

Display Advertisements

POSITION	PRICE	ALIGNMENT	OUTSIDE DIMENSIONS (mm)	
			WIDTH	HEIGHT
Cover: outside back / inside front	\$2600	Vertical	210	297
Bleeds: 4mm crop marks, 13mm text safety margins				
Full page	\$2150	Vertical	210	297
Bleeds: 4mm crop marks, 13mm text safety margins				
Two-thirds page	\$1870	Vertical	116	275
		Horiz.	N/A	N/A
Half page	\$1280	Vertical	88	275
		Horiz.	185	125
One-third page	\$940	Vertical	121	125
		Horiz.	185	90
Quarter page	\$680	Vertical	92	125
		Horiz.	123	95
One-sixth page	\$540	Vertical	61	125

Discount: 10% for bookings in three or more editions, then add GST

ARTWORK SPECS: The magazine is trimmed to A4. Please supply artwork as a print-ready pdf: for bleeds, 4mm crop marks & text safety margins of 13mm all page edges; imbed images at 300 dpi, CMYK colour; fonts embedded; email to advertising@mforum.com.au

- ALL RATES exclude GST and agency commission.
- **Page Loading: Preferred position 20%.**
- Prices for non-conforming sizes are available on request.
- Very cheap rates for **artwork design** - please ask.

Subscriptions

One year (11 issues)	\$138.00 (inc. GST)
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Clinical Content

All clinical content, whether advertising or editorial, is screened by the Medical Editor for ACCC compliance. A small additional fee for editorial assistance with advertising may apply. The magazine does not carry any sponsored clinical content. Potential clinical authors are given careful guidelines.

Circulation & Readership

About **5700** medical practitioners - every active GP and Specialist in WA - plus key corporate and government people.

Practising General Practitioners	2,850
Practising Specialists	2,360
Trainees (requested addresses only)	380
Corporations, Govt Bodies, Subs, etc	110

Survey results: 70% of GPs considered the publication their most important information source. Over 90% of GPs and Specialists read *Medical Forum* each month. Highly popular due to editorial independence, full focus on local (WA) issues, and both informative and entertaining. GPs are twice as likely to browse Medical Forum than the national publication *Australian Doctor*.

Electronic Version: As of October 2016, 400 doctors have chosen to receive Medical Forum magazine in electronic form via email.

Feature & Theme Schedule

EDITION 2017	EDITORIAL FEATURES	LIFESTYLE FEATURES
February	Innovations, Trends & The Future	Arts in WA Investments
March	Pain Management & Mental Health	Conference Venues Lifestyle Balance
April	Cardiovascular Health	Winter Getaways
May	Women's Health	Women's Interests
June	General Medicine	Investments / Financial Planning
July	Men's Health	Boys Toys
August	Child Health	Real Estate WA
September	Respiratory Health	Techno Highway & Education
October	Musculoskeletal Medicine	Adventure Sports & Leisure Activities
November	Aged Care	Elderly Living
December	Travel & General Medicine	Summer Days

(The planned clinical theme is adhered to where possible. Different clinical editorial may feature in any edition, and themes are subject to change.)

Editions & Deadlines

EDITION	BOOKING & MATERIAL DEADLINE
Feb 2017	Tuesday 10 January
Mar 2017	Friday 10 February
Apr 2017	Friday 10 March
May 2017	Monday 10 April
Jun 2017	Wednesday 10 May
Jul 2017	Friday 9 June
Aug 2017	Monday 10 July
Sep 2017	Thursday 10 August
Oct 2017	Monday 11 September
Nov 2017	Tuesday 10 October
Dec 2017	Friday 10 November

Inserts

Delivered to Mailing House no later than one week after Material Deadline

INSERT DETAILS <small>The max. stock weight is 130gsm. A hard copy is required for approval.</small>	PRICE (ex GST)	
	To GPs & DIT (3,250)	To All (5,700)
1 page A4 (can be folded)	\$1600	\$1950
1 pg A3 (folded to A4)	\$2100	\$2550