

AMPCo MEDIA KIT 2018

AMPCo will take care of your multichannel advertising, marketing and sales solutions

Reaching more health care professionals than anyone else in Australia, **AMPCo's** digital and print products are delivered using its rich database, which provides integrated multiplatform marketing. We can directly target over 77,000 doctors, 16,600 practices and more than 7,500 health care facilities.

Enabling better health care outcomes through trusted content and services

Using the combination of technology, best practice and the most up-to-date, permissioned and comprehensive database available, **AMPCo's** publications, websites and newsletters deliver leading-edge health care information and resources to the medical sector.

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AMPCo SALES

+61 2 9562 6666 • sales@ampco.com.au



The Medical Journal of Australia (MJA)

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 30,000.

MJA print display rates

Size/Shape	Available Position	Rate per issue (x1)	Rate per issue (x3)	Rate per issue (x6)
DPS	First half	\$14,400	\$12,900	\$11,600
	Best possible	\$12,600	\$11,300	\$10,300
Full Page	OBC / IFC	\$8,100	\$7,400	\$6,600
	First half	\$7,500	\$6,700	\$6,000
Half page	Best possible	\$6,900	\$6,200	\$5,600
	First half and RHP	\$5,500	\$4,900	\$4,400
Third page	RHP or first half	\$4,900	\$4,400	\$4,000
	Best possible	\$4,500	\$4,100	\$3,700
	First half and RHP	\$4,300	\$3,900	\$3,600
Quarter page	RHP only	\$3,800	\$3,500	\$3,200
	Best possible	\$3,500	\$3,200	\$2,800
	First half and RHP	\$3,700	\$3,400	\$3,000
	RHP only	\$3,400	\$3,000	\$2,600
	Best possible	\$3,000	\$2,600	\$2,400

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 2018.

Bound inserts and loose onsets: Final pricing is subject to actual weight.

Bound insert: \$1,490 plus \$630 CPM for 2pp bound inserts with flap or plus \$700 CPM for 4pp bound.

Loose onset: \$1,490 plus \$525 CPM for 2pp loose onsets or \$600 CPM for 4pp loose onsets.

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

Refer to page 5 for specifications.

Reprints

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

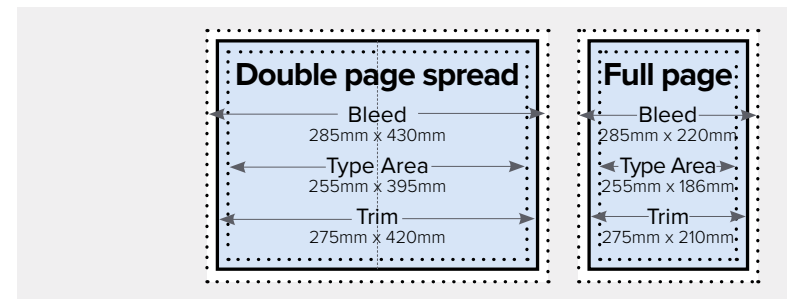


29,818 circulation as at
31 March 2018 • ISSN: 0025-729X

Display sizes*

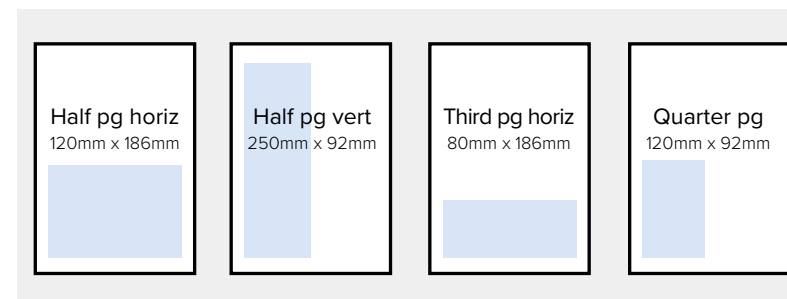
Full and double page spread display advertisement sizes:

	Double page spread (H x W)	Full page (H x W)
Bleed	285mm x 430mm	285mm x 220mm
Type area	255mm x 395mm	255mm x 186mm
Trim	275mm x 420mm	275mm x 210mm



Other display advertisement sizes:

Ad size	(H x W)	Ad size	(H x W)
Half pg horiz	120mm x 186mm	Third pg horiz	80mm x 186mm
Half pg vert	250mm x 92mm	Quarter pg	120mm x 92mm



*Refer to page 5 for specifications

Classifieds + bundling

MJA print classifieds page rates

Size	Rate per issue (x1)	Rate per issue (x3)	Rate per issue (x6)
Full pg	\$5,100	\$4,600	\$4,200
Half pg	\$2,900	\$2,700	\$2,300
Third pg	\$2,100	\$1,900	\$1,600
Quarter pg	\$1,500	\$1,400	\$1,300

