

medical FORUM

TWO DECADES OF INDEPENDENT HEALTH JOURNALISM IN WA

Media Kit 2023



DISTRIBUTION AND READERSHIP

DISTRIBUTION

More than 5,200 print copies and 1000 electronic copies are distributed monthly between February and December and a further 5,000 weekly electronic eNewsletters are distributed digitally.

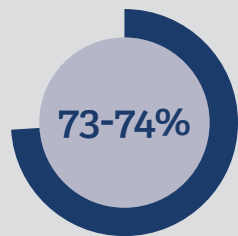
Medical Forum magazine is delivered to practicing doctors and specialists throughout WA, which means:

- Over 6,200 WA general practitioners & specialists (plus their staff),
- Medical Forum has an additional corporate and government subscriber base,
- Competitive rates with discounts and digital packages available.

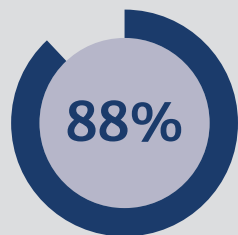
MARKETING PROFILE

- Typically, 100 pages with an engaging blend of medical news, clinical updates, guest opinion, practice management, lifestyle and medical services – all from a uniquely Western Australian perspective.
- Medical Forum magazine was established in 1995. As the only independent industry monthly magazine in WA, the publication offers unrivalled penetration of the WA medical market.
- High readership among this exclusive professional group comes from the publication's long-established reputation and its full WA focus.

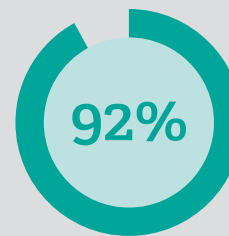
DEPTH OF READERSHIP | IN A RECENT SURVEY:



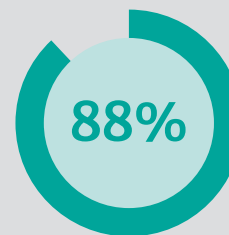
73% of specialists and 74% of GPs choose Medical Forum as the publication that best covers the Western Australian medical scene.



More than 88% of readers agree that the Clinical Services Directory (CSD) is a reputable source of information for patient referrals.



More than 92% of readers are likely to, or very likely to, recommend Medical Forum to a friend or colleague.



More than 88% read most or every issue of the magazine.

EDITORIAL CONTENT

PROFILES, POLITICS & PROFESSIONAL NEWS

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

The magazine offers insights from key decision makers and opinion leaders who share their views on a diverse range of topics that affect the health and wellbeing of the community.

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.

LIFESTYLE & COMPETITIONS

The popular Lifestyle section reflects the wider community interests of our readers with travel, entertainment and wine reviews supported by online promotions.

CLOSE-UP

Creativity meets the technical

As a child, a fascination with how things worked...
Driven to work and play hard, Dr Linda Monkschadeh transforms a passion for creative problem-solving and her interest in all things technical into the work she does in craniofacial surgery.

By Ara Jensen

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WINTER FLICKS

Fast and mysterious reasons to go back to the cinema

Grab the popcorn, there are a string of winter flicks and some blockbusters on the big screen to warm you up. By Ara Jensen

WINE

Headline line, second line

Review by Dr Louis Papadellis

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FEATURE

Warne sparks a ripple effect in heart checks

The 'Warne effect' has raised awareness of heart disease risks in middle-aged men and sent many off to their GP.

Eric Martin reports

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MEDICAL FORUM | MEDIA KIT 2023

02

MAJOR PARTNERSHIP

AS THE ONLY INDEPENDENT INDUSTRY MONTHLY PUBLICATION, 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 on the print edition and the electronic edition as a Major Partner.
- One full page in a premier right hand position within the first 9 pages, with your logo and branding included
- Editorial-style artwork will be posted on the website as promoted clinical content
- Top banner advert on mforum.com.au website (ad rotates if more than one major partner)
- Assistance with artwork design and content if required

Your investment for this partnership is \$3,516 + GST per edition.

