

medical FORUM

WA's Independent Monthly for Health Professionals



2019 Media Kit Advertising Guidelines

(08) 9203 5222 | mm@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)

Magazine Sections



News, Features & Clinical Content

Medical Forum has been at the forefront of medical stories in WA and goes behind the headlines with its in-depth reporting and analysis on crucial topics that impact on Western Australian doctors.

The publication prints regular E-polls of doctors – seeking their opinions and perspectives on a range of relevant issues.

Readers rate Clinical Updates in the top three reasons why they read Medical Forum. Each month colleagues share new developments or innovations in their field and offer practical advice on contentious clinical situations.

Opinion, Editorials, Letters, etc

Key opinion leaders in WA offer their views on a diverse range of topics that impact the medical profession. Medical Forum has a lively Letters section and offers up hard-hitting Editorials.

Readers get inside information on the comings and goings of the profession in the ever-popular Beneath the Drapes and pick up the latest news on medical breakthroughs in Have You Heard.

Trailblazers & Celebrities

Medical Forum is committed to profiling WA's medical innovators and pioneers, from rural GPs to Nobel Laureates. We also find out what makes your favourite celebrities tick, with a medical twist.

Lifestyle & Competitions

Chasing the important work-life balance, Medical Forum taps into the sporting and artistic talents of its readers and their love of travel. The popular Lifestyle section also has wine reviews and arts features that are often supported by giveaways in (mainly) online competitions.

Directories

Clinical Services Directory – where specialists share their particular interests with their colleagues.

Classifieds – The go-to marketplace for medical and staff employment, real estate offers, and other opportunities.



Major Partnership



Benefits of Being a Major Partner

As the only independent industry monthly, *Medical Forum* magazine offers unequalled penetration of the WA medical market.

The documented high readership comes from the publication's established reputation, full WA focus, independent reporting, and support from key medical groups and individuals.

Major Partnership offers these unique benefits:

- Strong branding – logo and listing on the Front Cover and Contents Page as a Major Sponsor.
- One full page in a 'top' position – ahead of the rest, within the first 11 pages, right hand side – for copy of your choosing.
- Assistance with artwork, gratis.
- Listing on our regular E-Poll broadcast, often to more than 5000 GPs and Specialists.
- 'Open door' policy on editorial (at the Editor's discretion)
- Free assistance in compiling your marketing message using our extensive experience in dealing with the medical profession over many years.

Your investment for this partnership is \$3,516 + GST per edition (ex GST, bookings for at least three editions please).

Phone us today on 08 9203 5222 or email mm@mforum.com.au for more information on major partnership.



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