

medical FORUM

WA's Independent Monthly for Health Professionals



2020 Media Kit Advertising Guidelines

(08) 9203 5222 | mm@mforum.com.au

Distribution & Readership



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

Marketing Profile

- Typically, 92-100 pages with a successful blend of medical news, guest opinion, practice management, education, lifestyle, clinical updates, finances and medical services/products – all from a uniquely Western Australian perspective.
- Medical Forum was established in 1995. As the only independent industry monthly in WA, the publication offers unrivalled penetration of the WA medical market.
- High readership amongst this high-income professional group comes from the publication's long-established reputation, full WA focus,

Distribution

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

- 5,700 General Practitioners & Specialists (plus their staff).
- 350 Doctors-in-Training (preferred mailing address only).
- Medical Forum has an additional corporate and government subscriber base. independent reporting, and support from key medical groups and individuals.
- Competitive rates, with discounts and web-packages offered.

Proven Readership Results*

**Latest Readership Survey of of WA's GPs and Specialists.*

Depth of readership

- The publication has a long-standing reputation for professional journalism.
- 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, 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 over Australian Doctor when it comes to covering WA medical news. 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 GPs and 50% of Specialists not AMA members)

Magazine Sections



News, Features & Clinical Content

Medical Forum has been at the forefront of medical stories in WA and goes behind the headlines with its in-depth reporting and analysis on crucial topics that impact on Western Australian doctors.

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

Readers rate Clinical Updates in the top three reasons why they read Medical Forum. Each month colleagues share new developments or innovations in their field and offer practical advice on contentious clinical situations.

Opinion, Editorials, Letters, etc

Key opinion leaders in WA offer their views on a diverse range of topics that impact the medical profession. Medical Forum has a lively Letters section and offers up hard-hitting Editorials.

Readers get inside information on the comings and goings of the profession in the ever-popular Beneath the Drapes and pick up the latest news on medical breakthroughs in Have You Heard.

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

Chasing the important work-life balance, Medical Forum taps into the sporting and artistic talents of its readers and their love of travel. The popular Lifestyle section also has wine reviews and arts features that are often supported by giveaways in (mainly) online competitions.

Directories

Clinical Services Directory – where specialists share their particular interests with their colleagues.

Classifieds – The go-to marketplace for medical and staff employment, real estate offers, and other opportunities.



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Advertising 2020



Display Advertisements

POSITION	PRICE	ALIGNMENT	OUTSIDE DIMENSIONS (mm)	
			WIDTH	HEIGHT
Cover: outside back / inside front	\$2678	Vertical	210	297
			Bleeds: 4mm crop marks, 13mm text safety margins	
Full page	\$2215	Vertical	210	297
			Bleeds: 4mm crop marks, 13mm text safety margins	
Two-thirds page	\$1926	Vertical	116	275
		Horiz.	N/A	N/A
Half page	\$1318	Vertical	88	275
		Horiz.	185	125
One-third page	\$968	Vertical	121	125
		Horiz.	185	90
Quarter page	\$700	Vertical	92	125
		Horiz.	123	95
One-sixth page	\$556	Vertical	61	125

Discount: 10% for booking three or more editions (except Covers or Major Partners)

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 inexpensive rates for **artwork design** - please ask.

Inserts (Printing not included in below fees)

INSERT DETAILS The max. stock weight is 130gsm. A copy is required for approval.	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

Contact us for a quote on inserts that do not meet the above specifications. Printing can be organised for clients at an additional cost

Clinical Content

All clinical content, whether advertising or editorial, must comply with ACCC & AHPRA guidelines. A small additional fee for editorial assistance with advertising copy may apply.

Features & Deadlines

EDITION 2020	CLINICAL FEATURES	DEADLINE
February	Innovations & Trends	Fri 10 Jan
March	Pain Management	Mon 10 Feb
April	Cardiovascular Health	Tues 10 Mar
May	Women's Health	Mon 06 Apr
June	Mental Health	Mon 11 May
July	Men's Health	Mon 08 Jun
August	Child & Adolescent Health	Fri 10 Jul
September	Respiratory Health	Mon 10 Aug
October	Musculoskeletal Medicine	Thurs 10 Sept
November	Aged & Palliative Care	Fri 09 Oct
December	General Medicine	Mon 11 Nov

Subscriptions

One year (11 issues)	\$138.00 (plus GST)
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Advertising Specs



<p>FULL PAGE 210 x 297 (Bleeds allowed: 4mm crop marks; 13mm text safety margins)</p>	<p>1/4 PG HORIZ 123 x 95</p> <p>1/4 PG VERT 92 x 125</p>
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<p>1/6 PAGE 61 x 125</p> <p>1/2 PAGE HORIZ 185 x 125</p>	<p>1/2 PAGE VERT 88 x 275</p>
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<p>1/3 PG VERT 121 x 125</p> <p>1/3 PG HORIZ 185 x 90</p>	<p>2/3 PAGE VERT 116 x 275</p>
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Send your material as:

Text: Email to mm@mforum.com.au as a Word document or in the body of an email attachment.

