



MEDICUS + MED e-LINK

MEDIA KIT 2024



THE AWARD-WINNING JOURNAL OF THE AUSTRALIAN MEDICAL ASSOCIATION (WA)

ABOUT US

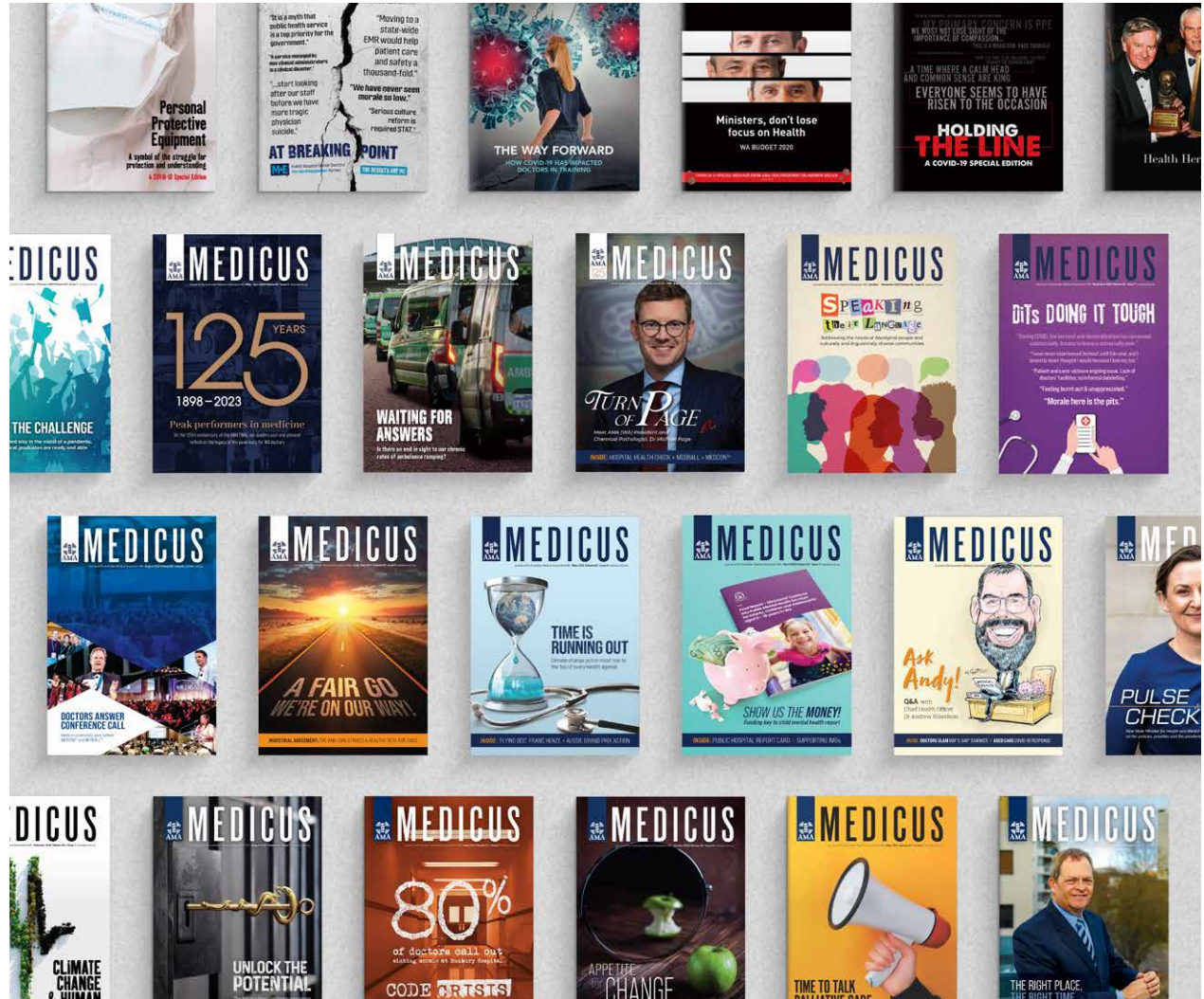
► **Authoritative, premium and thought-provoking content.**

A well-rounded read delivered for more than three decades to a captive high net-worth medico audience. Advertising in *Medicus* ensures your message reaches this time-poor yet high-disposable income group.

