

# medical FORUM

WA's Independent Monthly for Health Professionals



## 2020 Media Kit Advertising Guidelines

(08) 9203 5222 | [mm@mforum.com.au](mailto:mm@mforum.com.au)

# Website Advertising



Medical Forum provides news and topical content to the [www.mforum.com.au](http://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](http://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](mailto:mm@mforum.com.au) for more information.

**[www.mforum.com.au](http://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.

# 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

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### Clinical Services Directory

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### Clinical Editor

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### Managing Editor

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### Printers

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### Graphic Design

Ryan  
Thinking Hats

### Mailing Address

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