

# medical FORUM

TWO DECADES OF INDEPENDENT HEALTH JOURNALISM IN WA

# Media Kit 2025/26





MEDICAL FORUM IS A TRUSTED SOURCE FOR THE WA MEDICAL COMMUNITY, DELIVERING LOCAL HEALTH NEWS, CLINICAL UPDATES AND GUEST COLUMNS THROUGH OUR WEEKLY E-NEWSLETTERS, WEBSITE, PODCASTS AND MONTHLY MAGAZINE. WE ARE PROUD TO DELIVER EXCLUSIVE AND ORIGINAL CONTENT FOR WA MEDICAL PROFESSIONALS.



ANDREA DOWNEY | MANAGING EDITOR

**85%**

OF READERS READ  
MOST OR EVERY ISSUE

**95%**

OF READERS BELIEVE  
THAT THE BEST SOURCE OF WA  
MEDICAL NEWS IS MEDICAL FORUM

**85%**

OF READERS USE CLINICAL  
UPDATES TO STAY ABREAST  
OF CLINICAL PRACTICE

**70%**

LOOK OUT FOR  
THE NEWSLETTERS  
TO ENGAGE WITH  
OUR CONTENT

**38%**

COME TO THE WEBSITE  
ORGANICALLY TO READ  
OUR CONTENT

**70%**

PRESCRIBE OR REFER  
BASED ON PRODUCTS OR  
SERVICES FEATURED IN  
MEDICAL FORUM

**66%**

USE THE CSD AS A  
SOURCE OF SPECIALIST  
REFERRALS

N = 239 , date April/May 2025

# MEDICAL FORUM AUDIENCE STATS

MEDICAL FORUM IS AN INDEPENDENT MEDIA COMPANY IN WA FOR MEDICAL PROFESSIONALS - WE REPORT ON MEDICAL NEWS WITH A WA PERSPECTIVE ENGAGING WITH OUR READERS BEYOND THE NATIONAL SLANT.

With weekly and monthly digital and print touch points we connect you with GPs, specialists and other medical professionals across the state. We can help you to increase market share or tell your story to prescribers and referrers across metro and regional WA.



## MONTHLY MAGAZINE



## WEBSITE



## PODCASTS



## ENEWS



# PRINT & DIGITAL – MAJOR PARTNER

## MAJOR PARTNERSHIPS

Elevate your brand with our premium placement print and digital package:

- Unique Benefits
- Strong Branding across print and digital
- Magazine
- Front right hand page loading within first 9 pages
- Logo on front cover and contents
- Digital
- Website leaderboard

|             |         |
|-------------|---------|
| Single page | \$3,750 |
| Double page | \$5,600 |

All rates exclude GST, 10% charged on invoice.

10% agency commission applies, 10% discount for more than 3 bookings.





## PRINT – DISPLAY, INSERTS & WRAPS

Print remains an important channel to engage with doctors, with 85% of our readers reporting that they read most or every edition. Print can help to build brand recognition, changing prescribing and referral behavior.

Medical Forum provides a unique take on the medical industry within WA, giving a voice to those working across the state.

### PRICE LIST

|                                 |                |
|---------------------------------|----------------|
| Outside back cover (OBC)        | <b>\$2,975</b> |
| Inside front cover (IFC)        | <b>\$2,975</b> |
| Inside back cover (IBC)         | <b>\$2,575</b> |
| Double page                     | <b>\$4,250</b> |
| Full page                       | <b>\$2,450</b> |
| Half page                       | <b>\$1,400</b> |
| Strip                           | <b>\$950</b>   |
| Page loading preferred position | <b>+20%</b>    |
| Artwork design service          | <b>\$500</b>   |

### Wraps

|                        |                |
|------------------------|----------------|
| Half height cover wrap | <b>\$6,495</b> |
| IFC gatefold           | <b>\$8,795</b> |

### Inserts (does not include printing)

|    |                |
|----|----------------|
| A5 | <b>\$3,000</b> |
| A4 | <b>\$4,500</b> |

### 2025 THEMES

| ISSUE     | FEATURE                   |
|-----------|---------------------------|
| January   | Summer edition            |
| February  | Cancer care               |
| March     | Surgery                   |
| April     | Cardiovascular health     |
| May       | Women's health            |
| June      | Body & mind               |
| July      | Men's health              |
| August    | Cancer care               |
| September | Respiratory health        |
| October   | Musculoskeletal medicine  |
| November  | Endocrinology/diabetes    |
| December  | Fertility & sexual health |

All rates exclude GST, 10% charged on invoice.

10% agency commission applies, 10% discount for more than 3 bookings.



# SPONSORED CONTENT

## WE OFFER MULTI-CHANNEL CONTENT CREATION OPPORTUNITIES TO REACH BOTH SPECIALISTS AND GPs WITHIN WA.

Our journalists can work with you to create unique content across our magazine, digital or podcast channels, or we can publish your content. Tell your story with our journalist flair.

Package with additional advertising within print and digital channels to create a multichannel campaign designed specifically for your WA audience. Content will be clearly marked as sponsored content.

### PRINT

Our monthly magazine reaches over 6,000 GPs and Specialists in WA every month, with an engaging blend of medical news, clinical updates, guest opinion, practice management and medical services. Our magazine is highly regarded with 88% reporting that they read most of every issue of the magazine.

### We allocate up to 4 pages for sponsored content per issue

- Reach an engaged WA audience of GPs and Specialists
- Tailor your messaging to the needs of the WA audience
- Collaborate with our highly respected healthcare journalists
- Engage and build trust in your brand with educational content.

|             |  |         |
|-------------|--|---------|
| Single page | – Written in house by our editorial      | \$3,700 |
| Single page | – Content supplied                       | \$2,450 |
| Double page | – Written in house by our editorial team | \$5,900 |
| Double page | – Content supplied                       | \$4,250 |

All rates exclude GST, 10% charged on invoice.

10% agency commission applies, 10% discount for more than 3 bookings.

**To meet minimum PI requirements must be accompanied with a half page display booking.**





# SPONSORED CONTENT

## DIGITAL

### Choose from three distinct newsletters

- Friday – general medical news with a WA slant
- Wednesday – clinical updates
- Sunday – longform weekend read

### We only allow one sponsored article per newsletter

- Design content that builds brand awareness and addresses key knowledge points for referrers or prescribers
- Choose the newsletter that best suits your content, e-newsletter, clinical, weekend read
- Work with our highly respected healthcare journalists to produce your content
- Content housed on our website with click through to your chosen landing page
- Includes leaderboard with click through

