

2017

Media Kit Advertising Guidelines



medical.wa FORUM

Website Advertising 2017



Medical Forum magazine provides news and other content to www.medicalhub.com.au Considered news and views for Health Professionals in WA.

MedicalHub.com.au offers you:

- Positioning ahead of competitors - for our attentive audience of high income health professionals.
- A great way to notify of an upcoming event in WA or augment any rep force you have in WA.
- An enhanced professional image through the implied endorsement of an independent WA medical website. Plus you gain goodwill by being associated with a website full of helpful medical information and opinion.
- The opportunity to get your message in front of our exclusive and engaged readership.

Medical Hub visitors are different...

- They are searching for information. Visitors spend an above average 1:20 seconds browsing.
- Many become 'regulars' because they like what they see - 22% are return visitors.
- Many have an interest in things medical – enticed to the website by news, features, competitions, e-polls and editorial from *Medical Forum* magazine.

Significant traffic to medicalhub.com.au (i.e. unique visitors and visits) continues to increase.

- Nearly 5000 unique visitors each month.
- The site offers excellent audience engagement.
- Over 11,500 page views per month.
- With nearly 80% of viewers from Australia (and 83% of those from WA) your advert is reaching your target.



Start-up Package

We have designed a low-cost, start-up package with an ability to track results – to protect your investment.

\$290 per month (ex GST), for a three month trial, gives you:

- A banner advert (180x150px) displayed on rotation on at least two (2) pages of www.medicalhub.com.au, one of which is the Home Page.
- A simple static banner ad created by us.
- Business Directory listing on www.MedicalHub.com.au (which incidentally gives your website a higher profile for search engine rankings).
- Statistics on banner 'views' and 'click-through' rates - at the end of the three-month trial.
- Access to 10% discount for any in magazine advertising with *Medical Forum*.

Your banner ad can be linked by 'click-thru' to whatever is likely to boost your business in WA, such as:

- Your website's login for on-line sales.
- A profile and photo of your local WA rep or agency.
- Details of your lead product.

Phone us today on 08 9203 5222 or email sales@medicalhub.com.au to confirm your booking.

Banner Design Specifications

Dimensions: 180 pixels wide x 150 pixels high

Resolution: 96 dpi.

Static Images: All static images no bigger than 20KB.

GIF Animations: .gif animations no greater than 30KB.

Flash Animations: Please submit both the .swf and .fla files - ensure all links are embedded. No greater than 30KB.