

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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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

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