

PRINT MEDIA KIT 2019

AMPCo

“*Enabling better health care outcomes through trusted content and services*”






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AMPCo SALES

+61 2 9562 6666 • sales@ampco.com.au

 facebook.com/theMJA

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 mja.com.au

Display rates	3
Display sizes	4
Classifieds rates + bundling rates	5
Deadlines	8
Contacts	9

AMPCo provides end-to-end Multichannel Marketing Solutions with deep doctor data insights

Our strength lies in the data that enable businesses to connect with more health care professionals than anyone else in Australia. We offer digital and print products that are delivered to an accurate and precise audience that is subjected to a rigorous quality control.

We maintain data of nearly 80,000 doctors, 17,000 practices and over 7,400 health care facilities.

With our modern tech solutions, comprehensive data and deep insights, we help you accelerate your marketing strategies by reaching your target audience. Our publications, websites and newsletters deliver leading-edge health care information and resources to the medical fraternity.



“**Nearly 80,000 doctors, 17,000 practices and over 7,400 health care facilities**”



Reach over
25,000
Australian doctors
every fortnight.

MJA is Australia's most influential peer reviewed journal, consistently cited in the medical media. **MJA** is a general medical journal with 22 issues/year and an average circulation of over 25,000.

MJA print display rates

Size	Available Position	Rate per issue (x1)	Rate per issue (x3)	Rate per issue (x6)
DPS	IFC	\$16,630	\$14,900	\$13,400
DPS	First half	\$15,120	\$13,545	\$12,180
	Best possible	\$13,230	\$11,865	\$10,815
Full Page	OBC / IFC	\$8,505	\$7,770	\$6,930
	First half	\$7,875	\$7,035	\$6,300
	Best possible	\$7,245	\$6,510	\$5,880
Half page	First half and RHP	\$5,775	\$5,145	\$4,620
	RHP or first half	\$5,145	\$4,620	\$4,200
	Best possible	\$4,725	\$4,305	\$3,885
Third page	First half and RHP	\$4,515	\$4,095	\$3,780
	RHP only	\$3,990	\$3,675	\$3,360
	Best possible	\$3,675	\$3,360	\$2,940
Quarter page	First half and RHP	\$3,885	\$3,570	\$3,150
	RHP only	\$3,570	\$3,150	\$2,730
	Best possible	\$3,150	\$2,730	\$2,520

Prescribing Information (where required by the MA Code) may be placed at 50% of the equivalent display space rate. All rates include agency commission. Rates are ex-GST and apply to issue dates from 1 January 2019.

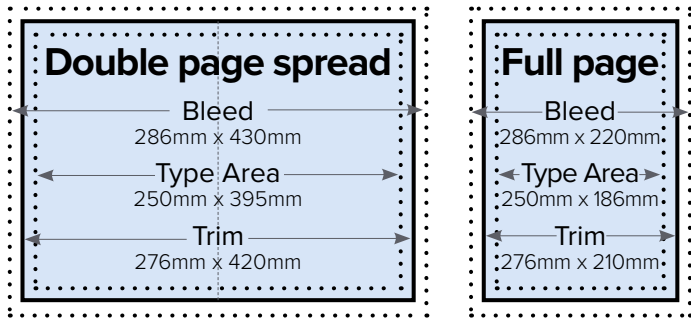
Bound inserts and loose onserts	Final pricing is subject to actual weight.
Bound insert	\$1,565 plus \$662 CPM for 2pp bound inserts with flap or plus \$735 CPM for 4pp bound.
Loose onsert	\$1,565 plus \$551 CPM for 2pp loose onserts or \$630 CPM for 4pp loose onserts.

Delivery must be done by the material deadline for the particular issue.

Refer to page 6 for specifications.

