



ANMJ

AUSTRALIAN NURSING & MIDWIFERY JOURNAL



DIGITAL LAUNCH KIT 2018

The Australian Nursing and Midwifery Journal (ANMJ) is Australia's leading nursing and midwifery journal, reaching more than 125,000* nurses and midwives globally.

The ANMJ, which has been successfully in production for over 50 years, is a publication of the Australian Nursing and Midwifery Federation (ANMF). As the largest union in the country, the ANMF represents the industrial and professional interests of more than 268,500 nurses, midwives and carers nationwide.

In 2018 the ANMJ, currently printed monthly, will expand its production to include a multi-media platform dedicated to the needs of the nursing and midwifery community including both inside and outside of their professional life.

The ANMJ website, which will be updated weekly, will deliver content on practice issues, industry news and information to help fulfil professional goals and achieve a healthy work/life balance.

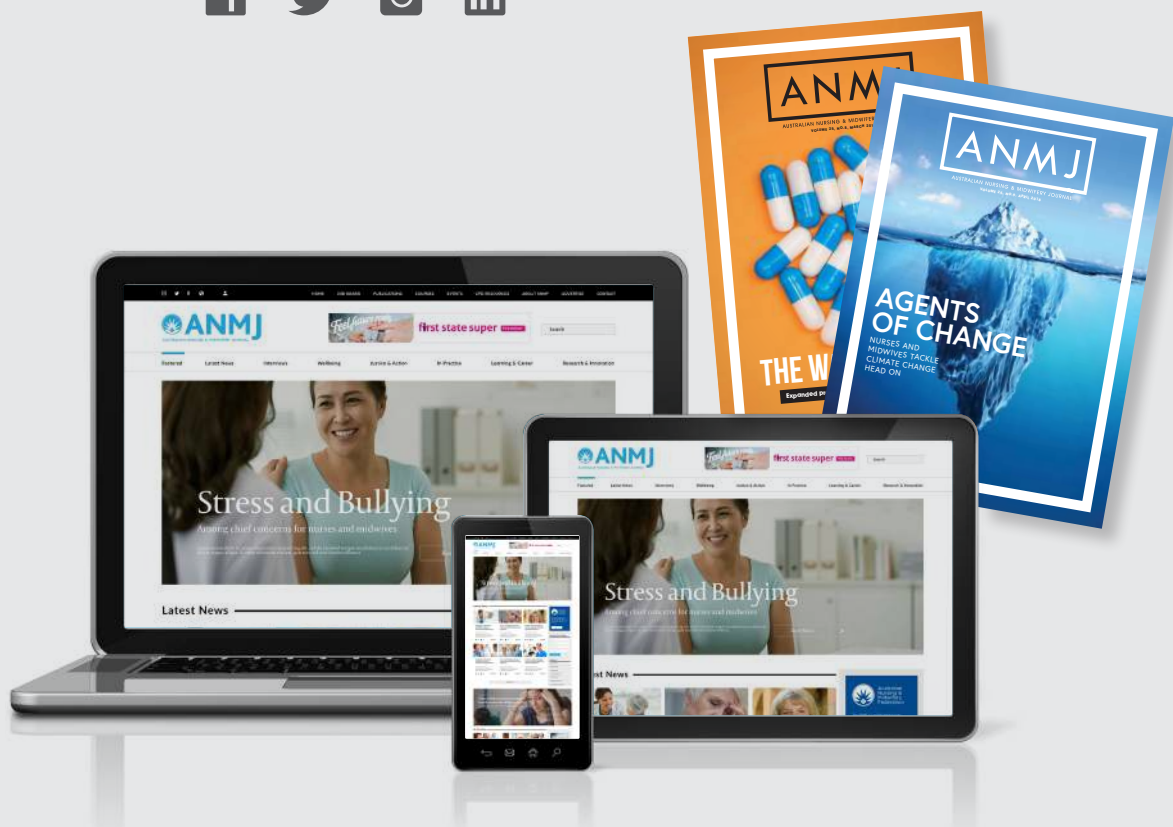
PLATFORMS

PRINTED JOURNAL Monthly publication moving to quarterly distribution from October 2018

WEBSITE anmf.org.au

E:NEWSLETTER Fortnightly distribution with a focus on news, features, wellbeing, people and careers

SOCIAL MEDIA    



LAUNCH STRATEGY



PRE-LAUNCH

Starting mid-June, the *ANMJ* will run a teaser campaign to promote the launch of **ANMJ.org.au** amongst nurses and midwives.

