

# medicSA

MAGAZINE OF THE AUSTRALIAN MEDICAL ASSOCIATION (SOUTH AUSTRALIA) INC.

As the official publication of the Australian Medical Association (South Australia) Inc, *medicSA* provides an excellent medium to communicate with the medical profession in South Australia.

A high-quality colour magazine, it is published and distributed six times a year, and has been a valued source of information and entertainment for South Australian doctors for over 20 years.

With articles written by doctors, for doctors, and content guided by an Editorial Committee of medical practitioners, *medicSA* contains a successful mix of material catering to the interests of the whole profession – general practitioners, specialists, urban and rural doctors, senior doctors, young doctors and medical students. It is also read by practice managers, medical practice administration staff, and general practice nurses.

Through advertising in *medicSA*, a range of companies and organizations are able to reach this attractive and highly-targeted demographic. The fact that a significant number of medical practices and individual practitioners turn to *medicSA* in order to communicate with the profession is testament to its influence and value.

## Content

*medicSA* includes a wide range of content, such as:

- features on issues in health
- financial, industrial and practice advice
- details of upcoming events
- lifestyle articles and reviews
- population health features
- profiles and opinion pieces
- South Australian and national health news
- medico-political articles

## Distribution

Four regular issues of *medicSA* (March, May, September, November) are distributed to Australian Medical Association (SA) members and have a high repeat and multiple readership of shared copies which are sent to medical practices, homes, hospitals and other organisations, as well as government departments, libraries, politicians and the media.

Twice a year, special 'bumper' editions of *medicSA* (July, December/January), which have a distribution of over 5,500 copies, are sent to all registered South Australian medical practitioners (based on our most current data), as well as other subscribers, providing an excellent opportunity to communicate with medical practitioners and other healthcare professionals across the state.

*medicSA*'s usual length of 32 to 40 pages for a regular issue and 56 to 72 pages for special bumper issues is carefully judged to make it easily readable and to encourage members to peruse each issue from cover to cover to ensure maximum impact for the features and news included. Advertising is also capped at a relatively low ratio, ensuring that the advertisements that *medicSA* carries are bound to stand out.



## Advertising sizes & rates



		Casual \$	4 issues \$
<b>Full Page</b>	<b>Mono</b>	1380	1230
	<b>Colour</b>	1700	1525
<b>Junior Page</b>	<b>Mono</b>	1120	1010
	<b>Colour</b>	1400	1265
<b>Half Page</b>	<b>Mono</b>	890	805
	<b>Colour</b>	1100	1000
<b>Third Page</b>	<b>Mono</b>	620	555
	<b>Colour</b>	770	700
<b>Quarter Page</b>	<b>Mono</b>	490	445
	<b>Colour</b>	585	540

Please note that an additional loading applies in bumper issues (July and Dec/Jan) – see next page. Loadings also apply to special positions. The rates listed include GST and the cost is per issue. 10% agency commission may apply. Classified advertising is also available.

## Artwork specifications

Advertising may be supplied as complete or 'finished' artwork, or as material to be typeset, in which case typesetting or design fees may apply. Complete artwork should be supplied in electronic, Macintosh-compatible format, in cmyk or mono colour(s), with all fonts embedded or supplied. All artwork and any images or logos should have a resolution of at least 300dpi at print size. EPS, PDF, TIFF and (collected) Quark and InDesign files are all suitable formats.

For more information, contact Heather Millar on 0409 196 401 or email [heather@zestcommunications.com.au](mailto:heather@zestcommunications.com.au)  
 Australian Medical Association (South Australia)  
 PO Box 134 North Adelaide, SA 5006



## Advertising sizes & rates: bumper issues



Advertising in *medicSA* is available in full colour or mono (black and white), with discounts available for multiple bookings. Classified advertising is also available.

<b>Full Page Colour</b>	\$1980
<b>Junior Page Colour</b>	\$1670
<b>Half Page Colour</b>	\$1270
<b>Third Page Colour</b>	\$890
<b>Quarter Page Colour</b>	\$715

*Please note that additional loadings apply to special positions. The rates listed include GST. 10% agency commission may apply.*

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