



AUSTRALIAN NURSING & MIDWIFERY JOURNAL

2018 ADVERTISING RATES

THE AUSTRALIAN NURSING & MIDWIFERY JOURNAL (ANMJ) IS AUSTRALIA'S LEADING NURSING JOURNAL, REACHING MORE THAN 131,000* NURSES / MIDWIVES GLOBALLY.

The Australian Nursing & Midwifery Federation (ANMF) has over 250,000 members, making it the nation's largest nursing and midwifery organisation. With branches in every state and territory, the ANMF provides a wide range of professional and industrial services to its members. The ANMJ is directly mailed to nurses and midwives in every Australian state and territory, with further issues sent to libraries, hospitals and academic institutions both in Australia and overseas. It provides features on the latest clinical practice issues across a wide variety of nursing and midwifery specialist areas, with a dedicated monthly clinical update, nursing, midwifery, healthcare news, research updates, legal and ethics columns, world news and a calendar of seminars and conferences.

CIRCULATION

AUDITED CIRCULATION **86,469**
MARCH 2017

READERSHIP **126,245***

FREQUENCY **11**
ISSUES PER YEAR

DISTRIBUTION
DIRECTLY MAILED
OR VIA ONLINE
SUBSCRIPTIONS

50% CAPITAL CITIES
36% REGIONAL
14% RURAL

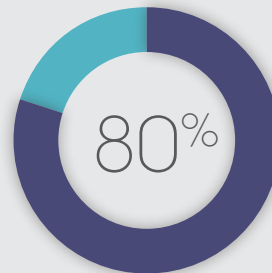
PUBLISHER

THE AUSTRALIAN NURSING & MIDWIFERY FEDERATION
(ANMF)

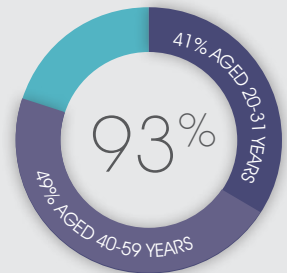
‡ Audit September 2006 – March 2017

* Based on ANMJ 2014 member survey showing readership pass along rate of 1.46

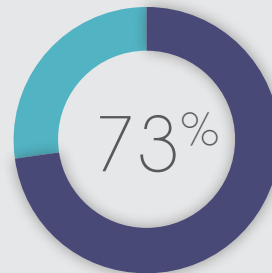
WHAT THE ANMJ READERS SAY



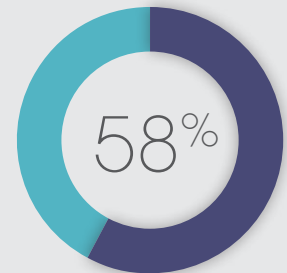
OVER 80% OF SUBSCRIBERS THAT ARE STUDYING FIND THE ANMJ USEFUL



OVER 93% OF SUBSCRIBERS ARE 20-59 YEARS OLD

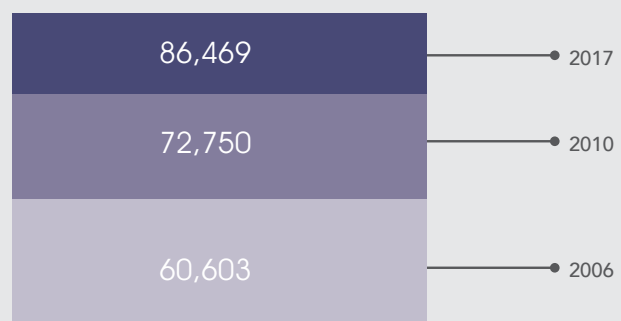


OVER 73% OF SUBSCRIBERS ARE CONSIDERING FURTHER STUDY



OVER 58% OF SUBSCRIBERS HOLD ONTO JOURNALS AS A REFERENCE

ANMJ CIRCULATION GROWTH 2006 – 2016*





RATES & DEADLINES

2018: DISPLAY RATES

RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	11 INSERTIONS
Double Page Spread	\$6,590	\$6,270	\$5,930	\$5,600
Full Page	\$3,700	\$3,520	\$3,340	\$3,150
1/2 Page	\$2,130	\$2,030	\$1,920	\$1,820
1/3 Page	\$1,500	\$1,420	\$1,340	\$1,270
1/4 Page	\$1,215	\$1,154	\$1,100	\$1,030
Outside Back Cover	+20% loading			
Inside Front Cover	+15% loading			
Inside Back Cover	+10% loading			

2018: CLASSIFIED RATES

RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	11 INSERTIONS
1/6 page Vertical	\$780	\$750	\$710	\$670
1/8 page Horizontal	\$620	\$580	\$560	\$520

*Rates are per insertion. All rates are in \$AUD and are exclusive of GST and inclusive of 10% agency commission
Classifieds do not include an agency commission

2018 BOOKING & MATERIAL DEADLINES

ISSUE*	BOOKING	COMPLETE MATERIAL	INSERT DATE
February	15 January	17 January	24 January
March	15 February	19 February	23 February
April	15 March	19 March	23 March
May	13 April	17 April	24 April
June	15 May	17 May	24 May
July	14 June	18 June	22 June
August	13 July	17 July	24 July
September	15 August	16 August	24 August
October	15 September	18 September	22 September
November	15 October	17 October	24 October
December / January	15 November	19 November	23 November