TEASER CAMPAIGN Full-page ad in June issue of *ANMJ*
Posts across all *ANMJ* social media platforms

LAUNCH

The *ANMJ* will implement a national advertising campaign strategically aimed nurses, midwives and carers, to drive traffic to the *ANMJ* website and build our database via email subscriptions.

SIGN-UP PROMOTION First 100 people to sign-up to *ANMJ* e:newsletter receives an exclusive *ANMJ* goody bag valued at over \$50

FACEBOOK & INSTAGRAM Targeted advertising campaign to promote the *ANMJ* website and build our email database

ANMJ PUBLICATION Full-page ad in the July & August issues of the printed *ANMJ*

PR CAMPAIGN Media release to key industry stakeholders, education bodies and ANMF state branches

POST-LAUNCH

Using the *ANMJ* website as a home-base for fresh and relevant content, we will use a combination of paid and unpaid growth strategies to continue to drive people to the website as well as to grow our email list.

E:NEWSLETTER Fortnightly mail-out with content links back to website

CONTENT ROLLOUT New content added to the website weekly and distributed across key outpost channels

FACEBOOK & ADWORDS CAMPAIGN Drive database growth through the promotion of *ANMJ* content

SOCIAL MEDIA Social media re-marketing sequence



PRINTED JOURNAL RATE CARD

Size	Casual	2X	4X
Double page spread	\$6,590	\$6,270	\$5,930
Full page	\$3,700	\$3,520	\$3,340
Half page	\$2,130	\$2,030	\$1,920
1/3 page	\$1,500	\$1,420	\$1,340
1/4 page	\$1,215	\$1,154	\$1,100
1/8 page	\$620	\$580	\$560
Inserts	Full Run \$90 per '000		
	Part Run \$100 per '000		

* The listed rates are in Australian Dollars (AUD) and are exclusive of GST and inclusive of 10% agency commission. GST is calculated at 10% and will be added to the advertising rates at time of invoicing.

DEADLINES

ISSUE	BOOKING	MATERIAL	DISTRIBUTION
July '18	14 Jun 18	18 Jun 18	1 to 5 Jul 2018
August '18	13 Jul 18	17 Jul 18	1 to 5 Aug 2018
September '18	15 Aug 18	16 Aug 18	1 to 5 Sep 2018
October '18	15 Sep 18	18 Sep 18	1 to 5 Oct 2018
January '19	6 Dec 18	13 Dec 18	1 to 5 Jan 2019
April '19	6 Mar 19	13 Mar 19	1 to 5 Apr 2019
July '19	5 Jun 19	12 Jun 19	1 to 5 Jul 2019

**WEBSITE RATE CARD /
ADVERTISING OPTIONS****MONTHLY COSTS**

	EARLY BIRD	FROM OCTOBER 2018
Leaderboard homepage	\$875	\$3,500
Mrec homepage	\$375	\$1,500
Mrec ROS	\$250	\$1,000
Sponsored content	\$625	\$2,500

* The listed rates are in Australian Dollars (AUD) and are exclusive of GST and inclusive of 10% agency commission. GST is calculated at 10% and will be added to the advertising rates at time of invoicing.

Booking deadline: 1 week prior to start date
Material deadline: 1 week prior to start date

**JOB BOARD RATE CARD /
ADVERTISING OPTIONS****MONTHLY COSTS**

	EARLY BIRD	FROM OCTOBER 2018
Job listing	\$75	\$300
Job of the week	\$120	\$400
Section take over	\$875	\$3,500

* The listed rates are in Australian Dollars (AUD) and are exclusive of GST and inclusive of 10% agency commission. GST is calculated at 10% and will be added to the advertising rates at time of invoicing.

Booking deadline: 1 week prior to start date
Material deadline: 1 week prior to start date

**COURSE & EVENT RATE CARD /
ADVERTISING OPTIONS****MONTHLY COSTS**

	EARLY BIRD	FROM OCTOBER 2018
Course / event listing	\$75	\$300
Highlight course / event	\$120	\$400
Section take over	\$875	\$3,500

* The listed rates are in Australian Dollars (AUD) and are exclusive of GST and inclusive of 10% agency commission. GST is calculated at 10% and will be added to the advertising rates at time of invoicing.