► **Robust mix of articles and special features.** The aim is to inform, edify and interest.

- Health industry news and updates on workplace relations
- Cover stories on key health issues
- Commentary from health leaders
- Profiles and interviews
- Clinical and research updates
- Conferences, forums and events
- Lifestyle offerings – motoring, finance, family law, book reviews etc.
- Classifieds – professional listings, healthcare employment opportunities, real estate

► **Media interest** – *Medicus* is often cited by a range of media outlets.



DISTRIBUTION & READERSHIP - PRINT

- ▶ **Printed and posted:** 4,000+ copies
- ▶ **Frequency:** Bimonthly (6 editions annually)
- ▶ **Size:** 60 page A4 glossy magazine
- ▶ **Target readership:** AMA (WA) members, state politicians and key players in government, media, universities and corporate healthcare.
- ▶ **Social media:** *Medicus* is strongly supported by the AMA (WA)'s social media channels – Facebook, Twitter and LinkedIn.
- ▶ **In 2023,** 4 editions of *Medicus* were distributed to all WA doctors irrespective of AMA (WA) membership. The final two editions of the year were member only.
- ▶ **In 2024,** all editions will be AMA (WA) member only.

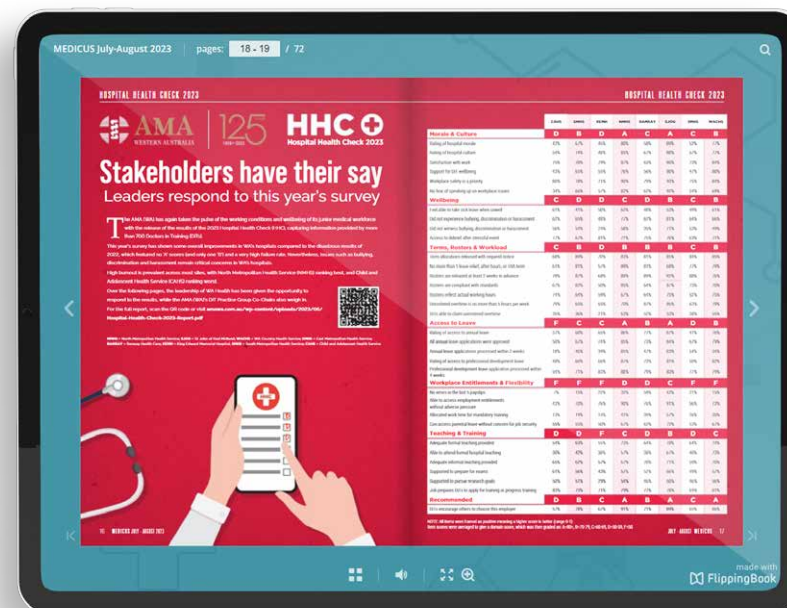


DISTRIBUTION & READERSHIP - ONLINE

- *Medicus* is also available online in electronic format with live links to facilitate direct communication channels with potential clients. Contact Nichola Nugent at Nichola.Nugent@amawa.com.au to request a recent electronic edition of *Medicus* to view.
- The online edition provides yet another platform for reader engagement, with our open and click-through rates exceeding industry benchmarks.
- *Medicus* open rates = 52.16%, CTR = 4.96%*.
- Our open and click-through rates for our 2022/23 editions exceed industry benchmarks.
- The digital versions of *Medicus* received more than 124,000 page views (1 Jan 2023 - 31 Aug 2023).