* Distribution commences immediately prior to the 1st of the month

INHOUSE ARTWORK CREATION

Ads can be created inhouse (with sufficient notice)	\$120p/h
---	----------

CONFERENCE CALENDAR

Single listing (up to 25 words)	\$140
Immediate subsequent listing for same conference	\$100

INSERTS (LOOSE)

Full run	\$90 per 1000
Part run	\$100 per 1000
260mmx190mm, 25grams maximum allowance	

INSERTS TO BE DELIVERED TO

Robert Alteri
D&D Mailing Service
Door 6
16 Elonera Rd
Noble Park
VICTORIA 3174

DOCUMENTATION

All deliveries must be accompanied by a delivery docket that indicates the following details:

- Name of Client
- Total number of cartons/pallets for delivery
- Title of stock items being delivered
- Quantity per carton/pallets

FOR ADVERTISING BOOKINGS OR FURTHER INFORMATION CONTACT

Heidi Adriaanse
E: heidi@anmf.org.au
M: 0415 032 151

FINAL ART CHECKLIST

Please prepare your files in accordance with the following checklist for ANMJ print requirements. Any clients that do not match the checklist will be asked to amend their material and resupply until it is supplied correctly.

- ☐ High-resolution 'Press Quality' PDF files only. 300 DPI @ actual size
- ☐ CMYK only (please remove **ALL** spot colours)
- ☐ Type less than 10pt should be **100% black** and also **set to overprint**
- ☐ Bleed of 5mm required on full page ads only and trim marks are to be **offset by minimum of 5mm**
- ☐ Check for correct ad size

PLEASE NOTE:

PDFs generated from within Office packages such as Word, Excel, Publisher or Powerpoint are not acceptable. If you supply material incorrectly, we will advise you to resupply.

Logos and photos are NOT to be placed in a Word document, the original must be supplied as an attachment.

[illegible]

Brent Liang
Clinical Nurse Manager
Royal Darwin Hospital

OUR LIFE OUT HERE

Healthcare in the Northern Territory promises career progression and training in specialist areas such as emergency, theatre, and medicine.

Combined with the diversity of presentations, NT Health offers unique

opportunities to rapidly develop skills and experience in areas such as:

- trauma
- chronic disease
- tropical medicine
- Aboriginal and rural health.

If you would like to be updated on opportunities as they become available, email PRHWorforce@TENDS.Doh.nt.gov.au or visit the website for current vacancies.

 **NORTHERN
TERRITORY
GOVERNMENT**

OUR LIFE OUT HERE. NT.GOV.AU

[illegible]

A recruitment poster for Barwon Health. The top half features a smiling female nurse in blue scrubs standing in a clinical setting. The bottom half has a dark blue background with white text and graphics. The text reads: 'Grow as we grow', 'Acute Neurosciences Ward opening soon.', and 'Permanent nursing careers now available.' Below the text is the Barwon Health logo, which consists of two overlapping triangles forming a diamond shape, and the website 'barwonhealth.org.au/careers'. At the bottom are icons for Facebook, Twitter, and LinkedIn.

Grow as we grow

Acute Neurosciences Ward opening soon.
Permanent nursing careers now available.

barwonhealth.org.au/careers

Barwon Health

**HAPPY 1ST
BIRTHDAY TO US!**

Nurses & Midwives Health has turned ONE!

We sit round 0 to the special milestone with the help of a few friends the BNP, and our wonderful members. Thanks for your support. We're proud to be the only health fund dedicated for nurses, midwives and allied health.

And the good news! BNP members and their families are eligible to join us for the family too!



**NURSES &
MIDWIVES
HEALTH**

Want to know more?
Visit nmehhealth.com.au or call 1300 344 600

Copyright © 2014 Nurses & Midwives Health. All rights reserved. Nurses & Midwives Health Pty Ltd (BNP) is a registered company in Australia. BNP ABN 67 0126 1767

