

2017

Media Kit Advertising Guidelines



medical.wa FORUM

2017 Distribution & Readership

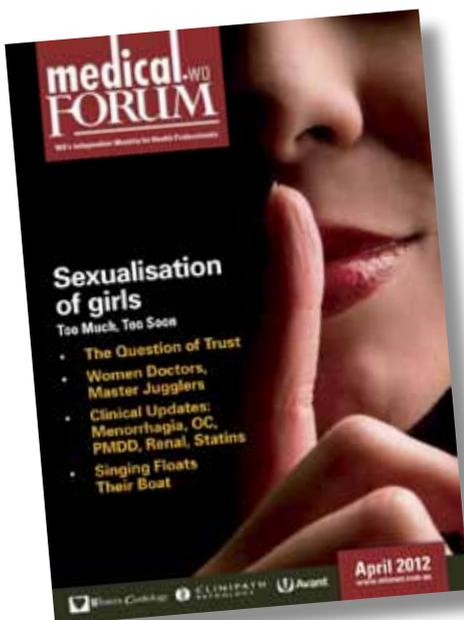


WA's Independent Monthly for Health Professionals that both informs and entertains.

Marketing Profile

- Typically, 92 pages with a popular mix of news, guest opinion, management and education, lifestyle opportunities, financials, poll results, clinical updates, medical services and products, and more.
- Established 1995, and supported by key medical organisations.
- *Medical Forum's* independence and quality make it popular with readers and advertisers alike.
- Guaranteed readership amongst a high-income professional group.
- Competitive rates, with discounts on offer.

If you seek to communicate directly with this niche professional market, please contact us today for a customised communications package.



Proven Readership Results*

**September 2013 Readership Survey of WA's GPs and Specialists.*

Depth of readership

- The publication has a longstanding reputation for professional journalism across the whole profession.
- Over 90% of both GPs and Specialists have read a copy of *Medical Forum* within the last month, while 79% of GPs and 90% of Specialists say they have read at least three of the last four editions.
- 73% of specialists and 74% of GPs picked *Medical Forum* as the publication that best covers the Western Australian medical scene in a way that interests them.

Magazine retention is high

- Retention of the monthly magazine is high amongst doctors: 47% of GPs and 36% of specialists say they save clinical articles for future reference; 48% of GPs and 20% of Specialists keep the Clinical Services Directory for possible referrals; and, at least 35% of GPs and Specialists pass the magazine to colleagues, staff, family or friends.

Practice Managers as readers

- According to GPs in the know, two thirds of their Practice Managers either "mostly" or "sometimes" read *Medical Forum*, while for Practice Nurses the figure is just over half. Amongst Specialists, the figures are slightly higher (71% and 55%, respectively).

Other publications compared

- Six times more GPs rate *Medical Forum* first when it comes to covering WA medical news, compared to *Australian Doctor*. This explains why twice as many WA GPs say they would browse *Medical Forum* if both publications were presented to them.
- WA AMA members are either 15 times (GPs) or 14 times (Specialists) more likely to browse *Medical Forum* than they are the AMA member-only publication (with about 75% of GP's and 50% of Specialists not AMA members)

Distribution

Medical Forum magazine reaches every known practising doctor in WA - about:

- **5,210 General Practitioners & Specialists (plus their staff).**
- **350 Doctors in Training (preferred mailing address only).**

Medical Forum has an additional corporate and government subscriber base.

**medical.wa
FORUM**

Medical Forum WA Magazine • 8 Hawker Avenue, Warwick WA 6024
Tel: (08) 9203 5222 • Fax: (08) 9203 5333 • Email: advertising@mforum.com.au

Magazine Sections 2017



News, Reports & E-polls

Medical Forum has been at the forefront of many breaking news stories in WA and continues to seek out new stories from reputable sources.

The publication prints regular E-polls of doctors - their opinions and perspectives on a range of important issues.

Features

In-depth coverage of important topics from a uniquely WA perspective. From hard topics such as pregnancy termination to political 'hot potatoes' like autonomous nurse practitioners or doctors' referral practices.

Clinical Content

Readers rate **Clinical Updates** in the top three for attracting their interest (Readership Survey results).

- Interesting new developments or innovations.
- Contentious clinical situations.
- Technology reviews, websites and apps.
- Hands-on advice from colleagues.

Conference Reports

State-wide or national conferences held in Perth get special treatment: helpful clinical excerpts, highlights and conference photos.

Opinion, Editorials, Letters, etc

Local 'movers and shakers' offer their views on a diverse range of topics affecting the medical profession in WA. *Medical Forum* has a lively and sometimes controversial Letters section and offers up hard-hitting Editorials.

Insider Information comes via the ever popular sections, **Beneath the Drapes & Have You Heard**. News of the latest appointments, award winners, and interesting snippets from the Medical and Biosciences fields. Information from reputable sources and inside contacts.

"Our journalists have a finger on the pulse of medicine in WA - what's relevant to doctors today. Whether medicopolitics, clinical updates, news stories or insightful features, all are presented in an eye-catching and easy-to-read style."

Trailblazers & Celebrities

Medical Forum is committed to profiling WA's medical innovators and pioneers, from rural GPs to Nobel Laureates. We also find out what makes your favourite celebrities tick, with a medical twist.

Lifestyle & Competitions

A section that is a popular source of 'time-out' opportunities for doctors, including a regular wine review, travel features, Doctor's Dozen and other competitions, etc.

Directories

Clinical Services Directory - health providers promote to doctors.

Classifieds - popular amongst GPs and others, mainly employment offers but also .