MJA print classifieds column/centimetre rates

	1 col (45 mm)	2 cols (92 mm)	3 cols (139 mm)	4 cols (186 mm)
2 cm	\$0	\$280	\$420	\$570
3 cm	\$0	\$420	\$640	\$830
4 cm	\$280	\$570	\$830	\$1,110
5 cm	\$350	\$700	\$1,050	\$1,390
6 cm	\$420	\$830	\$1,250	\$1,730
7 cm	\$480	\$990	\$1,490	\$1,940
8 cm	\$570	\$1,110	\$1,730	Third*
9 cm	\$640	\$1,250	\$1,840	\$2,530
10 cm	\$700	\$1,390	\$2,070	\$2,750
11 cm	\$770	\$1,490	\$2,290	\$3,100
12 cm	\$830	Quarter*	\$2,530	Half*
13 cm	\$890	\$1,840	\$2,750	\$3,680
14 cm	\$990	\$1,940	\$2,980	\$3,910
15 cm	\$1,050	\$2,070	\$3,100	\$4,240
16 cm	\$1,110	\$2,180	\$3,330	\$4,470
17 cm	\$1,140	\$2,400	\$3,560	\$4,700
18 cm	\$1,250	\$2,530	\$3,790	\$5,050
19 cm	\$1,390	\$2,640	\$4,020	\$5,280
20 cm	\$1,390	\$2,750	\$4,240	\$5,630
21 cm	\$1,490	\$2,980	\$4,360	\$5,850
22 cm	\$1,490	\$3,100	\$4,590	\$6,200
23 cm	\$1,600	\$3,210	\$4,820	\$6,430
24 cm	\$1,730	Half*	\$5,050	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.

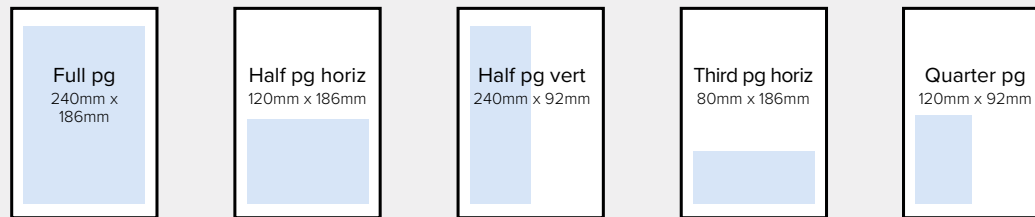
Classifieds sizes

MJA classifieds column sizes

Lineage	1 column	2 columns	3 columns	4 columns
Width	45mm	92mm	139mm	186mm

MJA classifieds display sizes

Classifieds display ad size (H x W)	Classifieds display ad size (H x W)
Full page 240mm x 186mm	Third page horizontal 80mm x 186mm
Half page horizontal 120mm x 186mm	Quarter page 120mm x 92mm
Half page vertical 240mm x 92mm	



Bundling print classifieds with online advertising

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

Jobs Board (basic) and MJA print classifieds bundles*

	One issue	Two issues	
Online (basic) and print 1/4 page	\$1,611	\$2,961	One Issue/Two Issues: Online - 30 days; 1/4 page classifieds
Online (basic) and print (1/2 page)*	\$2,871	\$5,481	One Issue/Two Issues: Online - 30 days; 1/2 page classifieds
Online (basic) and print (full page)*	\$4,851	\$9,441	One Issue/Two Issues: Online - 30 days; full page classifieds

*There is no discount on bundle advertising

Jobs Board (basic) and e-newsletters bundles*

	One issue	Two issues	
Online (basic) and MJA Insight (Leaderboard)*	\$3,501	\$6,741	Online - 30 days; Leaderboard (720x90)
Online (basic) and MJA Insight (RHS 1, 2, 3)*	\$4,481	\$8,901	Online - 30 days; RHS 1, 2, 3 (300x250)
Online (basic) and Doctor Portal (Leaderboard)*	\$3,501	\$6,741	Online - 30 days; Leaderboard (728x90)
Online (basic) and Doctor Portal (RHS 1, 2)*	\$4,581	\$8,901	Online - 30 days; RHS 1, 2 (300x250)

*There is no discount on bundle advertising.

