

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 .



Themes and Deadlines



Link up with Lifestyle and Editorial Features for

- A more targeted audience,
- The opportunity to make relevant offers, and
- A chance to educate a receptive medical profession about your products & services.

Booking & Material Deadlines are usually the 10th of each month.



EDITION	EDITORIAL FEATURES	LIFESTYLE FEATURES	BOOKING-MATERIAL DEADLINE
February 2017	Innovations, Trends & The Future	The Arts in WA / Investments	Monday 11 January
March 2017	Pain Management & Mental Health	Conference Venues WA / Lifestyle Balance	Wednesday 10 February
April 2017	Cardiovascular Health	Winter Getaways	Thursday 10 March
May 2017	Women's Health	Women's Interests	Monday 11 April
June 2017	General Medicine	Investments / Financial Planning	Tuesday 10 May
July 2017	Men's Health	Boys' Toys	Friday 10 June
August 2017	Child Health	Real Estate WA	Monday 11 July
September 2017	Respiratory Health	Techno Highway & Education	Wednesday 10 August
October 2017	Musculoskeletal Medicine	Adventure Sports / Leisure Activities	Friday 9 September
November 2017	Aged Care	Elderly Living	Monday 10 October
December 2017	Travel & General Medicine	Summer Days	Thursday 10 November

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

2017 Advertising - Sizes, Prices & Specifications

FULL PAGE 210 x 297 (Bleeds allowed: 4mm crop marks; 13mm text safety margins)	1/4 PG HORIZ 123 x 95
	1/4 PG VERT 92 x 125

1/3 PG VERT 121 x 125	2/3 PAGE VERT 116 x 275
1/3 PG HORIZ 185 x 90	

1/6 PAGE 61 x 125	Non Conforming Sizes Available on Request	1/2 PAGE VERT 88 x 275
1/2 PAGE HORIZ 185 x 125		

Text margins are 13mm from all page edges.
Bleeds allowed on full width/height ads.

Use Our Graphic Artists and Save!
With our in-house graphic artist we offer very competitive rates and a wealth of experience in compiling your artwork.

Send your material as:

Text: Word document attachment.

Images: JPEG (medium compression) at 300 dpi resolution, to 100% of intended size.

AD POSITION	PRICE
Double Page Spread	\$3880
Outside/Inside Back, Inside Front Cover	\$2600
Full page	\$2150
2/3 page	\$1870
1/2 Page	\$1280
1/3 page	\$940
1/4 page	\$680
1/6 page	\$540

DISCOUNT

10% off each ad when booking three or more editions.

Artwork Specifications

Medical Forum is produced in InDesign for Macintosh. The magazine is trimmed to A4.

Print Ready PDF is our Preferred Option

- Export from Indesign using Prepress preset Settings, or
- Distil from other applications using Adobe Acrobat Distiller#

Bleeds: 4mm crop marks.

Text safety margins: 13mm all edges.

Trim area centred on Media size.

Fonts embedded and can be subset.

Images imbedded at 300 dpi, all CMYK.

Adobe Job option files are available from the editor

Email all artwork to advertising@mforum.com.au

PLEASE NOTE

Ad Rates are in \$AUS and exclude GST.
Agency Commission is NOT included.
Page loadings: Preferred position 20%.

INSERTS

SIZE	PRICE	
	GPs only	To All
Single A4	\$1,600	\$1,950
Single A3	\$2,100	\$2,550
Quantity	3,200	5,700

Usually inserted in the magazine.
Maximum stock weight 130gsm.
Approval required beforehand.

Delivered to the Mailing House
no later than a week after the
Material deadline



Clinical Services Directory (CSD)

Western Australia's Who's Who for Patient Referrals.

Get Results! - 87% of GPs Refer to the Directory* so keep them informed!

(*Results from the last *Medical Forum* readership survey.)

As a doctor-to-doctor communication, Medical Forum offers considerable freedom for service providers to ethically promote their services to all known medical practitioners in WA.



Keeping doctors informed is an essential professional courtesy. We suggest you include:

- A photo of yourself, as a personal touch, especially for WA graduates.
- A practice logo if you have one.
- Special interests or expertise is important - treatments, procedures or investigations performed.
- Availability for personal phone advice.
- Places of consultation or procedures.

CSD Options

While each listing can be personalised, a style sheet defines limits and the Clinical Services Directory editor has final say.

Listing options include:

- Highlights e.g. bulleted text, line spaces or box outline.
- Photo and / or logo included.
- Coloured background.

Cost Estimates

Please supply text and images to be included. We will then quote. Artwork costs are included for the first draft.

Allow approx \$40 (+GST) per column centimetre.

Artwork supplied by you - this must meet our CSD Artwork Specifications. Please ask for these beforehand.

Alterations: Those requiring a proof, \$20 each.

DISCOUNT: 3 or more editions booked attracts 10% discount.

NB. Rates are quoted in \$AUS and exclude GST. Agency Commission is NOT included in quoted rates.

How to Submit Your Material

Text: Email text to jen@mforum.com.au as WORD document for PC, including your rough layout.

Photo/logo: Email a high resolution (300 dpi) JPEG to jen@mforum.com.au.

Deadline

Booking and material deadline for the Clinical Services Directory is the **2nd of the month prior to publication**. Late fees may apply if someone can be accommodated.

Classifieds Advertisements

CLASSIFIEDS
Your cost effective gateway to the medical profession in WA

The Classified Advertisements section is your cost effective gateway to the medical profession in WA.

