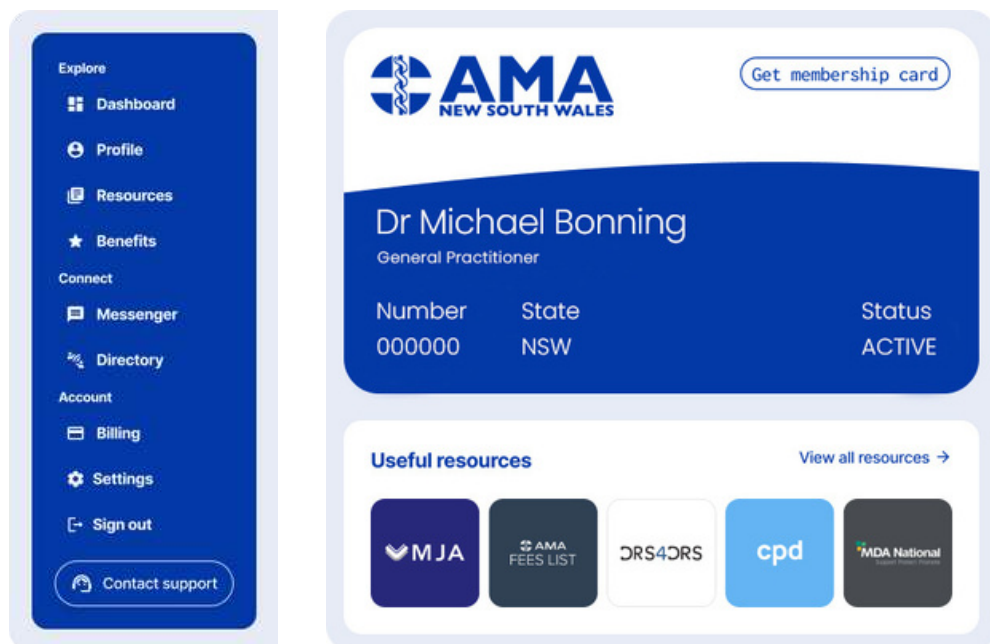
You will have your own page on our website under *Member Benefits*, and in the locked member portal. This includes a brief description of the company, logo and your product/service offering.

MEMBER BENEFITS ON AMA (NSW), THE NSW DR

Your company logo and offering will be included in the Member Benefits page in all of our NSW Doctor Publications.

COST

\$1,000 (excluding GST) annually or as per terms of contract.



MEET WITH SERIES

Have the opportunity to film a Q&A with the AMA (NSW) team to promote your services to our members and receive content to share with your audience.

WHAT YOU RECEIVE

- Professionally filmed content
- Content to share to your audience
- AMA (NSW) audience reach.

COST

\$5,000