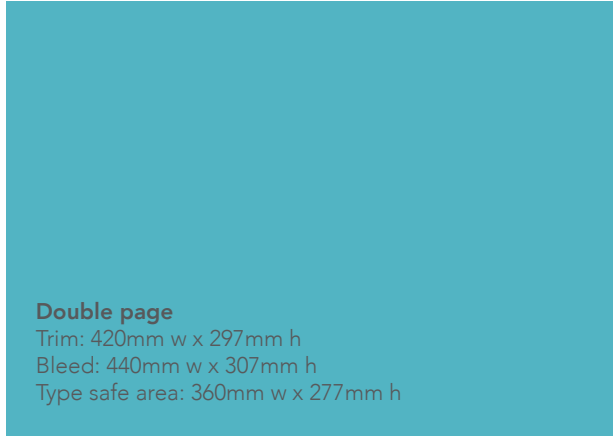
CONDITIONS

- Advertising is accepted for publication in the Australian Nursing and Midwifery Journal subject to the terms and conditions set out in this rate card.
- All cancellations must be received in writing. The listed price is charged if cover bookings are cancelled with less than three months notice or other bookings are cancelled after the fifth day of the month prior to publication, ie February for bookings for the March journal.
- All advertisements, including inserts, are subject to acceptance by the publisher. The publisher reserves the right to refuse to publish or republish any advertisement without explanation for such action.
- NO ADVERTORIALS are accepted into *ANMJ*
- The word 'advertisement' will be placed on advertising, which, in the publisher's opinion, resembles the journal's editorial style or could be mistaken by readers for editorial matter.
- The publisher shall not be liable in any manner for any loss or damage whatsoever to any negatives, artwork or other materials of the advertiser which may be deposited with the publisher for the purpose of fulfilling the order, and such materials shall, at all times, and in respect of all things, remain at the risk of the advertiser.
- It is the responsibility of the advertiser or advertising agent to notify the publisher immediately of any error as soon as it appears, otherwise the publisher accepts no responsibility for republishing such advertisements
- When material is overdue, the publisher reserves the right to repeat previous material.
- The advertiser hereby indemnifies and agrees to hold indemnified the publisher, its servants and agents each of them against all liability, claims or proceedings whatsoever which may arise from the publication of any material pursuant to the order, and in particular, but without limiting the generality of the foregoing, indemnify and hold indemnified each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or description, invasion of privacy or for any action under or for any breach of any provision of any state or territory fair trading legislation or the Trade Practices Act, 1974.



AD SPECIFICATIONS

DOUBLE PAGE & FULL PAGE ADS

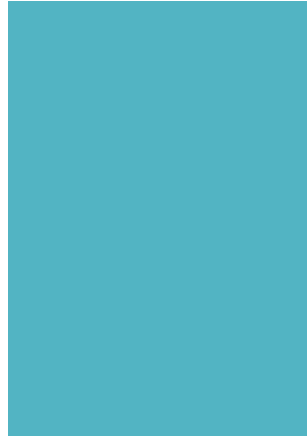


Double page

Trim: 420mm w x 297mm h

Bleed: 440mm w x 307mm h

Type safe area: 360mm w x 277mm h



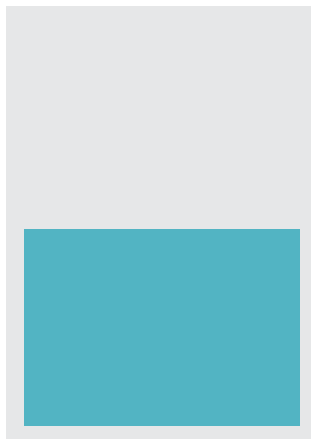
Full page

Trim: 210mm w x 297mm h

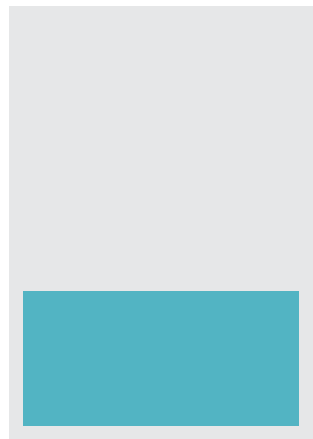
Bleed: 220mm w x 307mm h

Type safe area: 190mm w x 277mm h

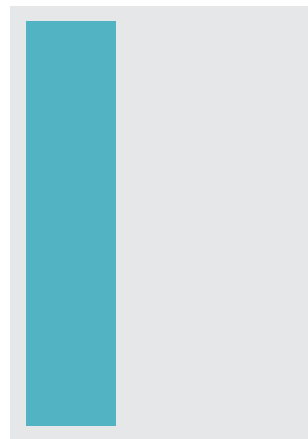
DISPLAY RATE ADS



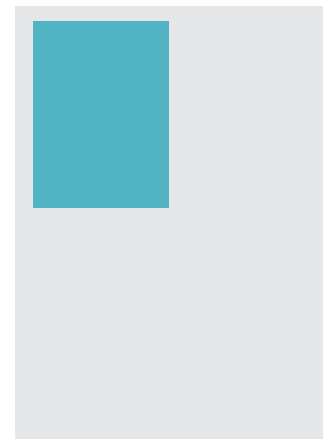
1/2 page horizontal
188mm w x 130mm h



1/3 page horizontal
188mm w x 85mm h

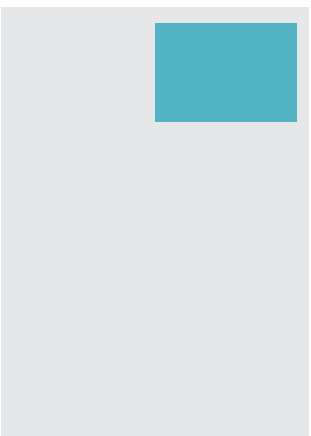


1/3 page vertical
60mm w x 270mm h



1/4 page vertical
90mm w x 135mm h

CLASSIFIED RATE ADS



1/8 page horizontal
90mm w x 63mm h



1/6 page vertical
60mm w x 135mm h