eDM (Electronic Direct Mail) Industry Standards

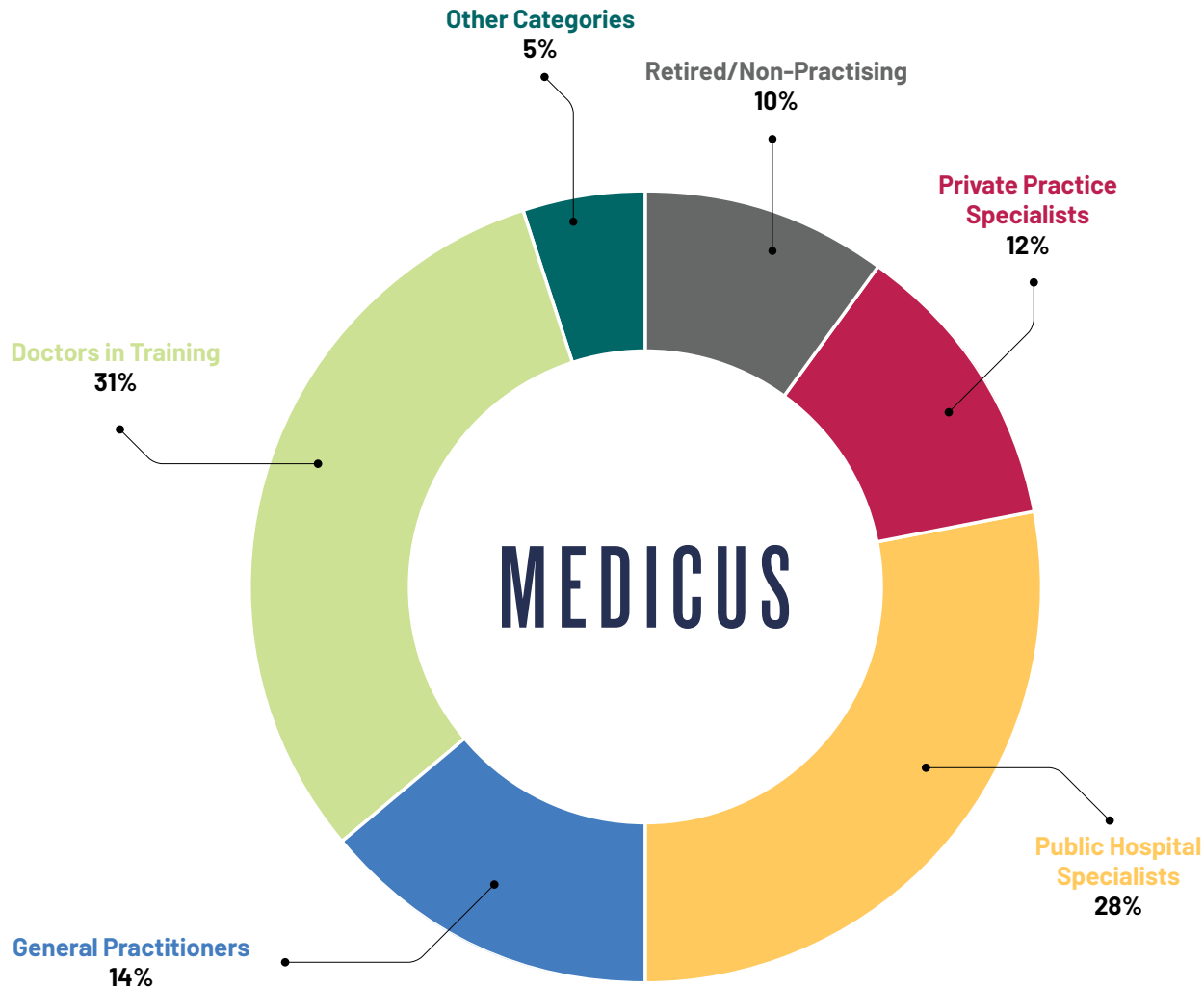
INDUSTRY	AVERAGE OPEN RATE	AVERAGE CLICK-THROUGH RATE
Medicus	52.16%	4.96%
Nonprofit [^]	35.32%	0.77%
All industries [^]	34.51%	1.33%



* Open and click-through rates in 2023 (January-August)

[^] <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

AMA (WA) MEMBER/ READERSHIP PROFILE



The AMA (WA) represents the interests of doctors across the WA health system.

We advocate. We represent. We influence attitudes. We steer change.