Booking deadline: 1 week prior to start date
Material deadline: 1 week prior to start date

**E:NEWSLETTER RATE CARD /
ADVERTISING OPTIONS****MONTHLY COSTS**

	EARLY BIRD	FROM OCTOBER 2018
Newsletter leaderboard	\$875	\$3,500
Newsletter Mrec	\$375	\$1,500
Sponsored content tile + article link	\$250	\$1,000

* The listed rates are in Australian Dollars (AUD) and are exclusive of GST and inclusive of 10% agency commission. GST is calculated at 10% and will be added to the advertising rates at time of invoicing.

DEADLINES

ISSUE	BOOKING	MATERIAL	DESPATCH
Jul '18	20 Jun 18	27 June 18	11 Jul 18
	2 Jul 18	11 Jul 18	25 Jul 18
Aug '18	18 Jul 18	25 Jul 18	8 Aug 18
	1 Aug 18	8 Aug 18	22 Aug 18
Sep '18	15 Aug 18	22 Aug 18	5 Sep 18
	29 Aug 18	5 Sep 18	19 Sep 18
Oct '18	12 Sep 18	19 Sep 18	3 Oct 18
	26 Sep 18	3 Oct 18	17 Oct 18
Nov '18	17 Oct 18	24 Oct 18	7 Nov 18
	31 Oct 18	7 Nov 18	21 Nov 18
Dec '18	14 Nov 18	21 Nov 18	5 Dec 18
	28 Nov 18	5 Dec 18	19 Dec 18

TERMS AND CONDITIONS

1. Advertising rates will reflect the rate card current at the date of insertion. In the event of an increase in rates existing at the date of contract, notice will be given to the advertiser 30 days in advance of the closing date of the first issue affected. The advertiser shall have the right to cancel without penalty, up to and including the 14th day in advance of the Advertising Booking Deadline.
2. The Word "Advertisement" will be placed above any advertisement, which in the Publisher's opinion resembles editorial material. The sponsor of every advertisement must be identified by product or company.
3. The Publisher reserves the right to reject any advertisement as a whole. All advertisements are accepted subject to the Publisher's approval, without prejudice, in every respect with regard to the material, layout or otherwise and may be modified or altered at the Publishers discretion if the material supplied is not in accordance with the mechanical specifications. The cost to the publisher for correcting any such material shall be paid by for the Advertiser to the Publisher on demand.
4. The Publisher shall not be responsible for any loss or damage consequent to the failure of an advertisement to appear in accordance with the instruction given by the advertiser.
5. The contract shall not be invalidated and the Advertiser shall not have any claim against the publisher if an advertisement is omitted or rejected or not placed as instructed by the advertiser in an issue for which the advertiser has contracted.
6. All advertising material must be supplied to the Publisher in accordance with the material specifications and by the material deadline. If material is not supplied to the Publisher by the advertising material deadline the Publisher reserves the right to repeat the most recent material. Alternatively, the Advertiser or its Agent will be charged with for the advertising space as contracted and the space will be filled at the publisher's discretion.
7. The Publisher reserves the right to place the advertisements in any position except where specifically instructed by the advertiser and agreed upon by the publisher in writing.
8. Cancellations must be received in writing at least 14 days prior to the Advertising Booking Deadline.
9. The Advertiser must collect advertising material immediately after use. The Publisher shall not be held responsible for material not collected by the advertiser within 14 days of the appearance of the last scheduled advertisement.
10. Advertising rates are based on the understanding that all advertising space booked is used within the contract period. Should an advertiser fail to use the total space booked within the contract period, the advertising rates for all advertisements that have appeared in the contract period will be adjusted according to the rates detailed in the Advertising Rate Card.
11. The Advertiser will reimburse to the Publisher any amounts that are outstanding as a result. The Advertiser represents and warrants to the Publisher that no advertisements placed will be misleading, deceptive, defamatory, libelous or false in any particular or in contradiction of any law or statute. The advertiser shall indemnify and keep the Publisher indemnified against claims, costs, damages or liability whatsoever arising from any breach of this representation and warranty. ANMF and it's officers hereby disclaim any liability, however arising, for any negligence and any consequence whatsoever of any such negligence.
12. Commission rates for any accredited Advertising Agencies will be as per the Rates of Accreditation at 10% with payment being based on the on-sale date and not the cover date.
13. Payment terms for direct clients and non-accredited agencies are strictly net 30 days from the date of invoice. Payment terms for accredited agencies are strictly 45 days from the date of invoice.
14. Our terms provide that in the event of this account remaining unpaid and being referred to a debt collection agency and/or law firm, all collection and legal demand costs will be added to the account.

FOR ADVERTISING BOOKINGS OR FURTHER INFORMATION CONTACT

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