Reprints

For information about reprints in full colour or pdf, contact us to sales@ampco.com.au



Display sizes*

Full and double page spread display advertisement sizes:

	Double page spread (H x W)	Full page (H x W)
Bleed	286mm x 430mm	286mm x 220mm
Type area	250mm x 395mm	250mm x 186mm
Trim	276mm x 420mm	276mm x 210mm

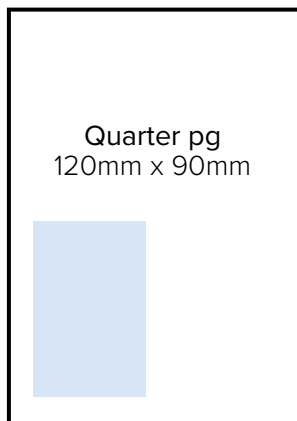
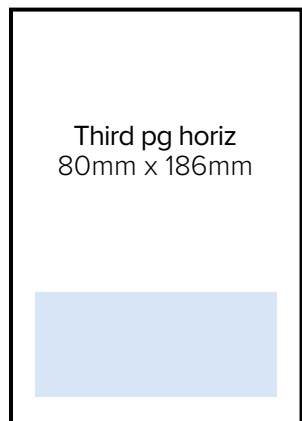
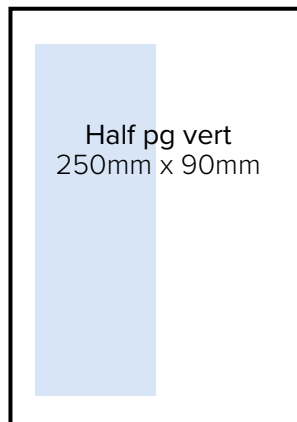
Other display advertisement sizes:

Ad size	H	W
Half pg horiz	120mm	186mm
Half pg vert	250mm	90mm
Third pg horiz	80mm	186mm
Quarter pg	120mm	90mm

Print material specifications (display and classifieds)

Cancellations	No cancellations will be accepted after the booking deadline.
Printed	Web Offset 4 colour process. Spot colour is not available. Paper: Cover: 150gsm, Text: 65gsm. Preferred file format is high resolution pdf. Use CMYK for 4 colour scans (NOT RGB) 120 line screen. All fonts and images must be embedded with the file, include registration marks.
Delivery:	We accept online image transfers via Quickcut/PageStore/or High Resolution PDF.
Advertising Standards:	All advertisements submitted to the <i>MJA</i> are subject to editorial approval. Advertisers are responsible for ensuring advertisements comply with Medicines Australia, Commonwealth and State laws and regulations. Advertising material may be rejected for unsubstantiated claims, imitating editorial content, unsuitability for a professional audience or conflict with the policies of the <i>MJA</i> or AMA.

Send creative material to: advertising@mja.com.au



*Refer to page 6 for specifications



Full pg classifieds
240mm x 186mm



Half pg classifieds
horizontal
120mm x 186mm

Third pg classifieds
horizontal
80mm x 186mm

MJA print classifieds page rates

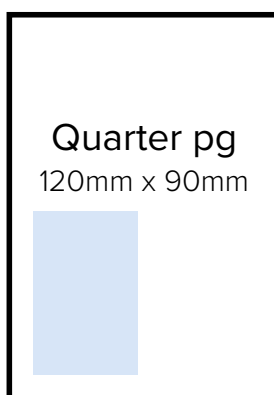
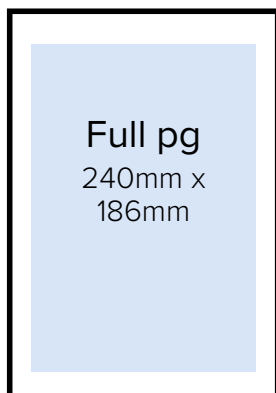
Size	Rate per issue (x1)	Rate per issue (x3)	Rate per issue (x6)
Full page	\$5,355	\$4,830	\$4,410
Half page	\$3,045	\$2,835	\$2,415
Third page	\$2,205	\$1,995	\$1,680
Quarter page	\$1,575	\$1,470	\$1,365