CATEGORY OF DOCTOR

- Doctors in Training (including Interns)
- General Practitioners (including GP Registrars)
- Public Hospital Specialists
- Private Practice Specialists
- Retired/Non-Practising
- Other Categories

MEDICUS ADVERTISING RATES

POSITION	SIZE	PRICE*
 Standard full page	210mm x 297mm	\$2,100
 Standard full page (floating ad)	190mm x 277mm	\$2,100
 Standard half page (horizontal)	180mm x 118mm	\$1,100
 Standard half page (vertical)	85mm x 270mm	\$1,100
 Standard third page (horizontal)	180mm x 90mm	\$800
 Standard third page (vertical)	58mm x 270mm	\$800
 Standard quarter page (horizontal)	180mm x 58mm	\$620

PREMIUM POSITIONING	SIZE	PRICE*
Inside front cover (full page)	210mm x 297mm	\$2,500
Inside back cover (full page)	210mm x 297mm	\$2,400
Back cover (full page)	210mm x 297mm	\$2,600
Premium full page (first 15 pages of magazine)	210mm x 297mm	\$2,200
Premium half page (first 15 pages of magazine)	190mm x 125mm	\$1,200
Premium quarter page (first 15 pages of magazine)	190mm x 62mm	\$680
Premium full page (placement next to feature story or specific article)	210mm x 297mm	\$2,500
Right hand page	210mm x 297mm	\$2,200
Double page centre spread (as of a single full page)	420 x 297mm	\$5,500
Luxury Lifestyle double page spread	420 x 297mm	\$3,500
Practice Profile	420 x 297mm	\$3,500

Note: These prices are subject to change. *All prices are exclusive of GST

REQUIREMENTS

COVER BELLY BAND

	WEIGHT	PRICE*
Single sided	150gsm Gloss Art	\$6,000*
Double sided	150gsm Gloss Art	\$6,300*

- Size: 100x520mm flat folded to suit A4 front cover

*Inclusive of printing, processing and distribution (based on a print run of 4,200 copies).



*All prices are exclusive of GST. These prices are subject to change.

INSERTS

SIZE	WEIGHT	PRICE*
Single page A4	Less than 11g	\$2,300
Single page A4	11g plus	\$3,700

- Specific page insertions and printing of inserts will incur additional costs. Please contact the AMA (WA) for print run numbers.
- AMA (WA) members receive a 30% discount.

*All prices are exclusive of GST

ARTWORK REQUIREMENTS

- Please submit a high-resolution PDF with 5mm bleed and crop marks, CMYK/Process colour mode.
- All images used in the artwork should be 300dpi at actual size.
- *Medicus* is saddle stapled.

*For floating ads, NO bleed or crop marks are required.

DEADLINES

PUBLICATION	BOOKING DEADLINE	ARTWORK DEADLINE
February	15 January	20 January
April	1 March	20 March
June	1 May	20 May
August	1 July	20 July
October	1 September	20 September
December	1 November	20 November

- Distribution is approximately mid-month.

MEDICUS CLASSIFIEDS

TWO DISTINCT SECTIONS



PROFESSIONAL LISTINGS

An opportunity to ethically promote your medical services directly to fellow doctors, including GPs, across WA in both the print and online versions of *Medicus*.

What to include:

- ✓ special interests or expertise is important – treatments, procedures or investigations performed
- ✓ availability for personal phone advice
- ✓ location of consultation or procedures
- ✓ photos of the doctor and logos of the practice offer a personal touch and an important visual connection. Please note: these are charged at \$40 each.

CHARGES

All professional listings and classifieds are charged at a rate of \$4 per word for AMA (WA) members and \$6 per word for non-members.

Logos and photos incur an additional \$40 charge for each.

There is a minimum of 40 words per advertisement.

AMA (WA) members receive a 30% discount.

DEADLINES

Booking deadline: around the 10th of each month prior to the edition of publication. Please see page 7 for exact submission date.

Artwork deadline: around the 20th of each month prior to the edition of publication. Please see page 7 for exact submission date.

