

# Summarised Advertising 2018



## Medical Forum Circulation & Readership

Goes to about **5700** medical practitioners - every active GP and Specialist in WA - plus key corporate and government people.

Practising General Practitioners	2,850
Practising Specialists	2,360
Trainees (requested addresses only)	380
Corporations, Govt Bodies, Subs, etc	110

**Survey results:** 70% of GPs considered the publication their most important information source. Over 90% of GPs and Specialists read *Medical Forum* each month. It remains highly popular due to editorial independence, full focus on local (WA) issues, and is both informative and entertaining. GPs are twice as likely to browse *Medical Forum* than the national publication *Australian Doctor*.

**Electronic Version:** About 400 doctors have chosen to receive *Medical Forum* magazine in electronic form via email.

## Display Advertisements

POSITION	PRICE	ALIGNMENT	OUTSIDE DIMENSIONS (mm)	
			WIDTH	HEIGHT
Cover: outside or inside back, inside front	\$2600	Vertical	210	297
			Bleeds: 4mm crop marks, 13mm text safety margins	
Full page	\$2150	Vertical	210	297
			Bleeds: 4mm crop marks, 13mm text safety margins	
Two-thirds page	\$1870	Vertical	116	275
		Horiz.	N/A	N/A
Half page	\$1280	Vertical	88	275
		Horiz.	185	125
One-third page	\$940	Vertical	121	125
		Horiz.	185	90
Quarter page	\$680	Vertical	92	125
		Horiz.	123	95
One-sixth page	\$540	Vertical	61	125
Discount: 10% for booking 3 or more editions in a year (Covers and Major Partners excepted)				
<b>ARTWORK SPECS:</b> The magazine is trimmed to A4. Please supply artwork as a print-ready pdf: 4mm crop marks where there are bleeds; text safety margins of 13mm all page edges; imbed images at 300 dpi, CMYK colour; fonts embedded; email to <a href="mailto:advertising@mforum.com.au">advertising@mforum.com.au</a>				

- **ALL RATES exclude GST and agency commission.**
- **Page Loading: Preferred position 20%.**
- Prices for non-conforming sizes are available on request.
- Very cheap rates for **artwork design** - please ask.

**medical FORUM**  
WA's Independent Monthly for Health Professionals

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## Clinical Content etc.

The Medical Editor is aware that clinical content, whether advertising or editorial, must be compliant with ACCC rulings. Where requested, a small additional fee for editorial assistance may apply. The magazine does not carry any sponsored clinical content.

## Features & Deadlines

EDITION 2018	CLINICAL FEATURES	DEADLINE
February	Innovations, Trends & The Future	Wednesday 10 January
March	Pain Management & Mental Health	Friday 9 February
April	Cardiovascular Health	Friday 9 March
May	Women's Health	Tuesday 10 April
June	General Medicine	Thursday 10 May
July	Men's Health	Monday 11 June
August	Child Health	Tuesday 10 July
September	Respiratory Health	Friday 10 August
October	Musculoskeletal Medicine	Monday 10 September
November	Aged Care	Wednesday 10 October
December	Travel & General Medicine	Friday 9 November

(The planned clinical feature is adhered to. Different clinical editorial nearly always is carried in any edition, and features are subject to change.)

## Inserts

INSERT DETAILS	PRICE (ex GST)	
	To GPs & DIT (3,250)	To All (5,700)
The max. stock weight is 130gsm. Artwork is required beforehand for approval.		
1 page A4 (can be folded)	\$1600	\$1950
1 pg A3 (folded to A4)	\$2100	\$2550

(Quotes available for inserts that do not meet these specifications. Deadline for inserts at our mailing house is one week later than the edition deadline.)

## Subscriptions

One year (11 issues)	\$138.00 (plus GST)
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