#### Newsletter article

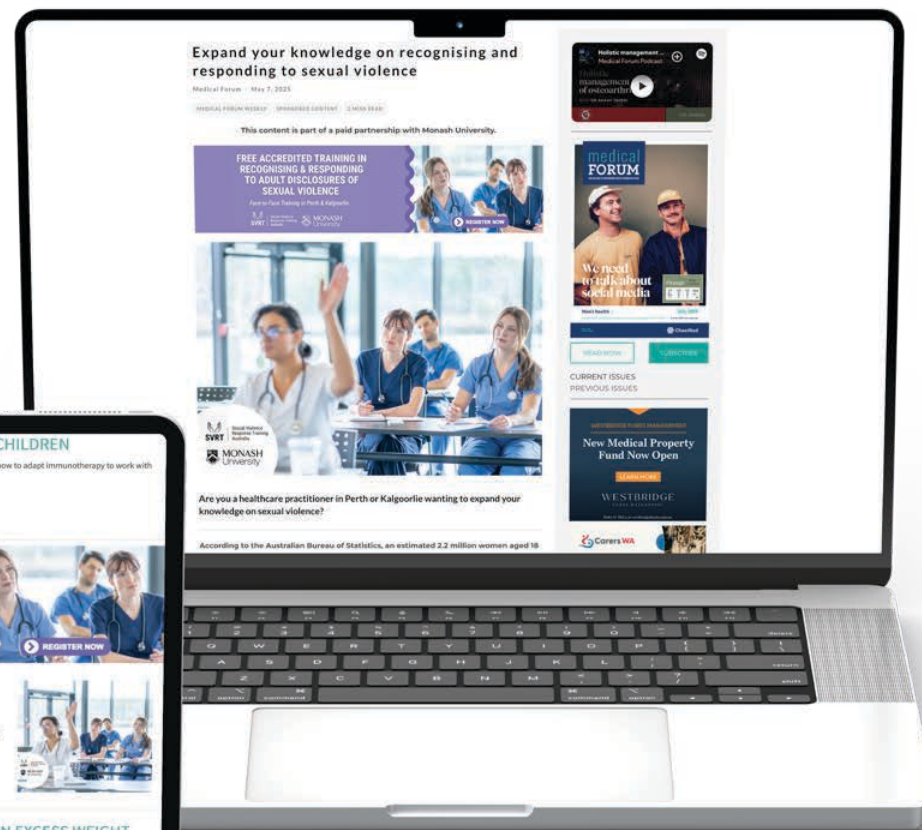
Written in house by our editorial team \$1,750

#### Newsletter article

Content supplied \$1,250

All rates exclude GST, 10% charged on invoice.

10% agency commission applies, 10% discount for more than 3 bookings.



# ELECTRONIC DIRECT MAIL (EDM)

**REACH OUR EXTENSIVE WA DATABASE OF GPs AND SPECIALISTS WITH YOUR OWN EDM, WE CAN TAILOR OUR SEND LIST TO THE AUDIENCE YOU WOULD LIKE TO READ YOUR SPECIFIC MESSAGE.**

- Engaged database with above industry standards open rate
- Utilise your own existing content or work with our editorial team to create content for you
- Opportunity to readers to engage with downloads, links and registration forms
- Limited availability each month.

**Full database**      \$6,500

**Partial database**    – POA

All rates exclude GST, 10% charged on invoice.

10% agency commission applies, 10% discount for more than 3 bookings.





# MEDICAL FORUM PODCAST

**OUR PODCASTS CONNECT WA SPECIALISTS WITH LOCAL MEDICAL PRACTITIONERS, LEVERAGING OUR EXCELLENT ENGAGEMENT LEVELS WITHIN THE WA MEDICAL COMMUNITY.**

- Utilise independent WA specialists and a platform with high engagement with medical professionals in WA
- Audio and video files recorded, we share through our channels and give you full access to the files to utilise through your own channels, amplifying the contents reach
- Design educational content that helps your product or service grow
- Sent through our weekly newsletter
- Use the content with your own database
- Podcast housed on our dedicated podcast page
- Video snip shared via linkedin
- Dedicated podcast team
- Short and long form options.

**30 minute long-form**

**\$3,500**

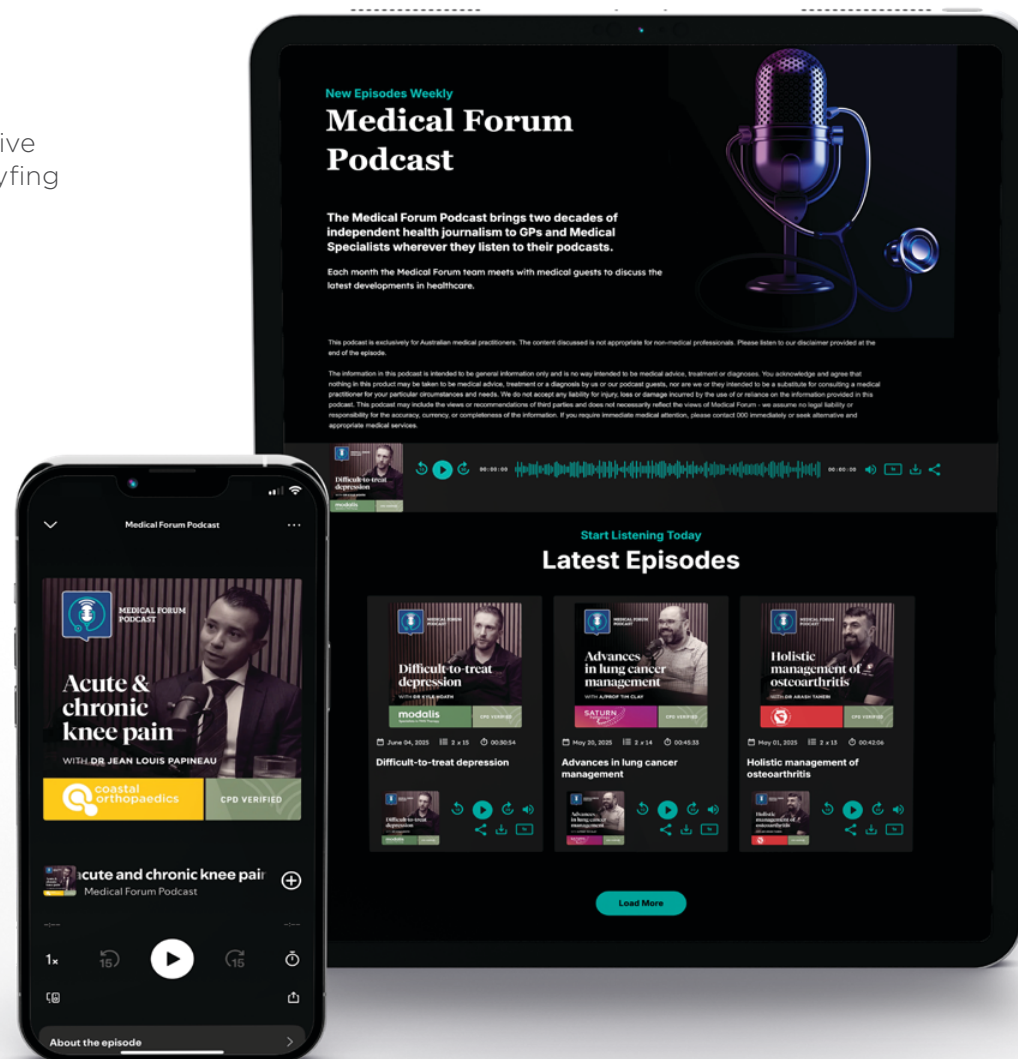
**15 minute short-form**

**\$2,500**

Short form must book minimum of 2

All rates exclude GST, 10% charged on invoice.