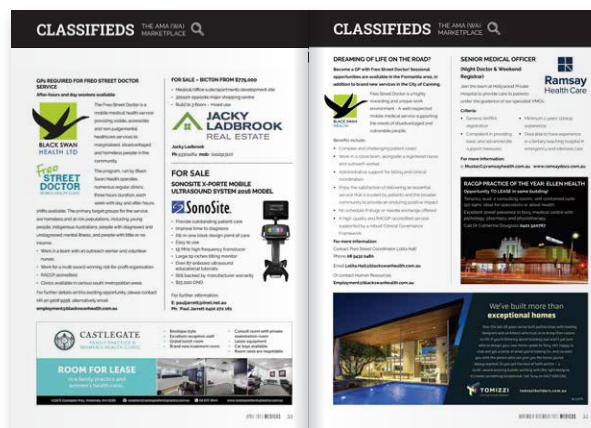
Cancellation deadline: 18th of each month prior to the edition of publication. Cancellations after this date will incur a cancellation fee equivalent to 50 per cent of total booking.

Distribution is approximately mid-month.

CLASSIFIEDS

A direct-to-doctors platform in both the print and online versions of *Medicus* to promote:

- ✓ Positions vacant (metro or rural)
- ✓ Locums wanted
- ✓ Practices or rooms for lease
- ✓ Practices for sale; equipment for sale or other general classified ads.



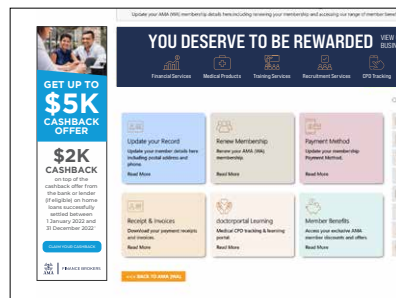
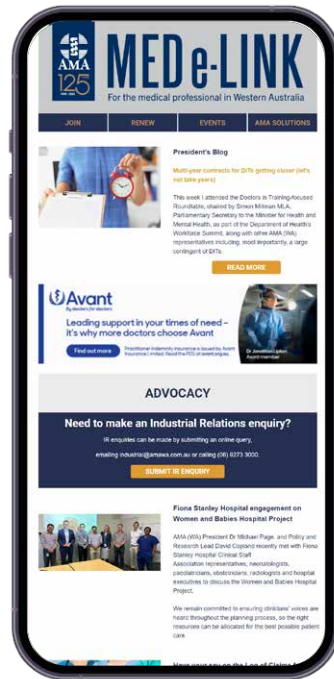
ADDITIONAL ADVERTISING STREAMS

Med e-Link is the AMA (WA)'s flagship fortnightly e-newsletter, sent to more than 7,000 WA doctors irrespective of AMA (WA) membership. Content includes:

- ▶ News and updates about the AMA (WA)'s policy and advocacy activities in the media and behind the scenes
- ▶ Updates on activities undertaken by various AMA (WA) business units with direct relevance to healthcare
- ▶ Events and training
- ▶ Broader health industry news and information
- ▶ Open rate = 53.36%, CTR = 3.58%*
- ▶ Read the most recent edition of *Med e-Link* [here](#).

- ▶ Members can access the **Member Portal** page, to view and update their membership details, payment methods, access member benefits and other information. The portal has had more than 13,000 page views and 400 banner clicks from 1 Jan 2023 to 1 Dec 2023.

*2023 *Med e-Link* statistics (January - August)



Med e-Link

TYPE OF AD	POSITIONING	SIZE	COST PER AD*
Banner ad (2 available)	Top half	768px wide x 222px high	\$800
Banner ad (2 available)	Bottom half	768px wide x 222px high	\$500
Digital lockout	All 4 banners	768px wide x 222px high	\$2,100
Advertorial	News section - lead item	Article consisting of Heading, Sub-Heading (optional), 75 words for body text, and a web link to accompany article + image 600px wide X 400px high	\$1,000

- ▶ Book a 3-month schedule of ads (6 editions of *Med e-Link*) at 10% discount.
- ▶ Book a 6-month schedule of ads (12 editions of *Med e-Link*) at 20% discount.
- ▶ Book a 12-month schedule of ads (24 editions of *Med e-Link*) at 30% discount.
- ▶ AMA (WA) members discount - 20% for individual placements and an additional 5% on scheduled bookings.

