



# medicSA

Magazine of the Australian Medical Association (SA)

*medicSA* is a high-quality magazine which is published and distributed ten times a year. An award-winning publication with a proud history of keeping South Australian doctors informed and entertained, *medicSA* provides an ideal medium to communicate with this highly-targeted and attractive demographic: doctors and other health professionals in South Australia.

## Content

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 different categories of medical practitioner, from general practitioners to specialists, as well as doctors in training and medical students. *medicSA*'s content includes:

- medico-political articles
- legal, financial and industrial advice
- details of upcoming events
- features on life 'outside' medicine
- population health features
- profiles of 'movers and shakers'
- news in health and medicine
- lifestyle articles and reviews

## Distribution

Regular issues of *medicSA* 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, hospitals and other organisations, as well as government departments and the media.

Twice a year, special 'bumper' editions of *medicSA*, which have a distribution of over 5,000 copies, are sent to all registered South Australian medical practitioners, as well as other subscribers, providing an excellent opportunity to communicate with medical practitioners and other healthcare professionals across the state.



If you have a message for doctors  
... advertise in *medicSA*

## Advertisement sizes



## Advertising rates

Advertising in *medicSA* is available in full colour or mono, with discounts available for multiple bookings. Prices per booking are listed below. Inserts and classifieds are also available.

<b>Full page</b>	<b>Mono</b>	<b>Casual</b>	<b>3 issues</b>	<b>5 issues</b>	<b>10 issues</b>
		\$1060	\$1000	\$990	\$940
	Colour	\$1320	\$1260	\$1240	\$1170
<b>Junior Page</b>	<b>Mono</b>	<b>Casual</b>	<b>3 issues</b>	<b>5 issues</b>	<b>10 issues</b>
		\$880	\$840	\$830	\$780
	Colour	\$1090	\$1050	\$1030	\$970
<b>Half Page</b>	<b>Mono</b>	<b>Casual</b>	<b>3 issues</b>	<b>5 issues</b>	<b>10 issues</b>
		\$690	\$660	\$650	\$610
	Colour	\$860	\$820	\$810	\$770
<b>Third Page</b>	<b>Mono</b>	<b>Casual</b>	<b>3 issues</b>	<b>5 issues</b>	<b>10 issues</b>
		\$480	\$460	\$450	\$420
	Colour	\$600	\$570	\$560	\$530
<b>Quarter Page</b>	<b>Mono</b>	<b>Casual</b>	<b>3 issues</b>	<b>5 issues</b>	<b>10 issues</b>
		\$380	\$360	\$350	\$330
	Colour	\$460	\$450	\$440	\$410

*Please note that an additional loading applies in bumper issues (June and Nov/Dec). Loadings also apply to special positions. The rates listed include GST. 10% Agency commission may apply.*

## 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 files are all suitable formats for complete artwork. Please supply a hard copy proof for reference (preferably in colour).

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