10% agency commission applies, 10% discount for more than 3 bookings.



# DIGITAL E-NEWSLETTERS

REACH OUR EXTENSIVE WA DATABASE OF GPs AND SPECIALISTS WITH OUR WEEKLY EMAIL NEWSLETTERS.

## E-NEWSLETTER – FRIDAY

|               |         |
|---------------|---------|
| Top banner    | \$2,200 |
| Middle banner | \$1,700 |
| Bottom banner | \$1,500 |

Casual monthly rate for 4 sends per month

## CLINICAL – WEDNESDAY

|               |         |
|---------------|---------|
| Top banner    | \$2,200 |
| Middle banner | \$1,700 |
| Bottom banner | \$1,500 |

Casual Monthly rate for 4 sends

All rates exclude GST, 10% charged on invoice.  
10% agency commission applies, 10% discount for more than 3 bookings.

## WEEKEND READ – SUNDAY

|               |         |
|---------------|---------|
| Top banner    | \$2,200 |
| Middle banner | \$1,700 |
| Bottom banner | \$1,500 |

Casual Monthly rate for 4 sends

## MONTHLY E-MAGAZINE SEND

|                                 |       |
|---------------------------------|-------|
| Top and Bottom banner exclusive | \$900 |
|---------------------------------|-------|

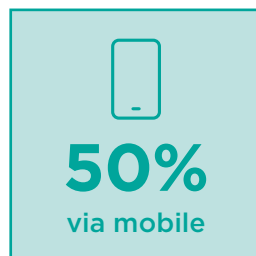
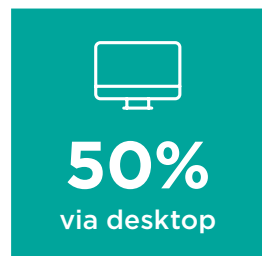
Casual Monthly rate for 1 send





# DIGITAL WEBSITE ADVERTISING

OUR WEBSITE RECEIVES ON AVERAGE 13,000 UNIQUE VISITORS EACH MONTH.

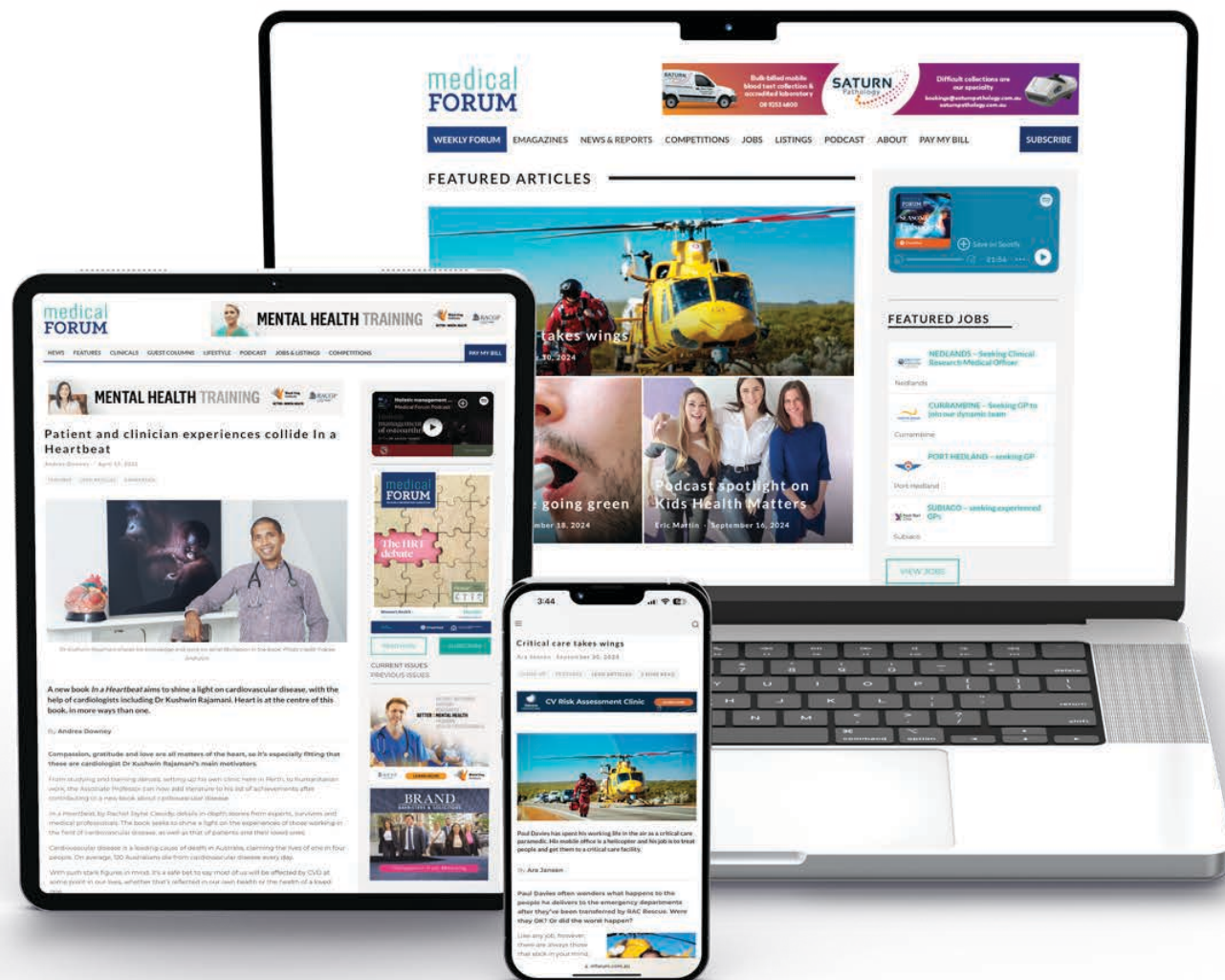


We offer several solutions to engage with these visitors:

|  |         |
|--|---------|
| Leaderboard  | \$1,100 |
| Inpost   | \$995   |
| MREC   | \$550   |
| Digital takeover:<br>Leaderboard, inpost<br>& MREC | \$2,000 |

All rates exclude GST, 10% charged on invoice.

10% agency commission applies, 10% discount for more than 3 bookings.



# CLINICAL SERVICES DIRECTORY (CSD)

**A TRUSTED SOURCE OF INFORMATION FOR PATIENT REFERRALS. OUR CLINICAL SERVICES DIRECTORY KEEPS WA REFERRERS UPDATED WITH WHO'S CONSULTING AT YOUR PRACTICE AND THE SERVICES YOU OFFER. KEEPING YOUR SERVICE FRONT OF MIND WITH OUR READERS.**

Our directory helps you stand out from the crowd and highlight your point of difference, new services or new location.