Classifieds categories

Positions Vacant (Urban or Rural)

Locums Wanted

Practices For Sale

Practices or Rooms for Lease

Equipment for Sale or other General classified ads.

Classifieds Options

Each listing is personalised to your needs and quotes are based on your inclusions.

Listing options include:

- Highlighted text. For greatest impact, highlight important points with bulleted text, line spaces or a box outline.
- Photo and / or logo included.
- Coloured background.
- Display artwork by our graphic artist.

Classifieds Costs

These rates are a guide only - contact us to obtain a fixed quote.

- Plain consecutive text: \$1.70 per word (min. charge of \$86)
- Highlighted Text: \$10 per line
- Photo / Logo: approx \$25 per image
- Colour background: \$25 per listing

Each listing can be personalised to your needs.

NB. Rates are quoted in \$AUS and exclude GST. Agency Commission is NOT included in quoted rates.

A listing in three (3) or more editions attracts 10% discount

Deadlines

Booking and material deadline is the **15th of any month** prior to the edition of publication (no January edition).

SORRENTO
1/2 GP for a busy Medical Centre in Sorrento.
Up to 75% of the billing
Contact: 0439 952 979

KARRINYUP
St Luke Karrinyup Medical Centre
Great opportunity for FT/PT doctor in a state of art clinic, ever metro, Nursing support, Pathology and Allied services on site.
Private billing. Privately owned.
Generous remuneration.
Please call Dr Taku 0439 952 979
Email: a_taku@yahoo.com

GREENWOOD
Greenwood/Kingsley Family Practice
The landscape of general practice is changing, and it is changing here.
Are you feeling demotivated by the recent Federal government proposal on changes to Medicare?
Do you feel that you have to keep bulk billing in order to retain patients?
It doesn't have to be this way!
Come and speak to us and see the different ways in which we operate our general practice.
Be part of the game changer!
Our practice is located north of the river. Sorry we are not DINKS.
Please contact: sheng@stjohnofgod.com.au
0402 201319 for a strictly confidential discussion.

GREATER BUNBURY MEDICAL CENTRE
ARE YOU READY FOR A CHANGE?
We are looking for specialists and GP's to join the expanding team!
Tenancy and room options available for specialist's.
Procedural GP's and office based GP's well catered for.
Contact Dr Brenda Murrison for more details!
9791 8133 or 0418 921 073

ST JOHN OF GOD Murdoch Hospital
Sessional Rooms available
Full practice management Sessional Rooms are available at the St John of God Murdoch Medical Clinic.
* full-time, part-time, sessional
* medical systems and secretarial support
* adjacent to Fiona Stanley Hospital
More information phone: 9366 1802 or email: diane.carr@sjog.org.au

Australian Medical Visas
ARE YOU LOOKING FOR DOCTORS FOR YOUR MEDICAL PRACTICE?
Australian Medical Visas is owned and run by 2 Practice Managers based in WA, who have over 20 years experience of the UK and Australian healthcare systems.
We currently have a number of doctors who are looking for practice in Australia. We are able to assist practices with all paperwork involved including the migration process (if required).
Please visit our website www.austaliamedicalvisas.com.au or contact Jacky on 0488 500 152 or Andrea on 0401 37 1341.

How to Submit Your Material

Text: Email to jasmine@mforum.com.au as a Word document for PC or include the text within the body of your email.

Images: Attach to your email (jasmine@mforum.com.au) as JPEG for PC at 300 DPI resolution.

If in doubt, please contact *Medical Forum* beforehand to check specifications.

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.

2017 Terms & Conditions - Other Services Offered

The contract

Written confirmation of an advertisement or sponsorship booking by the advertiser or agency is considered a 'contract'.

Approval

Advertisements submitted to *Medical Forum WA* are subject to approval by the publisher Rakabee Pty Ltd T/A HealthBooks. The publisher reserves the right to reject any advertisement or copy for editorial reasons.

The words 'Advertising Feature' will be placed above or below advertising copy which, if in the publishers' opinion, could be confused by readers as editorial.

Cancellations

No cancellations will be accepted after the booking deadline. This applies also to any overdue material.

Space will be charged at 30 per cent of the booked rate for any cancellations made within seven days of the booking deadline.

Discounts

When booking for multiple editions, advertisers are eligible for discounts (usually 10% for three or more listings). Discounts do not normally apply to Inserts or Major Sponsorships.

If multiple bookings are cancelled to below the threshold for discounts, advertisers who have been discounted must pay at the standard (non-discounted) rates for ads that have already run.

Indemnity

Advertisers are responsible for ensuring that advertisements comply with Commonwealth, State and Territory laws. It is the responsibility of the advertiser to ensure that advertisements comply with the Trades Practices Act 1974 as amended. All advertisements are accepted for publication on condition that the advertiser indemnifies the publisher and its servants against all actions, suits, claims, loss and or damages resulting from anything published on behalf of the advertiser.

Other Services Offered

With over 100 years' combined experience working with the medical profession, *Medical Forum's* team also offers:

- A comprehensive up-to-date database of all WA doctors, for use by approved clients.
- Marketing advice for your best communications package.
- Graphic Design at competitive rates, whatever the task.

Contacts

Marketing & Advertising Manager

Mob (0403 282 510)

advertising@mforum.com.au

Clinical Services Directory & Classifieds Advertising

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Optima Press - Osborne Park WA

Tel: 08 9445 8380

Graphic Design

Thinking Hats, Fremantle

