

medicSA

Magazine of the Australian Medical Association (South Australia) Inc.

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MEDIA KIT 2022

As the official publication of the Australian Medical Association (South Australia), *medicSA* provides an excellent medium to communicate with the medical profession in South Australia.

A high-quality colour magazine, *medicSA* is published and distributed six times a year. It has been a valued source of information and entertainment for South Australian doctors for more than 20 years.

With articles written by doctors, for doctors, and content guided by an Editorial Committee of medical practitioners, *medicSA* contains a successful mix of material catering to the interests of the whole profession – general practitioners, specialists, urban and rural doctors, senior doctors, young doctors and medical students. It is also read by practice managers, medical practice administration staff, and general practice nurses.

Through advertising in *medicSA*, companies and organisations can reach this attractive and targeted demographic. The fact that a significant number of medical practices and individual practitioners turn to *medicSA* in order to communicate with the profession is testament to its influence and value.

DISTRIBUTION

Four standard issues of *medicSA* (February, April, August and October) are distributed to Australian Medical Association (SA) members. Issues have a high repeat and multiple readership and are sent to medical practices, homes, hospitals and other organisations, as well as government departments, libraries, politicians and the media.

Twice a year, special 'bumper' editions of *medicSA* (June and December) are sent to all South Australian doctors and the health community (based on our most current data), as well as other subscribers, in a circulation list of more than 4,500. These issues offer an excellent opportunity to communicate with all South Australian medical practitioners and other healthcare professionals.

medicSA's usual length of 32 to 40 pages for a regular issue and 56 to 72 pages for special bumper issues is carefully judged to make it easily readable and to encourage members to peruse each issue from cover to cover.

For more information call the AMA(SA) on 08 8361 0100 or email medicSA@amasa.org.au.

ARTWORK SPECIFICATIONS

Advertising artwork is to be supplied as a CMYK or mono/greyscale press grade PDF with images and logos being of a resolution no less than 300ppi, and at least 3mm bleed. Other formats such as PSD, PNG, TIFF, or EPS are acceptable if the same guidelines are followed.

Alternatively, artwork may be supplied as native Adobe InDesign, Illustrator, or flattened Photoshop formats with all fonts provided unless the file has been converted to paths, and all linked images provided unless they have been embedded in the native file.

CONTENT

medicSA includes a wide range of content, such as:

- Features on issues in health
- Population health features
- Financial, industrial and practice advice
- Profiles and opinion pieces
- Details of upcoming events
- South Australian and national health news
- Lifestyle articles and reviews
- Medico-political articles

BOOKING DEADLINES

Issue	Deadline
February	14 Jan 2022
April	11 Mar 2022
June	13 May 2022
August	15 Jul 2022
October	9 Sep 2022
December	11 Nov 2022

Artwork is required no later than 7 days after booking deadline

ADVERTISING RATES

STANDARD RATES

		Casual	4 Issues
Full page	Mono	\$1484	\$1329
	Colour	\$1834	\$1637
Junior page	Mono	\$1206	\$1092
	Colour	\$1504	\$1360
Half page	Mono	\$948	\$855
	Colour	\$1185	\$1082
Third page	Mono	\$660	\$588
	Colour	\$824	\$736
Quarter page	Mono	\$521	\$474
	Colour	\$628	\$588

BUMPER RATES

Full page	\$2133
Junior page	\$1803
Half page	\$1360
Third page	\$958
Quarter page	\$772

CLASSIFIED RATES

	Member	Non-member
5 lines or less (approx. 25 words)	\$77	\$154
6-10 lines (approx 50 words)	\$154	\$310
11-15 lines (approx. 75 words)	\$206	\$412
16-20 lines (approx. 100 words)	\$231	\$464

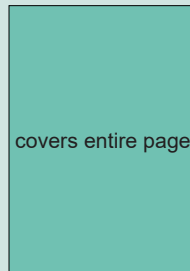
ADDITIONAL LOADINGS

Inside front cover	20%
Between pages 4 - 6	20%
Between pages 8 - 16	15%
Inside back cover	10%
Back cover	10%
Classified - Bumper	15%

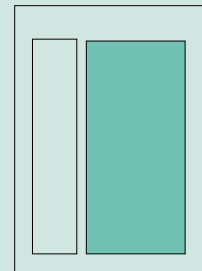
- All rates listed is per issue and include GST.
- Media agencies commission will be reversed if payment is not received by invoice due date.