## Your listing will appear:

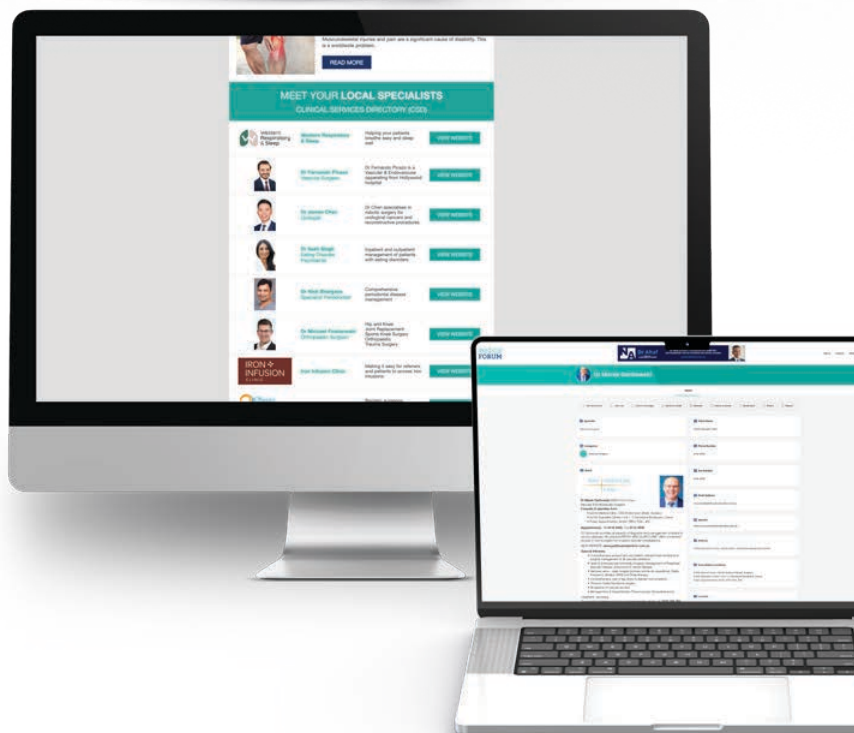
- In Magazine - both print and digital
- On the CSD Website
- Quarterly listing in our Clinical E-newsletter directing HCPs directly to your website

## Benefits:

- Direct communication of your practice details with HCPs across the state
- Trusted back-link increasing your websites SEO
- Additional google listing with your CSD page

We understand that all practices are unique so we have a tailored product for you that helps to differentiate your service and build brand awareness with our readership. Talk to our team about a directory solution that suits your needs.

| GOLD PACKAGE                           | SILVER PACKAGE                        | BRONZE PACKAGE                        | STRIP LISTING                         |
|--|---------------------------------------|---------------------------------------|---------------------------------------|
| 90(w)x 250(h) mm advert size           | 90(w)x 120(h) mm advert size          | 90(w)x 60(h) mm advert size           | 90(w)x 22(h) mm advert size           |
| <b>\$1,100 per month</b><br>x 12 month | <b>\$580 per month</b><br>x 12 months | <b>\$330 per month</b><br>x 12 months | <b>\$100 per month</b><br>x 12 months |





# RECRUITMENT / PROPERTY FOR LEASE OR SALE

## CATEGORIES

- Positions Vacant – Metro or Regional
- Locums Wanted
- Practices or Rooms for Lease or Sale
- Equipment for Sale
- General

## 4 WEEK PACKAGE

- **Digital e-newsletter banner**  
4 sends
- **Listing in print magazine**  
Panel or display for greater impact

## RATES PER MONTH

|  |         |
|--|---------|
| Digital banner / listing & print panel | \$500   |
| Digital banner / listing & print panel | \$900   |
| Full Page<br>184(w) x 271(h)           | \$2,160 |
| Half Page<br>184(w) x 125(h)           | \$1,200 |
| Quarter Page<br>90(w) x 135(h)         | \$650   |
| Digital banner<br>4x sends             | \$450   |

All prices exclude GST

The image displays a variety of recruitment and property listings. On the left, a laptop screen shows a website for 'THIRD AVENUE SURGERY' and a listing for a 'MOUNT LAWLEY - General Practitioner'. In the center, a tablet displays a 'JOBS & CLASSIFIEDS' page with various medical job listings. To the right, a print magazine spread is shown, featuring 'CLASSIFIEDS' sections with job ads, a 'VR GP'S WANTED' ad, and a 'CHANGE LIVES IN REGIONAL WA' ad. On the far right, a large print advertisement for 'HERE FOR GOOD' features a photo of a smiling man and text about general practice opportunities.

# WALL PLANNER

HAVE YOUR BRAND SIT ON THE WALL OF SPECIALIST, GP AND HOSPITAL ADMINISTRATION OFFICES ALL YEAR.