Images: JPEG (medium compression) at 300 dpi resolution, to 100% of intended size. Text margins are 13mm from all page edges. Bleeds allowed on full width/height ads.

Non Conforming Sizes Available on Request

Use our graphic artists and save!

With our in-house graphic artist we offer very competitive rates and a wealth of experience creating your artwork.

Deadline

Booking and material deadline is usually the **10th of any month prior to the edition of publication (no January edition)**. Distribution is approximately the 1st of each month.

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Major Partnership



Benefits of Being a Major Partner

As the only independent industry monthly, *Medical Forum* magazine offers unequalled penetration of the WA medical market.

The documented high readership comes from the publication's established reputation, full WA focus, independent reporting, and support from key medical groups and individuals.

Major Partnership offers these unique benefits:

- Strong branding – logo and listing on the Front Cover and Contents Page as a Major Partner.
- One full page in a 'top' position – ahead of the rest, within the first 11 pages, right hand side – for copy of your choosing.
- Top banner and after-post digital adverts on medicalhub.com.au (ad rotates if more than one major sponsor)
- Assistance with artwork, gratis.
- Listing on our regular E-Poll broadcast, often to more than 5000 GPs and Specialists.
- 'Open door' policy on editorial (at the Editor's discretion)
- Free assistance in compiling your marketing message using our extensive experience in dealing with the medical profession over many years.

Your investment for this partnership is \$3,516 + GST per edition (ex GST, bookings for at least three editions please).

Phone us today on 08 9203 5222 or email mm@mforum.com.au for more information on major partnership.



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Clinical Services Directory



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.

How to Submit Your Material

Text: Email text to karen@mforum.com.au as WORD document for PC.

Photo/logo: Email a high resolution (300 dpi) JPEG to karen@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.

Cost Estimates

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

Allow approx \$45 (+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.

To have your listing on Medical Forum's Clinical Services Directory website: \$80 + GST per listing (for digital only)

<https://csd.mforum.com.au/>

CLINICAL SERVICES DIRECTORY

ALLERGY & IMMUNOLOGY

Dr Ben McCalligan BSc(Hons) MB ChB FRACP FRACI
Clinical Immunologist and Allergist

- Specialising in allergy and general adult immunology

Please send referrals to:
Respiratory Unit, PO Box 1382, West Leederville, 6001
Phone: 9442 2600 Fax: 9382 8946

CARDIOLOGY

Dr Edmund Lee MBBS FRACP FRACV
Interventional cardiologist who has completed post fellowship training in coronary stenting, structural heart interventions including AVLA, PFO, TAVI, MCOA, valvuloplasty, cardiac catheters and right heart catheterisation at the Macquarie Heart Institute, Canada.
Suite 34 100 Murdoch Drive Murdoch 6150
Phone: 9169 2065
Fax: 9169 2065
Consults at: SDO Murdoch, Rockingham, Watwick, Mandurah, Geraldton and Bursary.

Other special interests include:

- Pacemaker implantation
- Transcatheter aortic valve replacement

For all appointments, call 9169 2060 (urgent advice: 0422 895 111)

INTERVENTIONAL CARDIOLOGY

A/Prof Chris Judkins MBBS FRACP FRACV
Interventional Cardiologist
North Dame University
West Cardiology
Fiona Stanley Hospital

Dr Chris Judkins is an interventional cardiologist with both private and public appointments. His areas include percutaneous coronary intervention via radial access, the management of resistant hypertension, lipedema, and lifestyle intervention to decrease cardiovascular risk.

Chris is involved in cardiovascular research (directed towards a better understanding of the causes of heart disease and improving patient outcomes) having completed a Master of Clinical Research, and is completing PhD studies through the University of Melbourne.

Chris consults at Murdoch, Midland, Palmyra, Nannin, Kalamunda and Broom.