For more information contact us at sales@ampco.com.au

MJA Print – Issue dates and deadlines

Vol.	No.	Issue date	Booking deadline	Material deadline
208	1	Mon 15 Jan	Thurs 14 Dec	Thurs 21 Dec
208	2	Mon 5 Feb	Thurs 11 Jan	Thurs 18 Jan
208	3	Mon 19 Feb	Thurs 25 Jan	Thurs 1 Feb
208	4	Mon 5 Mar	Thurs 8 Feb	Thurs 15 Feb
208	5	Mon 19 Mar	Thurs 22 Feb	Thurs 1 Mar
208	6	Mon 2 Apr	Thurs 8 Mar	Thurs 15 Mar
208	7	Mon 16 Apr	Thurs 22 Mar	Thurs 29 Mar
208	8	Mon 7 May	Thurs 12 Apr	Thurs 19 Apr
208	9	Mon 21 May	Thurs 26 Apr	Thurs 3 May
208	10	Mon 4 Jun	Thurs 10 May	Thurs 17 May
208	11	Mon 18 Jun	Thurs 24 May	Thurs 31 May
209	1	Mon 2 Jul	Thurs 7 Jun	Thurs 14 Jun
209	2	Mon 16 Jul	Thurs 21 Jun	Thurs 28 Jun
209	3	Mon 6 Aug	Thurs 12 Jul	Thurs 19 Jul
209	4	Mon 20 Aug	Thurs 26 Jul	Thurs 2 Aug
209	5	Mon 3 Sep	Thurs 9 Aug	Thurs 16 Aug
209	6	Mon 17 Sep	Thurs 23 Aug	Thurs 30 Aug
209	7	Mon 1 Oct	Thurs 6 Sep	Thurs 13 Sep
209	8	Mon 15 Oct	Thurs 20 Sep	Thurs 27 Sep
209	9	Mon 5 Nov	Thurs 11 Oct	Thurs 18 Oct
209	10	Mon 19 Nov	Thurs 25 Oct	Thurs 1 Nov
209	11	Mon 10 Dec	Thurs 15 Nov	Thurs 22 Nov

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.

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

Advertising Standards:

All advertisements submitted to the *MJA* 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 *MJA* or *AMA*.

Bound inserts and loose onserts

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 onserts must all be identical, non-personalised, and must not be or contain a letter.

Spoilage allowance: Please contact us for spoilage details.

Loose onsert

Specifications: Maximum external dimensions must not exceed 297 x 210mm (A4). 275 x 210mm is preferred. 150-200gsm stock reference and supplied trimmed

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.

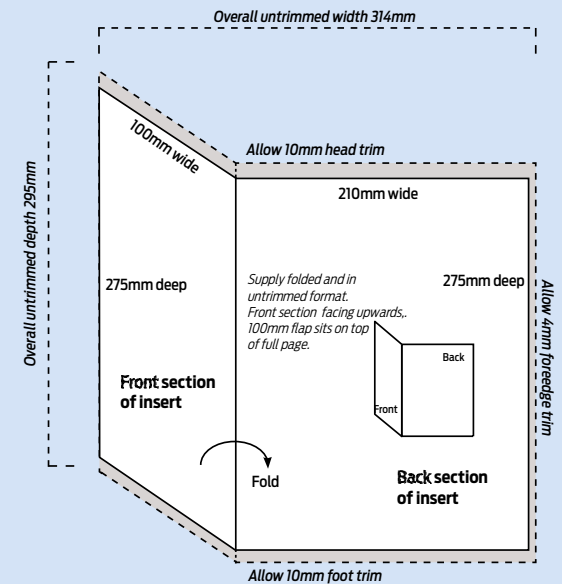
Bound insert

Placement: Must be stitched-in between sections of the *MJA* 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.

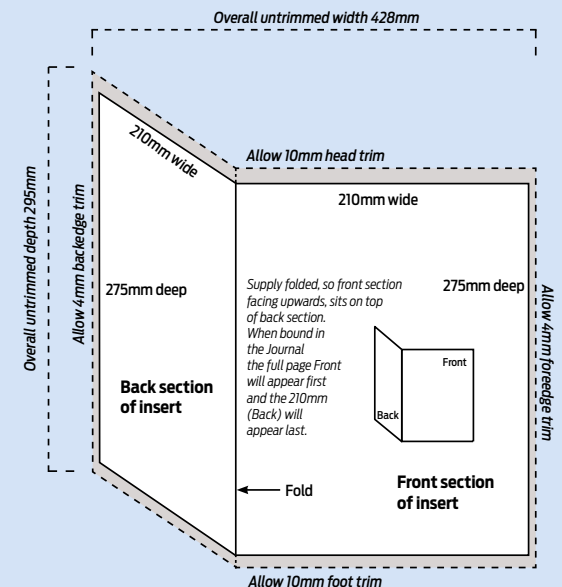
Specifications: Full page image area = 275mm high x 210mm wide plus a binding flap 100mm wide. In addition to the above, an allowance of 10mm head trim, 10mm foot trim and 4mm foredge trim are required. Total overall untrimmed size for a single should be 314mm wide x 295mm high. If pre-printed inserts 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.

Bound insert specifications – 2pp



Bound insert specifications – 4pp



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