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

SPONSORED CONTENT ADVERTISING

- Sponsored Content advertising differs from other advertising in that, while it is still paid advertising, the content is written in a way to “resemble” editorial. The content requires varying levels of additional work by Medical Forum – costs which must be met by the advertiser. While advertorial, the content still needs to be sourced and written “editorial-style.”
- The content must be tagged as “Sponsored Content” so it is clear to the reader it is not editorial content
- Generally, there will be a maximum of two Sponsored Content advertorials per edition
- The content of the advertorials must still meet editorial standards, and the editor must have the right to change or decline them
- The deadline for the provided content should always be around the 1st of the month to provide adequate time for design and writing of the content



All display advertising must be supplied as a print-ready PDF, full colour CMYK, 300dpi, with 4mm cropmarks and bleed.

AD SIZE	PRICE PER ISSUE
Outside Back Cover	\$2,812
Inside Front Cover	\$2,812
Double Page	\$4,190
Full Page	\$2,326
Half Page	\$1,384

Artwork design fee: \$500 plus GST.

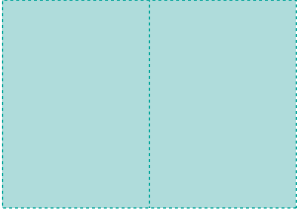
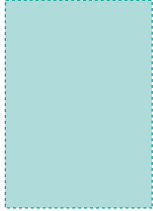

Please contact us for a quote on inserts that do not meet the below specifications. Printing can be organised for clients at an additional cost.

INSERT DETAILS	PRICE
The max. stock weight is 130gsm. A copy is required for approval.	To GPs, DIT & Specialists (5,700)
1 Page A4 (can be folded)	\$2,048
1 Page A3 (folded to A4)	\$2,429

ISSUE	CLINICAL FEATURE	BOOKING & ARTWORK DEADLINE
February	Test and Medicines	Monday, January 9
March	Surgery & Pain Management	Wednesday, February 8
April	Cardiovascular Health	Wednesday, March 8
May	Women's Health	Friday, April 7
June	Allied Health, Mental Health	Monday, May 8
July	Men's Health	Thursday, June 8
August	Cancer Care	Friday, July 7
September	Respiratory Health	Tuesday, August 8
October	Musculoskeletal Medicine	Friday, September 8
November	Aged & Palliative Care	Monday, October 9
December	Fertility & Sexual Health	Wednesday, November 8

ARTWORK SPECIFICATIONS

DISPLAY ADVERTISEMENTS

DOUBLE PAGE SPREAD	FULL PAGE	HALF PAGE (HORIZONTAL)
Trim Size: 420(w) x 297(h)	Trim Size: 210(w) x 297(h)	Trim Size: 185(w) x 125(h)
Bleed: 4mm on all sides	Bleed: 4mm on all sides	-
Type margin: 9mm in from trim and 16mm in from gutter	Type margin: 9mm in from trim and 16mm in from gutter	Type margin: Minimum of 6mm in from trim
		

SUBMISSION REQUIREMENTS

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

Images: JPEG (medium compression) at 300dpi resolution, to 100% of intended size.

Text margins are 9mm in from the trim and 16mm in from the gutter
(for double page and full page sizes), minimum of 6mm in from trim for other sizes.

4mm bleed and crop marks is to be applied to double page and full page sizes.

DEADLINE

Booking and material deadline is usually the 10th of each month prior to the issue of publication.

Distribution is approximately the 1st of each month.

CLINICAL SERVICES DIRECTORY

Keeping doctors informed is an essential professional courtesy. We require:

- A photo of yourself, as a personal touch.
- A practice logo if you have one.
- Special interests or expertise – treatments, procedures or investigations performed.
- Availability for personal phone advice.
- Places of consultation or procedures.