TOP BANNER  
\$15,000

LARGE  
\$5,000

| <div> <div>medical FORUM</div> <div>2024 WALL PLANNER</div> <div>                     Phone: 08 9203 5222<br/>                     Email: info@mforum.com.au<br/>                     www.mforum.com.au                 </div> </div> |     |     |                  |     |                            |                            |     |     |     |     |     |     |
|---|-----|-----|------------------|-----|----------------------------|----------------------------|-----|-----|-----|-----|-----|-----|
| <div>                     /medicalforumwa   /medicalforum   /medical-forum-wa-magazine                 </div>   |     |     |                  |     |                            |                            |     |     |     |     |     |     |
| MON   | JAN | FEB | MAR              | APR | MAY                        | JUN                        | JUL | AUG | SEP | OCT | NOV | DEC |
| TUE   | 2   |     |                  | 2   | World Autism Awareness Day |                            | 2   |     |     | 1   |     |     |
| WED   | 3   |     |                  | 3   | 1                          | GP Education - ENT         |     | 3   |     | 2   |     |     |
| THU   | 4   | 1   |                  | 4   | 2                          |                            | 4   | 1   |     | 3   |     |     |
| FRI   | 5   | 2   | 1                | 5   | 3                          |                            | 5   | 2   |     | 4   | 1   |     |
| SAT   | 6   | 3   | 2                | 6   | 4                          | World Cancer Day           | 6   | 3   |     | 5   | 2   |     |
| SUN   | 7   | 4   | World Cancer Day | 3   | World Hearing Day          | 5                          | 2   | 4   | 1   | 6   | 3   | 1   |
| MON   | 8   | 5   | 4                | 8   | 6                          | 5                          | 8   | 5   | 2   | 7   | 4   | 2   |
| TUE   | 9   | 6   | 5                | 9   | 7                          | World Asthma Day           | 4   | 9   | 6   | 3   | 8   | 5   |
| WED   | 10  | 7   | 6                | 10  | 8                          | World Cancer Awareness Day | 5   | 10  | 7   | 4   | 9   | 6   |
| THU   | 11  | 8   | 7                | 11  | 9                          | World Parkinson's Day      | 6   | 11  | 8   | 5   | 10  | 7   |
| FRI   | 12  | 9   | 8                | 12  | 10                         | 7                          | 12  | 9   | 6   | 11  | 8   | 6   |
| SAT   | 13  | 10  | 9                | 13  | 11                         | 8                          | 13  | 10  | 7   | 12  | 9   | 7   |
| SUN   | 14  | 11  | 10               | 14  | 12                         | 9                          | 14  | 11  | 8   | 13  | 10  | 8   |
| MON   | 15  | 12  | 11               | 15  | 13                         | 10                         | 15  | 12  | 9   | 14  | 11  | 9   |
| TUE   | 16  | 13  | 12               | 16  | 14                         | 11                         | 16  | 13  | 10  | 15  | 12  | 10  |
| WED   | 17  | 14  | 13               | 17  | 15                         | 12                         | 17  | 14  | 11  | 16  | 13  | 11  |
| THU   | 18  | 15  | 14               | 18  | 16                         | 13                         | 18  | 15  | 12  | 17  | 14  | 12  |
| FRI   | 19  | 16  | 15               | 19  | 17                         | 14                         | 19  | 16  | 13  | 18  | 15  | 13  |
| SAT   | 20  | 17  | 16               | 20  | 18                         | 15                         | 20  | 17  | 14  | 19  | 16  | 14  |
| SUN   | 21  | 18  | 17               | 21  | 19                         | 16                         | 21  | 18  | 15  | 20  | 17  | 15  |
| MON   | 22  | 19  | 18               | 22  | 20                         | 17                         | 22  | 19  | 16  | 21  | 18  | 16  |
| TUE   | 23  | 20  | 19               | 23  | 21                         | 18                         | 23  | 20  | 17  | 22  | 19  | 17  |
| WED   | 24  | 21  | 20               | 24  | 22                         | 19                         | 24  | 21  | 18  | 23  | 20  | 18  |
| THU   | 25  | 22  | 21               | 25  | 23                         | 20                         | 25  | 22  | 19  | 24  | 21  | 19  |
| FRI   | 26  | 23  | 22               | 26  | 24                         | 21                         | 26  | 23  | 20  | 25  | 22  | 20  |
| SAT   | 27  | 24  | 23               | 27  | 25                         | 22                         | 27  | 24  | 21  | 26  | 23  | 21  |
| SUN   | 28  | 25  | 24               | 28  | 26                         | 23                         | 28  | 25  | 22  | 27  | 24  | 22  |
| MON   | 29  | 26  | 25               | 29  | 27                         | 24                         | 29  | 26  | 23  | 28  | 25  | 23  |
| TUE   | 30  | 27  | 26               | 30  | 28                         | 25                         | 30  | 27  | 24  | 29  | 26  | 24  |
| WED   | 31  | 28  | 27               | 31  | 29                         | 26                         | 31  | 28  | 25  | 30  | 27  | 25  |
| THU   |     | 29  | 28               |     | 30                         | 27                         |     | 29  | 26  | 31  | 28  | 26  |
| FRI   |     | 30  |                  |     | 31                         | 28                         |     | 30  | 27  |     | 29  | 27  |
| SAT   |     | 31  |                  |     |                            | 29                         |     | 31  | 28  |     | 30  | 28  |
| SUN   |     |     |                  |     |                            | 30                         |     |     | 29  |     |     | 29  |
| MON   |     |     |                  |     |                            |                            |     | 30  |     |     |     | 30  |
| TUE   |     |     |                  |     |                            |                            |     |     |     |     |     | 31  |

BOTTOM BANNER  
\$8,000

SMALL  
\$3,000





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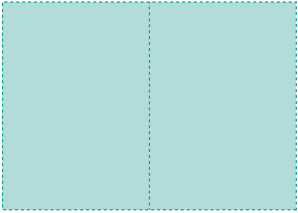
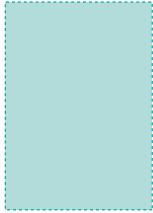
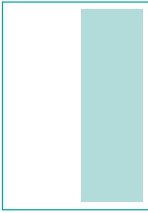


# PRINT ADVERTISING SPECIFICATIONS

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# DISPLAY ADVERTISING

## PRINT SPECIFICATIONS

| DOUBLE PAGE SPREAD  | FULL PAGE   | HALF PAGE (VERTICAL)   | HALF PAGE (HORIZONTAL)  | STRIP (HORIZONTAL)  |
|---|---|--|---|---|
| <b>Trim Size:</b><br>420mm(w) x 297mm(h)  | <b>Trim Size:</b><br>210(w) x 297(h) mm   | <b>Trim Size:</b><br>88(w) x 275(h) mm   | <b>Trim Size:</b><br>185(w) x 125(h) mm   | <b>Trim Size:</b><br>185(w) x 55(h) mm  |
| <b>Bleed:</b><br>3mm on all sides   | <b>Bleed:</b><br>3mm on all sides   | -  | -   | -   |
| <b>Type margin:</b><br>16mm in from trim and gutter                               | <b>Type margin:</b><br>16mm in from trim and gutter                               | <b>Type margin:</b><br>Minimum of 6mm in from trim                                 | <b>Type margin:</b><br>Minimum of 6mm in from trim                                  | <b>Type margin:</b><br>Minimum of 6mm in from trim                                  |
|  |  |  |  |  |

## ARTWORK REQUIREMENTS

- Text margins are 16mm in from the trim and 16mm in from the gutter for both double page and full page sizes, minimum of 6mm in from trim for other sizes
- 3mm bleed and crop marks is to be applied to double page and full page sizes. Other sizes don't require bleed
- All images should be CMYK for print ads (not RGB), art with RGB or spot colours will be converted to CMYK
- Email a final print ready PDF to [bryan@mforum.com.au](mailto:bryan@mforum.com.au)