SIZE GUIDE

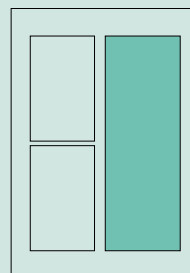
Full Page
210mm x 297mm
plus 3mm bleed all around



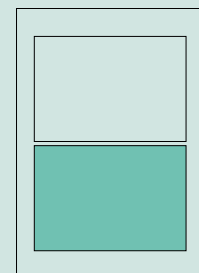
Junior Page
114.5mm x 248mm



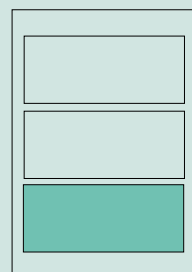
Half Page - Vertical
82.5mm x 248mm



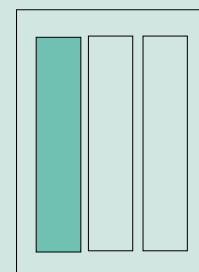
Half Page - Horizontal
174mm x 120mm



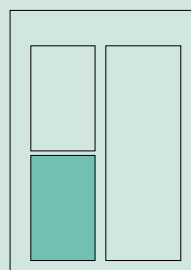
Third Page - Horizontal
174mm x 77mm



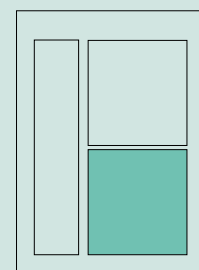
Third Page - Vertical
51mm x 248mm



Quarter Page
82.5mm x 120mm



Third Page - Block
114.5mm x 120mm



BOOKING FORM - DISPLAY ADVERTISING

BOOKING DETAILS

Business Name	Contact Name
Postal address	
Email	Phone
Linked URL	

BOOKING REQUIREMENTS

Issue	Size	Colour / Mono	Preferred Position (incurs loading)	AMA(SA) Office Use		
				Loading	Comm./Disc.	Total Inc. GST

Print ready or 'finished' artwork should be supplied using the measurements specified in the media kit, in electronic format, and in CMYK colours, with all fonts and URLs embedded or supplied. Artwork should preferably be supplied as an EPS, TIFF or print-optimized PDF file, with 3 mm bleed and trim marks.

BILLING DETAILS

NB. Media agencies discount will be reversed if payment is not received by invoice due date.

Business Name	Contact Name
Email	Phone
Ref/Order N°	
If you wish to provide your credit card details we will make payment on raising of invoice.	
Name on card	Expiry
Card No	CVV

TERMS AND CONDITIONS

- Cancellations can be made before the booking deadline without a cost being incurred (unless you have booked four standard issues or an artwork charge applies). If you cancel your booking after the booking deadline a fee may apply.
- The AMA(SA) accepts no responsibility for material published on behalf of the advertiser. It is the advertiser's responsibility to ensure that the advertisement is accurate and complies with relevant laws.
- The AMA(SA) reserves the right to refuse or withdraw from publication of advertising at any time.
- Bookings are invoiced per issue on publication, with payment required in seven days of date of invoice.
- Media agencies commission will be reversed if payment is not received by invoice due date.

I confirm that I wish to book the advertising specified and agree to the terms and conditions of advertising.

Signature:

Name:

Date:

To confirm your booking, please sign and return this form to medicsa@amasa.org.au.

Artwork is required seven days after the booking deadline for each month.



BOOKING FORM - CLASSIFIED ADVERTISING

BOOKING DETAILS

Issue	Size	AMA(SA) Office Use	
		Loading	Total Inc. GST

My preferred section is (please select one):

- Practice notes
- Practices for sale or purchase
- Rooms for sale or lease
- Positions vacant
- Work wanted
- Holiday accommodation
- For sale (general)
- Other

CLASSIFIED WORDING

Please type in the space below the wording you wish to appear. The style and appearance must be consistent with our usual style and will be reviewed in our internal proofing process. You will not need to approve a proof copy of the wording, but will be contacted with any queries.

BILLING DETAILS

Business Name	Contact Name
Email	Phone
Ref/Order N°	Member Name
If you wish to provide your credit card details we will make payment on raising of invoice.	
Name on card	Expiry
Card No	CVV

TERMS AND CONDITIONS

- Cancellations can be made before the booking deadline without a cost being incurred. If you cancel your booking after the booking deadline a fee may apply.
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Signature:

Name:

Date:

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