

# Summarised Advertising 2019



## 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	\$2678	Vertical	210	297
			Bleeds: 4mm crop marks, 13mm text safety margins	
Full page	\$2215	Vertical	210	297
			Bleeds: 4mm crop marks, 13mm text safety margins	
Two-thirds page	\$1926	Vertical	116	275
		Horiz.	N/A	N/A
Half page	\$1318	Vertical	88	275
		Horiz.	185	125
One-third page	\$968	Vertical	121	125
		Horiz.	185	90
Quarter page	\$700	Vertical	92	125
		Horiz.	123	95
One-sixth page	\$556	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 advertising@mforum.com.au				

- **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 2019	CLINICAL FEATURES	LIFESTYLE FEATURES	DEADLINE
February	Innovations & Trends	Technology in Health	Thur 10 Jan
March	Pain Management & Mental Health	Mind & Body	Mon 11 Feb
April	Cardiovascular Health	Exercise as Medicine	Mon 11 Mar
May	Women's Health	Keeping Connected	Weds 10 Apr
June	General Medicine	Healthy Senses	Fri 10 May
July	Men's Health	Healthy Finances	Mon 10 Jun
August	Child Health	Nutrition & Healthy Eating	Weds 10 Jul
September	Respiratory Health	Healthy Environments	Fri 9 Aug
October	Musculoskeletal Medicine	Sport & Health	Tues 10 Sept
November	Aged Care	Age of Mobility	Thur 10 Oct
December	Travel & General Medicine	Healthy Leisure	Mon 11 Nov

(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 The max. stock weight is 130gsm. Artwork is required beforehand for approval.	PRICE (ex GST)	
	To GPs & DIT (3,250)	To All (5,700)
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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