CSD OPTIONS

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 andrew@mforum.com.au as a WORD document.

Photo/logo: Email a high resolution (300 dpi) JPEG to andrew@mforum.com.au

MATERIAL DEADLINE

Booking and material deadline for the Clinical Services Directory is the 7th of the month prior to publication.

All changes to existing artwork must be made by 2nd of the month. Any additional changes will incur additional fees

BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
\$330 per month x 12 months	\$580 per month x 12 months	\$1,100 per month x 12 months
60mm H x 90mm W advert size	120mm H x 90mm W advert size	250mm H x 90mm W advert size
Includes complimentary listing on CSD website	Includes complimentary listing on CSD website	Includes complimentary listing on CSD website
/	/	Opportunities for clinical content to be considered for publication
<div>Advert</div>	<div>Advert</div>	<div>Advert</div>

CLASSIFIEDS

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

Lineage advertisement, under various categories.

Display classifieds in four sizes for greater impact (see below)

AD SIZE	COST
Full Page 184(w) x 271(h)	\$2,160
Half Page 184(w) x 125(h)	\$1,215
Quarter Page 90(w) x 135(h)	\$607

All prices exclude GST.

CLASSIFIEDS PACKAGE

- Listing included in Magazine, e-Magazine, and website

\$330 per month

Package includes:

- Up to 150 words
- Logo
- Website listing

HOW TO SUBMIT YOUR MATERIAL

- Text (ensure the text supplied is accurate and authorised)
- High resolution logo (300dpi, supplied as an eps, jpg or pdf file)
- Pictures (if using, need to be supplied as hi-res 300dpi jpg or png file).

MATERIAL DEADLINE

Print ready artwork to be submitted by 10th of the month

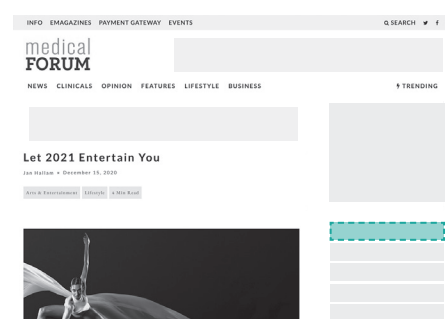
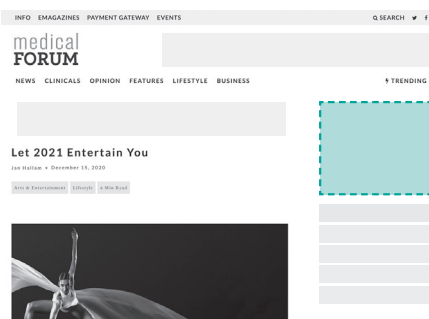
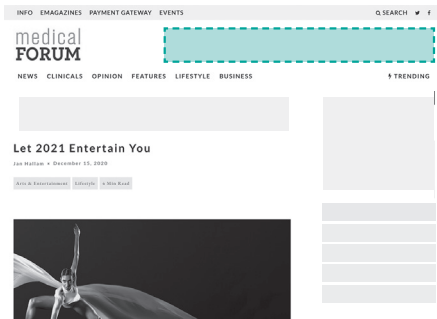
Artwork to be created by Medical Forum needs material to be submitted by 10th of the month. A proof of your artwork will be sent to you for approval.