**Images:** All images used in the artwork should be 300dpi at actual size

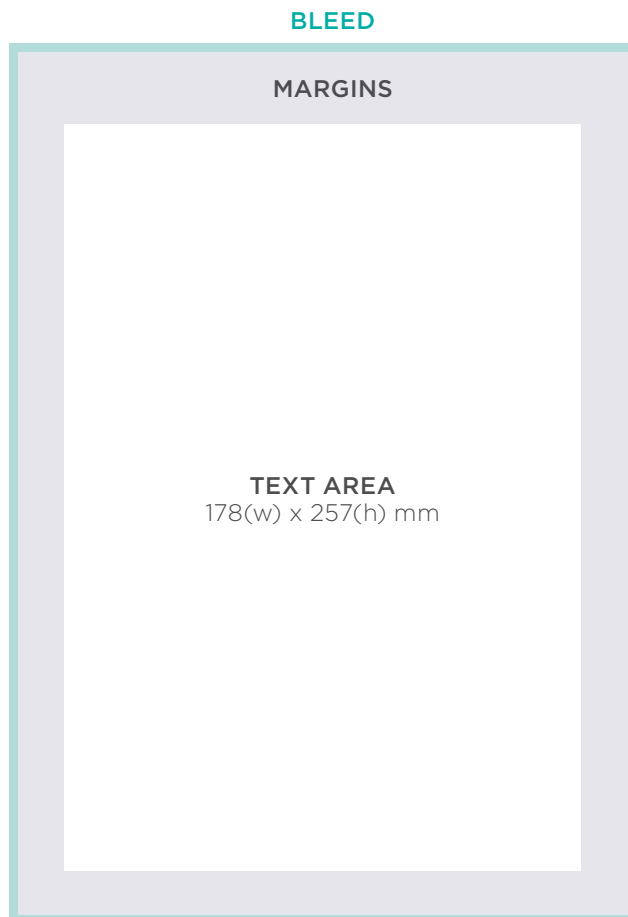


# DISPLAY ADVERTISING

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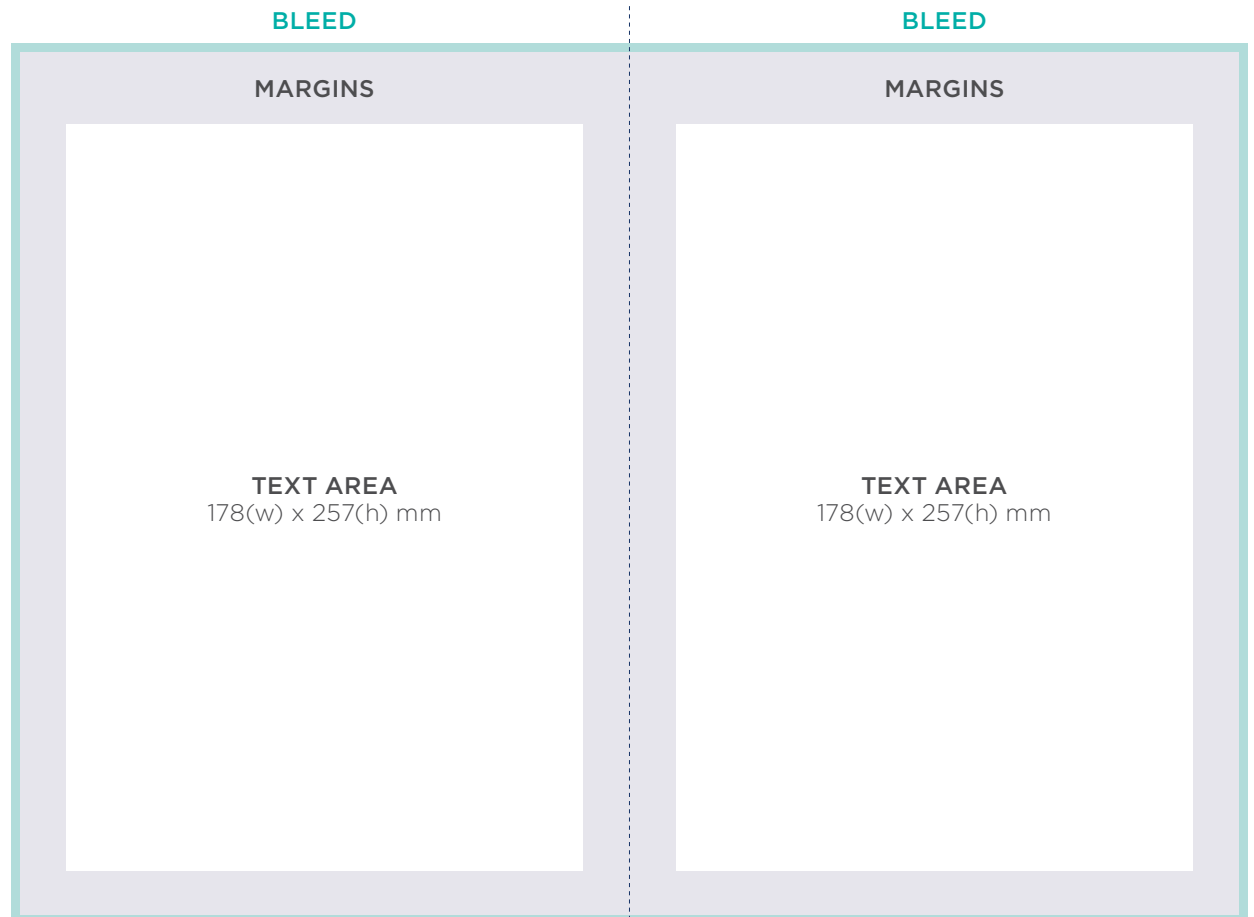
## FULL PAGE ARTWORK SPECIFICATIONS

- Artwork to be supplied as high resolution PDF with 3mm crops and bleed
- **Margins:** 25mm top / 15mm bottom  
16mm left / 16mm right



## DOUBLE PAGE ARTWORK SPECIFICATIONS

- Artwork to be supplied as high resolution PDF with 3mm crops and bleed
- **Margins:** 25mm top / 15mm bottom  
16mm left / 16mm right



# CLINICAL SERVICES DIRECTORY

## ARTWORK SPECIFICATIONS

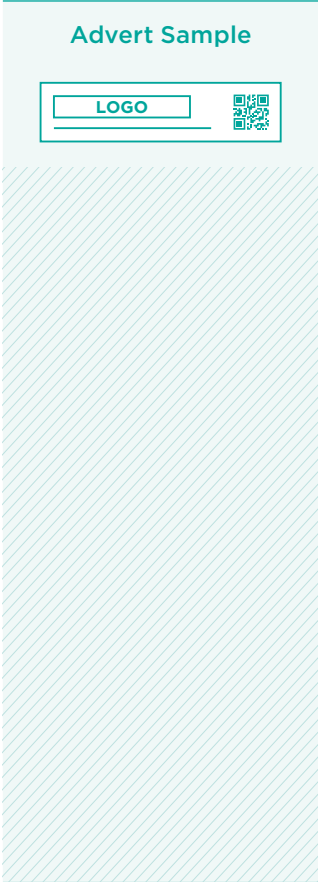



### We require:

- High resolution photo of the specialist(s)
- A high resolution logo (if you have one)

## SUBMISSION REQUIREMENTS

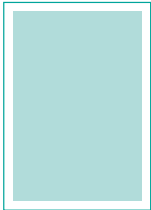
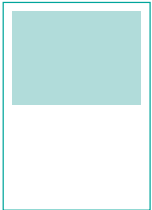
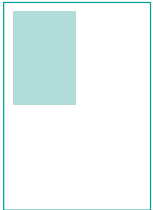
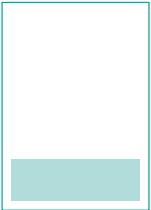
**Text:** Email to [alice@mforum.com.au](mailto:alice@mforum.com.au) as a Word document or in the body of an email

**Images:** All images used in the artwork should be 300dpi at actual size

| STRIP LISTING   | BRONZE PACKAGE   | SILVER PACKAGE   | GOLD PACKAGE   |
|---|--|--|--|
| 90(w)x 22(h) mm<br>advert size  | 90(w)x 60(h) mm<br>advert size   | 90(w)x 120(h) mm<br>advert size  | 90(w)x 250(h) mm<br>advert size  |
| /   | Includes complimentary<br>listing on CSD website                                     | Includes complimentary<br>listing on CSD website                                     | Includes complimentary<br>listing on CSD website                                     |
| Advert Sample   | Advert Sample  | Advert Sample  | Advert Sample  |
|  |  |  |  |