MJA print classifieds column/centimetre rates

	1 col (44 mm)	2 cols (90 mm)	3 cols (137 mm)	4 cols (186 mm)
2cm	\$0	\$294	\$441	\$599
3cm	\$0	\$441	\$672	\$872
4cm	\$309	\$599	\$872	\$1,166
5cm	\$386	\$735	\$1,103	\$1,460
6cm	\$463	\$872	\$1,313	\$1,817
7cm	\$529	\$1,040	\$1,565	\$2,037
8cm	\$628	\$1,166	\$1,817	Third*
9cm	\$706	\$1,313	\$1,932	\$2,657
10cm	\$772	\$1,460	\$2,174	\$2,888
11cm	\$849	\$1,565	\$2,405	\$3,255
12cm	\$915	Quarter*	\$2,657	Half*
13cm	\$981	\$1,932	\$2,888	\$3,864
14cm	\$1,091	\$2,037	\$3,129	\$4,106
15cm	\$1,158	\$2,174	\$3,255	\$4,452
16cm	\$1,224	\$2,289	\$3,497	\$4,694
17cm	\$1,257	\$2,520	\$3,738	\$4,935
18cm	\$1,378	\$2,657	\$3,980	\$5,303
19cm	\$1,532	\$2,772	\$4,221	\$5,544
20cm	\$1,532	\$2,888	\$4,452	\$5,912
21cm	\$1,643	\$3,129	\$4,578	\$6,143
22cm	\$1,643	\$3,255	\$4,820	\$6,510
23cm	\$1,764	\$3,371	\$5,061	\$6,752
24cm	\$1,907	Half*	\$5,303	Full*

*Refer to the table above

Prescribing Information may be placed at 50% of the equivalent display space rate. Rates quoted do not include GST.



Classifieds sizes

MJA classifieds column sizes

Lineage	1 column	2 columns	3 columns	4 columns
Width	44mm	90mm	137mm	186mm

MJA classifieds display sizes

Classifieds display ad size	H	W
Full page	240mm	186mm
Half page horizontal	120mm	186mm
Half page vertical	240mm	90mm
Third page horizontal	80mm	186mm
Quarter page	120mm	90mm

Bundling print classifieds with online advertising

Use a combination of platforms to reach hard to fill or senior positions.

Jobs (basic) and MJA print classifieds bundles*

	One issue	Two issues	
Online (basic) and print 1/4 page)	\$1,680	\$3,080	One Issue/Two Issues: Online - 30 days; 1/4 page classifieds
Online (basic) and print (1/2 page)*	\$2,990	\$5,700	One Issue/Two Issues: Online - 30 days; 1/2 page classifieds
Online (basic) and print (full page)*	\$5,050	\$9,820	One Issue/Two Issues: Online - 30 days; full page classifieds

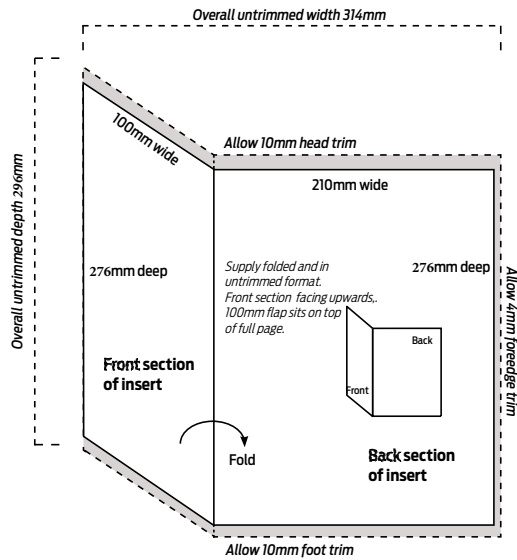
*There is no discount on bundle advertising

Jobs (basic) and newsletters bundles*

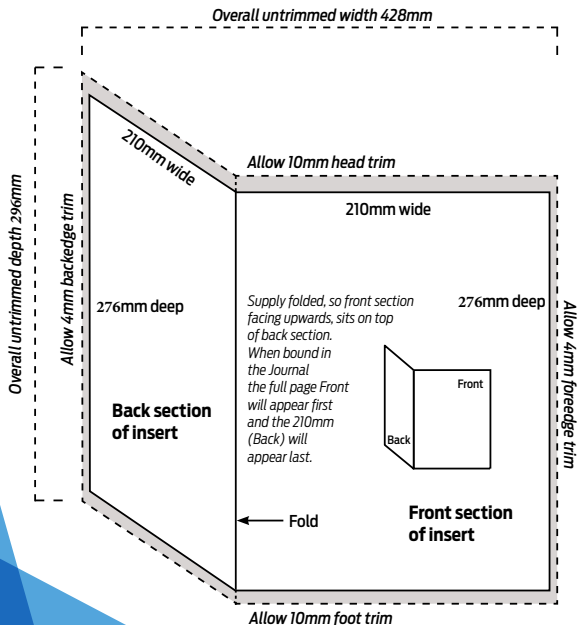
	One issue	Two issues	
Online (basic) and <i>InSight+</i> (Leaderboard)*	\$3,640	\$7,010	Online - 30 days; Leaderboard (720x90)
Online (basic) and <i>InSight+</i> (RHS 1, 2, 3)*	\$4,760	\$9,260	Online - 30 days; RHS 1, 2, 3 (300x250)
Online (basic) and MJA Jobs (Leaderboard)*	\$3,640	\$7,010	Online - 30 days; Leaderboard (728x90)
Online (basic) and MJA Jobs (RHS 1, 2)*	\$4,760	\$9,260	Online - 30 days; RHS 1, 2 (300x250)

*There is no discount on bundle advertising.

