

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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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 FRCA
Clinical Immunologist and Allergist

- Specialising in allergy and general adult immunology

Please send referrals to:
Respiratory Unit, PO Box 1382, West Leakeville, 6021
Phone: 9442 2600 Fax: 9382 8946

CARDIOLOGY

Dr Edmund Lee MBBS FRACP
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 Mount Wellington 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 Burtville.

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
Interventional Cardiologist
North Dene University
W&A Cardiology
Flora 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, Nannig, Kutanning and Broom.

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

Urgent advice: 0114 488 202
Email: chrif@wacardiology.com.au
Web: www.painheart.com

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, Study
- Holter and 24hr ECG, Stress Thallium Study
- Arrhythmia: refractory (Atrial, EP and Event)
- Intensive Pacemakers & Defibrillators
- Cardiac Resynchronisation
- Pacemaker Clinic
- Electrophysiology Studies including:
 - Atrial Fibrillation
 - 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 - 7:00 0899 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 publications.

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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

Andrew Bowyer 0403 282 510
mm@mforum.com.au

Clinical Services Directory

Karen Walsh 0401 172 626
csd@mforum.com.au

Classifieds Advertising

Andrew Bowyer 9203 5222
classifieds@mforum.com.au

Clinical Editor

Dr Joe Kosterich 0417 998 697
joe@mforum.com.au

Managing Editor

Ms Jan Hallam 08 9203 5222
editor@mforum.com.au

Printers

Scott Print

Graphic Design

Ryan
Thinking Hats

Mailing Address

Suite 3/8 Howlett Street, North Perth WA 6006