# RECRUITMENT / PROPERTY FOR LEASE OR SALE

## PRINT SPECIFICATIONS

| FULL PAGE   | HALF PAGE   | QUARTER PAGE  | STRIP   |
|---|---|---|---|
| <b>Trim Size:</b><br>184(w) x 271(h) mm   | <b>Trim Size:</b><br>184(w) x 134(h) mm   | <b>Trim Size:</b><br>90(w) x 134(h) mm  | <b>Trim Size:</b><br>90(w) x 60(h) mm   |
| <b>Type margin:</b><br>Minimum of 4mm in from trim                                | <b>Type margin:</b><br>Minimum of 4mm in from trim                                | <b>Type margin:</b><br>Minimum of 4mm in from trim                                  | <b>Type margin:</b><br>Minimum of 4mm in from trim                                  |
|  |  |  |  |

## LINEAGE CLASSIFIEDS CATEGORIES

- Positions Vacant – Metro or Regional
- Locums Wanted
- Practices or Rooms for Lease or Sale
- Equipment for Sale
- General Classifieds

## ARTWORK REQUIREMENTS

- NO bleed or crop marks are required
- All images should be CMYK for print ads (not RGB), art with RGB or spot colours will be converted to CMYK
- Email a final print ready PDF to [rita@mforum.com.au](mailto:rita@mforum.com.au)

**Text:** Email to [rita@mforum.com.au](mailto:rita@mforum.com.au) as a Word document or in the body of an email.

**Images:** All images used in the artwork should be 300dpi at actual size

## HOW TO SUBMIT YOUR MATERIAL FOR LINEAGE

**Text:** Ensure the text supplied is accurate and authorised, and with a point of contact / call to action

**High resolution logo:** 300dpi, supplied as an eps, jpg or pdf file

**Images:** All images used in the artwork should be 300dpi at actual size



# WALL PLANNER

## ARTWORK SPECIFICATIONS


- NO bleed or crop marks are required
- All images should be CMYK for print ads (not RGB), art with RGB or spot colours will be converted to CMYK
- Email a final print ready PDF to [bryan@mforum.com.au](mailto:bryan@mforum.com.au)

## SUBMISSION REQUIREMENTS

**Text:** Email to [bryan@mforum.com.au](mailto:bryan@mforum.com.au) as a Word document or in the body of an email

**Images:** All images used in the artwork should be 300dpi at actual size

**TOP BANNER**  
**945(w) x 110(h) mm**


**2024 WALL PLANNER**  
With responses thanks to Media Kit Network

Phone: 08 9203 5222  
 Email: [info@mforum.com.au](mailto:info@mforum.com.au)  
[www.mforum.com.au](http://www.mforum.com.au)

/medicalforumwa
/medicalforum\_
/medical-forum-wa-magazine

|     | JAN | FEB | MAR              | APR | MAY              | JUN                 | JUL | AUG | SEP | OCT                 | NOV | DEC |
|-----|-----|-----|------------------|-----|------------------|---------------------|-----|-----|-----|---------------------|-----|-----|
| MON | 1   |     |                  | 1   |                  |                     | 1   |     |     |                     |     |     |
| TUE | 2   |     |                  | 2   |                  |                     | 2   |     |     | 1                   |     |     |
| WED | 3   |     |                  | 3   | 1                | GP Education - 1000 | 3   |     |     | 2                   |     |     |
| THU | 4   | 1   |                  | 4   | 2                |                     | 4   | 1   |     | 3                   |     |     |
| FRI | 5   | 2   | 1                | 5   | 3                |                     | 5   | 2   |     | 4                   | 1   |     |
| SAT | 6   | 3   | 2                | 6   | 4                | GP Education - 1000 | 6   | 3   |     | 5                   | 2   |     |
| SUN | 7   | 4   | World Cancer Day | 7   | World Health Day | 5                   | 7   | 4   | 1   | Father's Day        | 6   | 3   |
| MON | 8   | 5   | 4                | 8   | 6                |                     | 8   | 5   | 2   | 7                   | 4   | 2   |
| TUE | 9   | 6   | 5                | 9   | 7                | World Alzheimer Day | 9   | 6   | 3   | 8                   | 5   | 3   |
| WED | 10  | 7   | 6                | 10  | 8                | World Diabetes Day  | 10  | 7   | 4   | GP Education - 1000 | 9   | 6   |
| THU | 11  | 8   | 7                | 11  | 9                | World Kidney Day    | 11  | 8   | 5   | 10                  | 7   | 4   |
| FRI | 12  | 9   | 8                | 12  | 10               |                     | 12  | 9   | 6   | 11                  | 8   | 5   |
| SAT | 13  | 10  | 9                | 13  | 11               | 8                   | 13  | 10  | 7   | 12                  | 9   | 6   |
| SUN | 14  | 11  | 10               | 14  | 12               | 9                   | 14  | 11  | 8   | 13                  | 10  | 7   |
| MON | 15  | 12  | 11               | 15  | 13               | 10                  | 15  | 12  | 9   | 14                  | 11  | 8   |
| TUE | 16  | 13  | 12               | 16  | 14               | 11                  | 16  | 13  | 10  | 15                  | 12  | 9   |
| WED | 17  | 14  | 13               | 17  | 15               | 12                  | 17  | 14  | 11  | 16                  | 13  | 10  |
| THU | 18  | 15  | 14               | 18  | 16               | 13                  | 18  | 15  | 12  | 17                  | 14  | 11  |
| FRI | 19  | 16  | 15               | 19  | 17               | 14                  | 19  | 16  | 13  | 18                  | 15  | 12  |
| SAT | 20  | 17  | 16               | 20  | 18               | 15                  | 20  | 17  | 14  | 19                  | 16  | 13  |
| SUN | 21  | 18  | 17               | 21  | 19               | 16                  | 21  | 18  | 15  | 20                  | 17  | 14  |
| MON | 22  | 19  | 18               | 22  | 20               | 17                  | 22  | 19  | 16  | 21                  | 18  | 15  |
| TUE | 23  | 20  | 19               | 23  | 21               | 18                  | 23  | 20  | 17  | 22                  | 19  | 16  |
| WED | 24  | 21  | 20               | 24  | 22               | 19                  | 24  | 21  | 18  | 23                  | 20  | 17  |
| THU | 25  | 22  | 21               | 25  | 23               | 20                  | 25  | 22  | 19  | 24                  | 21  | 18  |
| FRI | 26  | 23  | 22               | 26  | 24               | 21                  | 26  | 23  | 20  | 25                  | 22  | 19  |
| SAT | 27  | 24  | 23               | 27  | 25               | 22                  | 27  | 24  | 21  | 26                  | 23  | 20  |
| SUN | 28  | 25  | 24               | 28  | 26               | 23                  | 28  | 25  | 22  | 27                  | 24  | 21  |
| MON | 29  | 26  | 25               | 29  | 27               | 24                  | 29  | 26  | 23  | 28                  | 25  | 22  |
| TUE | 30  | 27  | 26               | 30  | 28               | 25                  | 30  | 27  | 24  | 29                  | 26  | 23  |
| WED | 31  | 28  | 27               |     | 29               | 26                  | 31  | 28  | 25  | 30                  | 27  | 24  |
| THU |     | 29  | 28               |     | 30               | 27                  |     | 29  | 26  | 31                  | 28  | 25  |
| FRI |     |     | 29               |     | 31               |                     |     | 30  | 27  |                     | 29  | 26  |
| SAT |     |     | 30               |     |                  |                     |     | 31  | 28  |                     | 30  | 27  |
| SUN |     |     | 31               |     |                  |                     |     |     | 29  |                     |     | 28  |
| MON |     |     |                  |     |                  |                     |     |     | 30  |                     |     | 29  |
| TUE |     |     |                  |     |                  |                     |     |     |     |                     |     | 30  |

