

medicSA

MA G A Z I N E O F T H E A U S T R A L I A N M E D I C A L A S S O C I A T I O N (S O U T H A U S T R A L I A) I N C.

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

A high-quality colour magazine, *medicSA* is published and distributed six times a year. It has been a valued source of information and entertainment for South Australian doctors for more than 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*, companies and organisations can reach this attractive and 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* (February, April, August and October) are distributed to Australian Medical Association (SA) members. Issues have a high repeat and multiple readership and 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* (June and December) are sent to all registered South Australian medical practitioners (based on our most current data), as well as other subscribers, in a circulation list of more than 5,000. These issues offer an excellent opportunity to communicate with all South Australian medical practitioners and other healthcare professionals.

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.

For more information call the AMA(SA) on 8361 0100 or email medicSA@amasa.org.au.

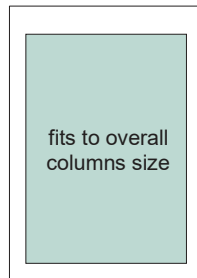


Advertising sizes & rates: standard issues

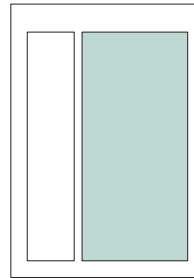
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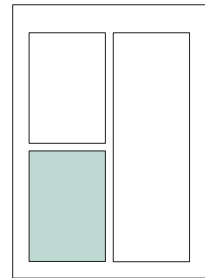
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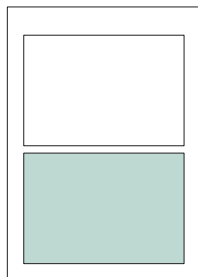
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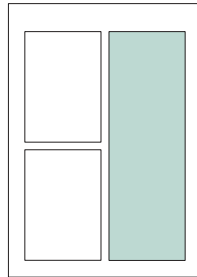
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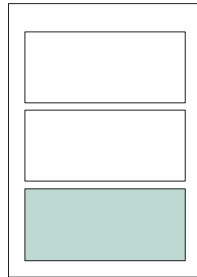
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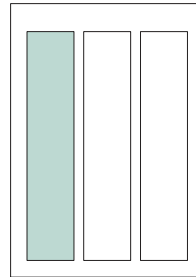
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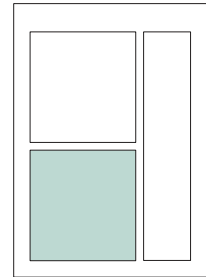
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Standard Issues		Casual	4 Issues
Full page	MONO	\$1440	\$1290
	COLOUR	\$1780	\$1590
Junior Page	MONO	\$1170	\$1060
	COLOUR	\$1460	\$1320
Half Page	MONO	\$920	\$830
	COLOUR	\$1150	\$1050
Third Page	MONO	\$640	\$570
	COLOUR	\$800	\$830
Quarter Page	MONO	\$505	\$460
	COLOUR	\$610	\$570

See next page for bumper issue (June and December) rates. Loadings also apply to special positions. The rates listed include GST and the cost is per issue. 10% agency commission may apply.

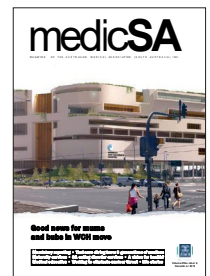
Artwork specifications

Advertising artwork to be supplied as a CMYK or mono/greyscale press grade pdf with images and logos being of a resolution no less than 300ppi. Other formats such as PSD, PNG, TIFF, or EPS are acceptable if the same guidelines are followed.

Alternatively, artwork may be supplied as native Adobe InDesign, Illustrator, or flattened Photoshop formats with all fonts provided unless the file has been converted to paths, and all linked images provided unless they have been embedded in the native file.

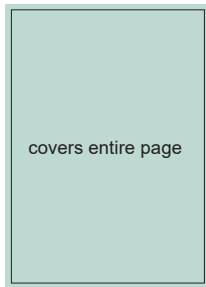
If material is provided that requires typesetting and design layout, additional fees will apply.

Australian Medical Association
(South Australia)
PO Box 134
North Adelaide, SA 5006

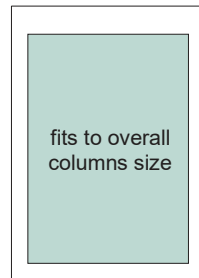


Advertising sizes & rates: bumper issues

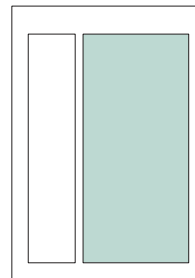
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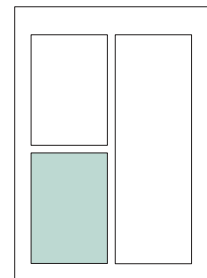
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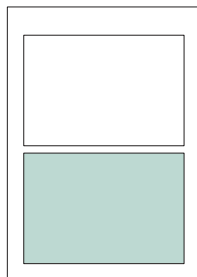
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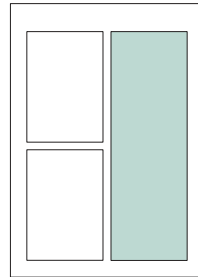
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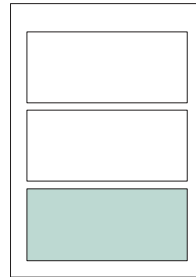
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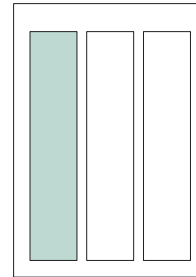
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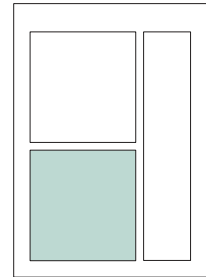
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Third Page - Block
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Advertising in *medicSA* is available in full colour or mono (black and white), with discounts available for multiple bookings. Classified advertising is also available.

Bumper Issues	June & December
Full page Colour	\$2070
Junior Page Colour	\$1750
Half Page Colour	\$1320
Third Page Colour	\$930
Quarter Page Colour	\$750

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

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