

# medical FORUM

WA's Independent Monthly for Health Professionals



## 2019 Media Kit Advertising Guidelines

(08) 9203 5222 | [advertising@mforum.com.au](mailto: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 [csd@mforum.com.au](mailto:csd@mforum.com.au) as WORD document for PC.

Photo/logo: Email a high resolution (300 dpi) JPEG to [csd@mforum.com.au](mailto:csd@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 \$45 (+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: 9382 8946



### 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  
Noble Dame University  
Nile 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](mailto:Rendell@wacardiology.com.au)  
Urgent advice: 0814 489 322  
Email: [chrisj@wacardiology.com.au](mailto:chrisj@wacardiology.com.au)  
Web: [www.perthheart.com](http://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 Mammal Clinic
- Echocardiography including Stress, 3D, Transoesophageal and Paediatric Echocardiography
- Heart and Stress ECG, 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 TAVR)
- 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 fee/shift)

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

[www.westerncardiology.com.au](http://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

Special Interests:

- Hair Transplantation
- 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@image21.com.au](mailto:jenny@image21.com.au) [www.martinek.com](http://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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