**PUBLIC HOLIDAYS**  
 New Year's Day: 1 January  
 Australia Day: 26 January  
 Good Friday: 29 March  
 Easter Sunday: 31 March  
 Easter Monday: 1 April  
 ANZAC Day: 25 April  
 Western Australia Day: 2 June  
 King's Birthday: 23 September  
 Christmas Day: 25 December  
 Boxing Day: 26 December

**SCHOOL TERMS**  
 Term 1: 10 Jan - 28 Mar 2024  
 Term 2: 10 Apr - 28 Jun 2024  
 Term 3: 10 Jul - 28 Sep 2024  
 Term 4: 10 Oct - 28 Dec 2024

**SCHOOL HOLIDAYS**  
 Term 1 Break: 29 Mar - 14 Apr 2024  
 Term 2 Break: 29 Jun - 14 Jul 2024  
 Term 3 Break: 29 Sep - 14 Oct 2024  
 Term 4 Break: 29 Dec - 14 Jan 2025

**BOTTOM BANNER**  
**627(w) x 75(h) mm**

# DIGITAL ADVERTISING – WEBSITE

## WEBSITE ADVERTISING OPTIONS

### LEADERBOARD BANNER (MAJOR PARTNER)

**Size:**  
728(w) x 90(h) pixels



### MREC (MEDIUM RECTANGLE)

**Size:**  
336(w) x 280(h)



### IN-POST BANNER

**Size:**  
728(w) x 90(h) pixels



## DIGITAL ADVERT DESIGN SPECIFICATIONS

**Resolution & Colour:** 72dpi & RGB

- All art files must include a click-through URL
- Art files can be provided as .GIF (ideal for animated ads) or .JPG
- **GIF Banners:** Ensure animations are set to loop continuously
- All ads with a white background must have a 1px keyline or border
- Please indicate if your creative is intended for restricted viewers (e.g., AHPRA only)

# DIGITAL ADVERTISING – ENEWS

## ENews ADVERTISING OPTIONS

**Banner Size:** 800(w) x 200(h) pixels

| ALL BANNERS  | MONTHLY E-MAGAZINE SEND   |
|--|---|
| Weekly   | Monthly   |
|  |  |

## DIGITAL ADVERT DESIGN SPECIFICATIONS

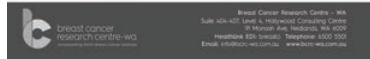
**Resolution & Colour:** 72dpi & RGB

- Banner size: 800(w) x 200(h) pixels
- All art files must include a click-through URL
- Art files can be provided as .GIF (ideal for animated ads) or .JPG
- **GIF Banners:** Ensure animations are set to loop continuously
- All ads with a white background must have a 1px keyline or border
- Please indicate if your creative is intended for restricted viewers (e.g., AHPRA only)

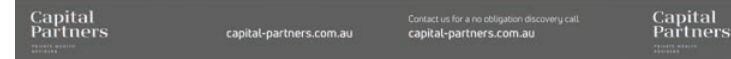


## PRINT

**Word count:** 500 max



**Word count:** 800-900 max



**Resolution & Colour:** 72dpi & RGB

- Supplied logos must be high resolution, supplied as either JPEG or EPS

# SPONSORED CONTENT – DIGITAL

## DIGITAL

Word count: 650-700 max

### Expand your knowledge on recognising and responding to sexual violence

Medical Forum - May 7, 2025

MEDICAL FORUM WEEKLY | SPONSORED CONTENT | 3 MIN READ

This content is part of a paid partnership with Monash University.



Are you a healthcare practitioner in Perth or Kalgoorlie wanting to expand your knowledge on sexual violence?

According to the Australian Bureau of Statistics, an estimated 2.2 million women aged 18 years and over (22%) have experienced sexual violence since the age of 15.

Many victim-survivors suffer in silence, without access to the support they deserve. Those that do disclose to a health professional need to be treated with care, understanding, and provided with informative resources.

## SPONSORED CONTENT – DIGITAL SPECIFICATIONS

Resolution & Colour: 72dpi & RGB

- Art files can be provided as .GIF (ideal for animated ads) or .JPG
- **Animated GIF Banners:** Ensure animations are set to loop continuously

# TERMS & CONDITIONS

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**Click here** to view our terms & conditions.

## **PAYMENT TERMS**

The publisher's payment terms are noted on each invoice which will be issued to the advertiser. Invoices are payable within 14 days of issue.

## **COMMISSION**

We pay 10% agency commission on all bookings.



# CONTACTS

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## ADVERTISING MANAGER

**Bryan Pettit**

**Phone:** 0439 866 336

**Email:** [bryan@mforum.com.au](mailto:bryan@mforum.com.au)

## ADVERTISING ACCOUNT MANAGER

**Rita Murphy**

**Phone:** 08 9203 5222

**Email:** [rita@mforum.com.au](mailto:rita@mforum.com.au)

## CLINICAL SERVICES DIRECTORY

**Alice Miles**

**Phone:** 08 9203 5222

**Email:** [alice@mforum.com.au](mailto:alice@mforum.com.au)

## CLINICAL EDITOR

**Dr Joe Kosterich**

**Phone:** 0417 998 697

**Email:** [joe@mforum.com.au](mailto:joe@mforum.com.au)

## MANAGING EDITOR

**Andrea Downey**

**Phone:** 0437 909 904

**Email:** [andrea@mforum.com.au](mailto:andrea@mforum.com.au)

## GRAPHIC DESIGN

**Ryan Minchin**

**Email:** [ryan@mforum.com.au](mailto:ryan@mforum.com.au)

## PRINTER

**Scott Print**

## MAILING ADDRESS

**Medical Forum WA**

Suite 3/8 Howlett Street,  
North Perth WA 6006



# medical FORUM

TWO DECADES OF INDEPENDENT HEALTH JOURNALISM IN WA

Suite 3/8 Howlett Street, North Perth WA 6006

**Phone:** 08 9203 5222 **Fax:** 08 6154 6488 **Email:** [info@mforum.com.au](mailto:info@mforum.com.au)

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

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