Email material to classifieds@mforum.com.au

DIGITAL ADVERTISING

DIGITAL OPTIONS

LEADERBOARD	MREC (MEDIUM RECTANGLE)	JOB POST
Size: 728(w) x 90(h) pixels	Size: 336(w) x 280(h)	size: 168(w) x 100 (h)
Cost: • \$900 + GST per month	Cost: • \$500 + GST per month	Cost: • \$1000 + GST per job
<ul style="list-style-type: none"> Ad is placed at top of every web post <p>Your ad can be linked to:</p> <ul style="list-style-type: none"> Your website's on-line sales or information. A profile and photo of your local WA rep or agency. Details of your lead product. 	<ul style="list-style-type: none"> Ad is placed at right of every web post <p>Your ad can be linked to:</p> <ul style="list-style-type: none"> Your website's on-line sales or information. A profile and photo of your local WA rep or agency. Details of your lead product. 	<ul style="list-style-type: none"> Ad is placed in job section of the weekly e-newsletter, and if featured, at the right of every web page Open rates shared at the end of the job period <p>Your ad will be linked to:</p> <ul style="list-style-type: none"> Medical Forum's job webpage <p>Job description is supplied by yourself</p>



Digital ads are an effective way to boost your business and measure investment.

DIGITAL ADVERT DESIGN SPECIFICATIONS

Dimensions:

Leaderboard – 728(w) x 90(h) px

MREC – 300(w) x 250(h) px

Job - 168 (w) x 100 (h)

Resolution & Colour: 96 dpi & RGB

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

GIF Animations: For our discounted package, allow two static images. No less than 3 seconds on each face. Size no greater than 30KB.

Flash Animations: Please submit both the .swf and .fla files - ensure all links are embedded.

Size no greater than 30KB.

For more information call our Advertising Manager on (08) 9203 5222 or email andrew@mforum.com.au

CONTACTS

ADVERTISING MANAGER

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Phone: 0424 883 071
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CLINICAL SERVICES DIRECTORY

Andrew Bowyer
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Email: jan@mforum.com.au

PRINTER

Scott Print

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Email: eric@mforum.com.au

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MARKETING

Quinn Hampton
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Email: quinn@mforum.com.au

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Suite 3/8 Howlett Street, North Perth WA 6006
Phone: 08 9203 5222 Fax: 08 6154 6488 Email: info@mforum.com.au
www.mforum.com.au

[f](https://www.facebook.com/medicalforumwa) /medicalforumwa [t](https://twitter.com/medicalforum_) /medicalforum_ [in](https://www.linkedin.com/company/medical-forum-wa-magazine) /medical-forum-wa-magazine

TERMS & CONDITIONS

THE CONTRACT

Written confirmation of an advertisement or sponsorship booking by the advertiser or agency is considered a legally binding 'contract' to which these Terms & Conditions apply. No other terms and conditions apply unless otherwise agreed in writing.

APPROVAL

Advertisements submitted to Medical Forum are subject to approval by the publisher, Med Forum Pty Ltd T/A Medical Forum. 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, in the publisher's opinion, could be confused by readers as editorial or the publisher otherwise considers it appropriate to do so or is required by law to do so.

It is advertiser's or their agent's obligation to check proofs prior to artwork deadline publication date. The publisher will not be liable for any error appearing in any advertisement supplied by the advertiser. The publisher reserves the right to amend copy and publish in any medium and has sole discretion with respect to advertisement placement and positioning.

The advertiser grants the publisher a non-exclusive royalty-free licence to affix and use the advertiser's logo and artwork.

CANCELLATIONS

No cancellations will be accepted after the relevant booking deadline. This applies also to any overdue material. Space will be charged at 30% of the booked rate for any cancellations made within 7 days of the booking deadline.

DISCOUNTS

When booking for multiple editions, advertisers are eligible for discounts (usually 10% for three or more listings). 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 and warrant that their advertisements comply with Commonwealth, State and Territory laws, applicable APHRA guidelines, Medicines Australia's Code of Conduct and the AANA Code of Ethics. It is the responsibility of the advertiser to ensure that its advertisements comply with the Competition and Consumer Act 2010 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.

To the extent permitted by law, the publisher's entire liability with respect to any contract will not exceed the amounts paid by the advertiser in respect of the relevant booking.

PAYMENT TERMS

The publisher's payment terms are noted on each invoice which will be issued to the advertiser as soon as the publication goes to print. Invoices are payable within 30 days of issue.