For appointments: Ph: 9169 2030 Fax: 9169 2035
Email: Rene@westcardiology.com.au

Urgent advice: 0114 488 202
Email: chrif@westcardiology.com.au
Web: www.pamh.com.au

CARDIOLOGY

Western Cardiology

Western Cardiology is the largest WA cardiology practice providing comprehensive expertise in both Adult and Paediatric Cardiology in Melbourne and Regional Centres. This is combined with both private and public hospital inpatient management. The comprehensive cardiology services include:

- Adult & Paediatric consultations
- Congenital Heart Disease
- Heart Murmur Clinic
- Electrophysiology: Includes Sinus, 3D, Transcatheter Aortic and Paediatric Cath, Stent
- Holter and 24hr ECG, Stress Thallium Study
- Arrhythmia: refractory (Atrial, EP and Event)
- Implantable Pacemakers & Defibrillators
- Cardiac Resynchronisation
- Pacemaker Clinic
- Electrophysiology Studies including:
 - Brugada Abolition
 - Coronary Angiography, Coronary Angioplasty, Stenting and Transcath.
 - Percutaneous closure of ASD and PFO
 - Percutaneous Mitral aortic valvuloplasty and septal ablation
 - Coronary Calcium Scoring
 - HeartRisk Score
 - Mitral

Western Cardiology is an independent practice without any corporate ownership and with no financial equity in any cardiac catheter laboratory. We provide inpatient cardiology services for all registered health insurance funds in Australia.

08 9386 8800 Fax: For all appointments
08 9386 2601 Fax: For
08 9386 8111 24hr On-call Cardiology
0411 707 007 Chest Pain Centre: 24 hour emergency cardiac care for your private patients/hospital admission at SDO Murdoch

- Subaco • Appliance • Bariatric • Diets
- Cosmetic • Fibrosis • Hair Loss • Lipos
- Bariatric • Bariatric • Cosmetic • Lipos
- Bariatric • Bariatric • Cosmetic • Lipos
- Bariatric • Bariatric • Cosmetic • Lipos

www.westerncardiology.com.au

COSMETIC MEDICINE: HAIR LOSS

Dr Jenny Martick MBBS
President - International Society of Hair Restoration
Support (ISHR)

Specialising in Hair Restoration
Over 27 years experience
Over 4000 successful hair transplant procedures
Creating the Gold Standard in hair transplantation
Martick's Technique™

Special Interests:

- Hair Transplantation
- Hair Loss Treatments
- Hair Loss Treatments
- Hair Loss Treatments

Consulting
Image 21
Suite 121 Stirling Highway, Nedlands WA 6000
Appointments:
7:00-9:00 11:04 - 9:00 0889 6160
Email: jenny@img21.com.au www.martick.com

CSD GENERAL INFORMATION

Cost: Placement cost is per column cm, supplied artwork on Medical Forum top up fee (see product only)
A 10% discount applies for 3 or more placements.

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Classifieds 2020



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 or Rooms for Lease
Practices For Sale
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.

How to Submit Your Material

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

Images: Attach to your email **classifieds@mforum.com.au** as JPEG for PC at 300 DPI resolution.

Deadline

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

Classifieds Costs - Magazine

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

- Standard lineage advert - Minimum charge \$96 + GST
- After initial 50 consecutive words - \$10 per line extra (approx. 5-6 words per line)
- Logo, Image or Border - \$25 extra each
- Display advert - \$45 per column cm height + GST
- Width sizes can only be either 9cm or 18.5cm and Height from 4cm to 27cm e.g. 9cm wide x 4cm high = \$180 + GST
- Images/logo spec - 300dpi
- Packaged with website listing - additional \$50 + GST per 4 weeks

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

SIZE	COST	DIMENSIONS (cm)
Full page	\$2160	18.5 x 27h
Half Page	\$1215	18.5 x 13.5h
Quarter Page	\$607	9 x 13.5h
Small Non-Conforming Size	\$450	9 x 10h

All Prices Exclude GST.

Classifieds Costs - Website only

\$80 +GST per 4 weeks

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Website Advertising



Medical Forum provides news and topical content to the www.mforum.com.au website and in this way reaches over 5700 GPs and Specialists in WA.

mforum.com.au offers you:

- Positioning ahead of competitors - for our attentive audience of high income health professionals.
- A great way to be notified of an upcoming event in WA or augment any rep force you have in WA.
- An enhanced professional image on a leading 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 Forum visitors are different

- They are searching for information. Visitors spend an above average 1:39 seconds browsing.
- Many become regulars because they like what they see.
- Many have an interest in the medical arena — enticed to the website by news, features, competitions, e-polls and editorial from *Medical Forum* magazine.

