

medical FORUM

WA's Independent Monthly for Health Professionals



2018 Media Kit Advertising Guidelines

(08) 9203 5222 | advertising@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:

- 5,210 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 longstanding 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)

Clinical Services Directory



As a doctor-to-doctor communication, Medical Forum offers considerable freedom for service providers to ethically promote their services to all known medical practitioners in WA.

Keeping doctors informed is an essential professional courtesy. We suggest you include:

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

CSD Options

While each listing can be personalised, a style sheet defines limits and the Clinical Services Directory editor has final say.

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 jen@mforum.com.au as WORD document for PC.

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

Deadline

Booking and material deadline for the Clinical Services Directory is the **2nd of the month prior to publication**. Late fees may apply if someone can be accommodated.

Cost Estimates

Please supply text and images to be included. We will then quote. Artwork costs are included for the first draft.

Allow approx \$40 (+GST) per column centimetre.

Artwork supplied by you - this must meet our CSD Artwork Specifications. Please ask for these beforehand.

Alterations: Those requiring a proof, \$20 each.

DISCOUNT: 3 or more editions booked attracts 10% discount.

NB. Rates are quoted in \$AUS and exclude GST. Agency Commission is NOT included in quoted rates.

CLINICAL SERVICES DIRECTORY

ALLERGY & IMMUNOLOGY

Dr Ben McGottigan BSc(Hons) MB ChB FRACP FRCPA
Clinical Immunologist and Allergist

- Specialising in allergy and general adult immunology

Please send referrals to:
Respiratory West, PO Box 1392, West Leakeville, 6501
Phone: 8442 3900 Fax: 8382 8846



CARDIOLOGY

Dr Edmund Lee MBBS (Hons), FRACP
Interventional cardiologist who has completed post fellowship training in coronary stenting, structural heart interventions including AVNRT, PFOs, MCOA, valvuloplasties, cardiac biopsies and right heart catheterisation at the MacKillop Heart Institute, Canada, Suite 34/100 Murdoch Drive Murdoch 6150

Phone: 8169 2000
Fax: 8169 2005
Consults at SUJOO Murdoch, Rockingham, Warwick, Mandurah, Geraldton and Burtville

Other special interests include:

- Pacemaker implantation
- Transcatheter aortic valve replacement

For all appointments, call 8169 2000 Urgent advice: 0422 895 111



INTERVENTIONAL CARDIOLOGIST

AProf Chris Jenkins MBBS MRCP FRACP
Interventional Cardiologist
Notre Dame University
NIA Cardiology
Fiona Stanley Hospital

Dr Chris Jenkins is an interventional cardiologist with both private and public appointments. Interests include percutaneous coronary intervention via radial access, the management of resistant hypertension, dyslipidaemias, and lifestyle intervention to decrease cardiovascular risk. Chris is involved in cardiovascular research directed towards a better understanding of the causes of heart disease and improving patient outcomes having completed a Master of Clinical Research, and is completing PhD studies through the University of Melbourne.

Chris consults at Murdoch, Midland, Palmyra, Narrogin, Katanning and Broome.

For appointments: Ph: 8169 2030 Fax: 8169 2035
Email: Rendell@wacardiology.com.au
Urgent advice: 0414 489 322
Email: chrisj@wacardiology.com.au
Web: www.perthheart.com



CARDIOLOGY

Western Cardiology

Western Cardiology is the largest WA cardiology practice providing comprehensive expertise in both Adult and Paediatric Cardiology in Metropolitan and Regional Centres. This is combined with both private and public Hospital Inpatient management. The comprehensive cardiology services include:

- Adult & Paediatric consultations
- Coronary Heart Disease
- Heart Murmur Clinic
- Echocardiography including Stress, 3D, Transoesophageal and Paediatric Echocardiography
- Heart and Stress ECGs, Stress Thallium Studies
- Ambulatory monitoring (Holter, 24-hour Event)
- Implantable Pacemakers & Defibrillators
- Cardiac Resynchronisation
- Pacemaker Clinic
- Electrophysiology Studies including Arrhythmia Ablation
- Coronary Angiography, Coronary Angioplasty, Stenting and Transcatheter Aortic Valve Closure (TAVI) and PFO
- Percutaneous mitral and aortic valve disease and aortic dissection
- Coronary Calcium Scoring
- IntraAortic Stents
- Mitralclip

Western Cardiology is an independent practice without any corporate coverings and with no financial equity in any cardiac catheter laboratory. We provide inpatient cardiology services for all registered health insurance funds in Australia.

08 9346 9300 For all appointments
08 9382 9200 Fax: 2477 On-call Cardiologist
08 9382 6111 24/7 On-call Cardiologist
0411 707 017 Crisis Plan Control: 24 hour emergency cardiac care for your private patients/hospital admission (\$5,000/consult)

- Subiaco • Appleton • Edgewater • Duncraig
- Joondalup • Midland • Mount Lawley
- Murray • Swan Hill • Geraldton • Kalbarrie
- Mandurah • Northam

www.westerncardiology.com.au

COSMETIC MEDICINE - HAIR LOSS

Dr Jennifer Martinek MBBS
President - International Society of Hair Restoration Surgeons (ISHRS)
Specialising in Hair Restoration
Over 27 years experience
Over 4000 successful hair transplant procedures
Owning the "Gold Standard" in hair transplantation
Martinek Technique™

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- Facial Hair Transplantation
- Reprocessing
- Hair Loss Treatments

Consulting:
Image 21
Suite 1/21 Stirling Highway, Nedlands WA 6009

Appointments:
T: 08 9386 1104 F: 08 9389 6189
Email: jenny@img21.com.au www.martinek.com



! CSD GENERAL INFORMATION

Cost Placement cost is per column cm, supplied artwork or Medical Forum lay-up (up to two proofs only).
A 10% discount applies for 3 or more placements.

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