AMA (WA) Website Member Portal

TYPE OF AD	POSITIONING	SIZE	COST PER AD*
Vertical ad (2 available)	Left, right	340px x 1237	\$900 per month

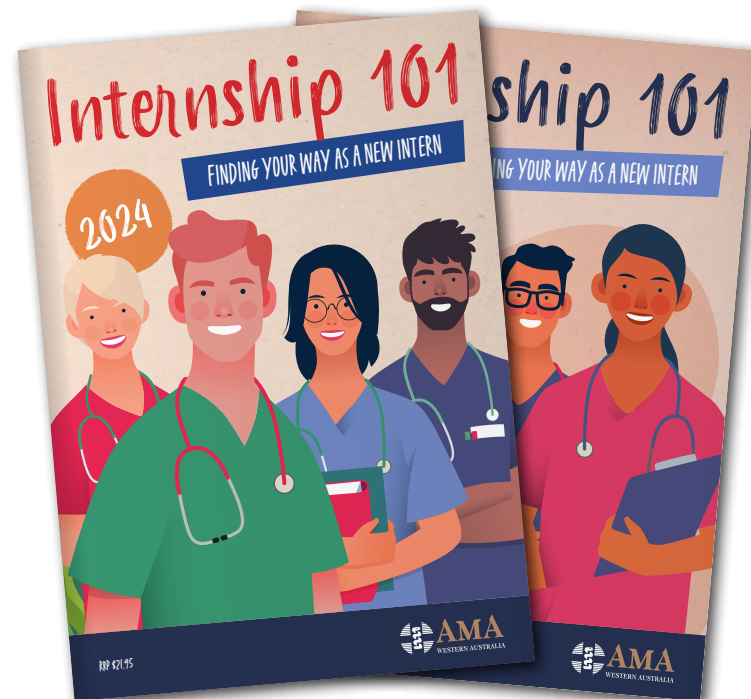
These prices are subject to change. *All prices are exclusive of GST

THE INTERN GUIDE

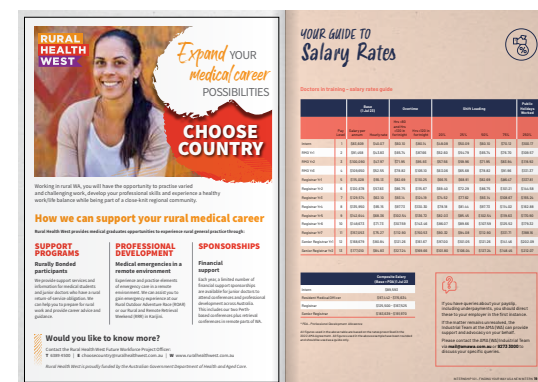
Internship 101 – finding your way as a new intern is packed with useful advice and information to help all new interns navigate their first year of practising medicine. Senior clinicians and current doctors in training share insights about how to make the most of the internship year. The 44-page guide also contains valuable information from the AMA (WA) Workplace Relations Team on understanding payslips, work entitlements, salary packaging and more. Other useful inclusions are the Junior Medical Officer Referral Guide, salary rates and key information from the latest Hospital Health Check.

All interns who are AMA (WA) members receive the Intern Guide free of charge. They are also able to access the guide digitally on www.amawa.com.au where it is located behind a member wall.

The Intern Guide is also handed out to attendees at a range of intern-specific events such as the AMA (WA) annual Intern Celebration, and orientation breakfasts held at hospitals across metropolitan Perth.



POSITION	SIZE	PRICE*
 Inside Front Cover (full page)	210mm x 297mm	\$800
 Inside Back Cover (full page)	210mm x 297mm	\$800
 Standard full page (floating ad)	190mm x 277mm	\$550
 Standard half page (horizontal)	180mm x 118mm	\$350
 Standard half page (vertical)	100mm x 270mm	\$350



ENQUIRIES

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MEDICUS

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