Bound insert specifications – 2pp



Bound insert specifications – 4pp



Bound inserts and loose inserts

Available for full run and segments.

Approval	Before printing inserts, the pdf version must be sent to advertising@mja.com.au for approval according to advertising guidelines.
Australia Post	Please note that inserts and onsets must all be identical, non-personalised, and must not be or contain a letter.
Spoilage allowance	Please contact us for spoilage details.

Loose insert

Specifications	Maximum external dimensions must not exceed 297 x 210mm (A4). 276 x 210mm is preferred. 150-200gsm stock reference and supplied trimmed (applies for both 2PP and 4PP).
Delivery material	D&D Mailing Services 1064 Canley Vale Road, Wetherill Park NSW 2164. Each package must be supplied with a D&D delivery label.

Bound insert

Placement	Must be stitched-in between sections of the <i>MJA</i> as a single leaf (2 pages with flap) or Double leaf (4 pages). Doubles are inserted at the centre of the Journal. Fixed inserts may not appear in or opposite articles on related topics.
Specifications	Full page image area = 276mm high x 210mm wide plus a binding flap 100mm wide. In addition to the above, an allowance of 10mm head trim, 10mm foot trim and 4mm fore-edge trim are required. Total overall untrimmed size for a single should be 314mm wide x 296mm high. If pre-printed inserts are to be supplied they should be printed on 150-200 gsm A2 Art and supplied untrimmed and folded along the spine. Printed material delivery is required by the material deadline. See diagram.
Delivery of material	Webstar Print Unit 3 / Door 8, 83 Derby Street, Silverwater NSW 2128. Each package must be supplied with a Webstar delivery label.

MJA Print – Issue dates and deadlines

Vol.	No.	Issue date	Booking deadline	Material deadline
210	1	Mon 14 Jan	Thurs 13 Dec	Thurs 20 Dec
210	2	Mon 4 Feb	Thurs 10 Jan	Thurs 17 Jan
210	3	Mon 18 Feb	Thurs 24 Jan	Thurs 31 Jan
210	4	Mon 4 Mar	Thurs 7 Feb	Thurs 14 Feb
210	5	Mon 18 Mar	Thurs 21 Feb	Thurs 28 Feb
210	6	Mon 1 Apr	Thurs 7 Mar	Thurs 14 Mar
210	7	Mon 15 Apr	Thurs 21 Mar	Thurs 28 Mar
210	8	Mon 6 May	Thurs 11 Apr	Thurs 17 Apr
210	9	Mon 20 May	Thurs 25 Apr	Thurs 2 May
210	10	Mon 3 Jun	Thurs 9 May	Thurs 16 May
210	11	Mon 17 Jun	Thurs 23 May	Thurs 30 May
211	1	Mon 1 Jul	Thurs 6 Jun	Thurs 13 Jun
211	2	Mon 15 Jul	Thurs 20 Jun	Thurs 27 Jun
211	3	Mon 5 Aug	Thurs 11 Jul	Thurs 18 Jul
211	4	Mon 19 Aug	Thurs 25 Jul	Thurs 1 Aug
211	5	Mon 2 Sep	Thurs 8 Aug	Thurs 15 Aug
211	6	Mon 16 Sep	Thurs 22 Aug	Thurs 29 Aug
211	7	Mon 7 Oct	Thurs 12 Sep	Thurs 19 Sep
211	8	Mon 21 Oct	Thurs 26 Sep	Thurs 3 Oct
211	9	Mon 4 Nov	Thurs 10 Oct	Thurs 17 Oct
211	10	Mon 18 Nov	Thurs 24 Oct	Thurs 31 Oct
211	11	Mon 9 Dec	Thurs 14 Nov	Thurs 21 Nov

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InSight+

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