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

- The site offers excellent audience engagement.
- With nearly 80% of viewers from Australia (and 83% of those from WA) your advert is reaching your target.

Advert Design Specifications

Dimensions: 336w x 280h px & 728w x 90h px

Resolution & Colour: 96 dpi & RGB

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

Available Options

Side column (336w x 280h px)

- \$350pm without magazine advertising
- \$250pm with advertising

In-post (728w x 90h px)

- \$600 + GST pm without magazine advertising
- \$500 + GST pm with advertising
- Ad is placed at top and bottom of every web post

Your ad can be linked to:

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

Digital ads are an effective way to boost your business and measure investment; don't delay - call today on (08) 9203 5222 or email mm@mforum.com.au for more information.

www.mforum.com.au



GIF Animations: For our discounted package, allow two static images. No less than 3 seconds on each face. .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.

Wine Review



Why the popularity?

Our readership survey indicated that this percentage of our readers took part in these activities **at least six times a year:**

- Restaurants 31%
- Entertaining / Dinner Parties 20%
- Serious Wine Appreciation 12%
- Weekend Getaways 13%

Maybe next time your wine will be part of their celebrations!?

The Lifestyle Section of *Medical Forum* (created in response to readership feedback) is due in part to the monthly wine review written by wine aficionado doctors, for doctors.

The featured winery receives:

- A full page review of up to five wines by one of our three wine expert doctors – a Master of Wine, owner of a boutique winery, or a former wine show judge.
- A list of competition entrants who request additional information.
- Posting of the review on our website with a 'click-thru' to your own website
- A web-enhanced pdf of your wine review page as appears in *Medical Forum* for placement on your website.

Given the considerable work involved in arranging wine tasting and completing the wine review page, we ask you to contribute to our costs.

Artwork for the layout by our graphic artist is due two months before publication, please.

Spaces for the Wine Review always fill quickly - contact us on **08 9203 5222** or at **mm@mforum.com.au** to book your space.

WINE REVIEW

Windows on to Quality

Windows Estate is a family owned and operated vineyard and winery belonging to Chris and Jessica Clark situated in the heart of the Margaret and Yalgoo sub-regions of Margaret River. Chris is both farmer and viticulturist, having been a viticulturist at the tender age of 18, planting vines in 1988 and making his first vintage from 2006. He has his own vine, Chris is trained in viticulture but is a self taught winemaker and his amazing achievement is truly the great Aussie spirit. I can't say more but I think that should be the motto.

WINE PICK

2016 Windows Margaret River Cabernet Sauvignon
 This Cabernet Sauvignon is a true classic. It is a well-balanced wine with a beautiful bouquet of blackberry, plum and cedar. It is a wine that is easy to drink and a great choice for a special occasion. **98/100**

2017 Windows Margaret River Pinot Noir
 This Pinot Noir is a true classic. It is a well-balanced wine with a beautiful bouquet of red fruit, spice and cedar. It is a wine that is easy to drink and a great choice for a special occasion. **98/100**

2018 Windows Margaret River Shiraz
 This Shiraz is a true classic. It is a well-balanced wine with a beautiful bouquet of blackberry, plum and cedar. It is a wine that is easy to drink and a great choice for a special occasion. **98/100**

2019 Windows Margaret River Chardonnay
 This Chardonnay is a true classic. It is a well-balanced wine with a beautiful bouquet of apple, pear and vanilla. It is a wine that is easy to drink and a great choice for a special occasion. **98/100**

2020 Windows Margaret River Sauvignon Blanc
 This Sauvignon Blanc is a true classic. It is a well-balanced wine with a beautiful bouquet of grapefruit, lime and passion fruit. It is a wine that is easy to drink and a great choice for a special occasion. **98/100**

Wine Page extracted from the December 2018 edition.

CONTRIBUTION (you will be invoiced this amount)	WINE (based on 12 bottles per case, evenly divided across all wines being reviewed)
\$150 (+GST)	4 cases*

* Mainly used in branding activities for you - a Doctors Dozen competition, wine reviewer's dozen wines, and two cases for promotional purposes.



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Terms & Conditions



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 Bellagio Australia 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 50 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

Advertising Manager

Gary Sullivan 0403 282 510
E: mm@mforum.com.au

Clinical Services Directory

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csd@mforum.com.au

Classifieds Advertising

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joe@mforum.com.au

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Graphic Design

Ryan
Thinking Hats

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