



# MEDIA KIT 2019

**The Australian Nursing and Midwifery Journal (ANMJ) is Australia's leading nursing and midwifery journal, reaching more than 104,000\* nurses and midwives globally.**

\* Audit March – September 2018

*"The ANMJ is a trusted source of information for all nurses and midwives and our evolution into the digital space offers an additional experience for a growing local and international readership,"*

**ANMJ EDITOR, KATHRYN ANDERSON**



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 275,000 nurses, midwives and carers nationwide.

In 2018, the ANMJ expanded its production to include a digital platform dedicated to the needs of the nursing and midwifery community including both inside and outside of their professional life.

The ANMJ website is updated weekly and delivers content on practice issues, industry news and information to help fulfil professional goals and achieve a healthy work/life balance. Content is shared via our social media platforms including Facebook, Twitter, and Instagram, and through our regular e-newsletter.

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# PLATFORMS

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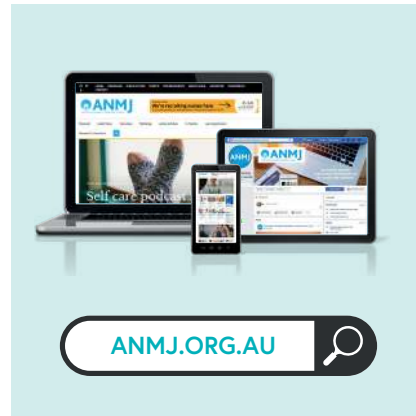
## ANMJ

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Quarterly publication printed in Jan, Apr, Jul & Oct

Subscription-based distributed in VIC, SA, ACT & NT via Australia Post

Available online at [issuu](https://www.issuu.com/anmj) or via download at [anmj.org.au](https://anmj.org.au)



## WEBSITE

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[anmj.org.au](https://anmj.org.au)

Updated weekly

### STATS\*

Reach	473,084
Page views	94,289
Sessions	34,792
Page/session	2.71

\* Source – Google analytics July – September 2018



## E-NEWSLETTER

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Distributed fortnightly with a focus on news, features, wellbeing, people & careers

### STATS

Database	1,374
Opens	40.6%
Clicks	11.7%



## SOCIAL MEDIA

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@anmjaustralia

PRINTED JOURNAL



### EDUCATION

#### Eye Health and Vision Care

Approximately 19 million people worldwide live with low vision and blindness, not part of vision impairment is treatable or preventable.

**THESE ARE TWO FORMS OF AMD:**

- DRY AMD**
  - occurs in the back of the eye
  - the macula, the part of the eye responsible for central vision, becomes damaged
  - it causes blurry or distorted vision
  - it can lead to blindness
- WET AMD**
  - occurs in the back of the eye
  - it causes blurry or distorted vision
  - it can lead to blindness

**COMMON EYE CONDITIONS**

- cataracts
- glaucoma
- macular degeneration
- diabetic retinopathy
- dry eye
- eye infections
- eye trauma
- eye cancer

**AGE RELATED MACULAR DEGENERATION (AMD)**

AMD is a common eye condition that affects the macula, the part of the eye responsible for central vision. It is caused by the breakdown of the macula, which leads to a loss of vision. There are two types of AMD: dry AMD and wet AMD. Dry AMD is the most common type and is caused by the breakdown of the macula. Wet AMD is a less common type and is caused by the growth of abnormal blood vessels in the macula. Both types of AMD can lead to blindness if not treated.

**VISION 2030 AUSTRALIA AND THE VISION INITIATIVE**

The Vision Initiative is a national program that aims to improve vision care for all Australians. It is a partnership between the Australian Government, the Australian Health Research Council, and the Australian Eye Health Research Council. The Vision Initiative is focused on three key areas: research, education, and service. Research is aimed at understanding the causes of vision impairment and developing new treatments. Education is aimed at raising awareness of vision impairment and the importance of early detection. Service is aimed at improving the quality of vision care services.

**DIABETIC RETINOPATHY**

Diabetic retinopathy is a complication of diabetes that affects the eyes. It is caused by high blood sugar levels, which damage the blood vessels in the eyes. It can lead to blindness if not treated. There are two types of diabetic retinopathy: non-proliferative and proliferative. Non-proliferative diabetic retinopathy is the most common type and is caused by the damage to the blood vessels in the retina. Proliferative diabetic retinopathy is a more severe type and is caused by the growth of abnormal blood vessels in the retina.

**VISION USE BY CAUSE AMONG AUSTRALIANS 18 AND OVER, 2018**

A donut chart showing the percentage of vision use by cause among Australians aged 18 and over in 2018. The chart is divided into five segments: Low Vision (45%), Blindness (35%), Eye Disease (15%), Eye Injury (5%), and Eye Infection (5%).

### NEWS BITES

#### For-profit aged care providers probed

The Australian Health Research Council (AHRC) has announced a new research program to investigate the impact of for-profit aged care providers on the health and well-being of older Australians. The program will focus on three key areas: the impact of for-profit providers on the quality of care, the impact on the financial sustainability of the aged care system, and the impact on the health and well-being of older Australians.

#### Medicine shortage law

The Australian Health Research Council (AHRC) has announced a new research program to investigate the impact of medicine shortages on the health and well-being of older Australians. The program will focus on three key areas: the impact of medicine shortages on the quality of care, the impact on the financial sustainability of the aged care system, and the impact on the health and well-being of older Australians.

#### Making work fairer for women

The Australian Health Research Council (AHRC) has announced a new research program to investigate the impact of making work fairer for women on the health and well-being of older Australians. The program will focus on three key areas: the impact of making work fairer for women on the quality of care, the impact on the financial sustainability of the aged care system, and the impact on the health and well-being of older Australians.

#### Safe hospitals could save billions

The Australian Health Research Council (AHRC) has announced a new research program to investigate the impact of safe hospitals on the health and well-being of older Australians. The program will focus on three key areas: the impact of safe hospitals on the quality of care, the impact on the financial sustainability of the aged care system, and the impact on the health and well-being of older Australians.

#### New paths for healthcare delivery

The Australian Health Research Council (AHRC) has announced a new research program to investigate the impact of new paths for healthcare delivery on the health and well-being of older Australians. The program will focus on three key areas: the impact of new paths for healthcare delivery on the quality of care, the impact on the financial sustainability of the aged care system, and the impact on the health and well-being of older Australians.

#### PROCEDURE UPDATE

The Australian Health Research Council (AHRC) has announced a new research program to investigate the impact of procedure updates on the health and well-being of older Australians. The program will focus on three key areas: the impact of procedure updates on the quality of care, the impact on the financial sustainability of the aged care system, and the impact on the health and well-being of older Australians.



PRINTED COPY

Print run	110,000
Distribution	VIC, SA, ACT & NT

ONLINE



Impressions	4,830
Average distribution per issue	505.50 reads
Average page duration	4.72 mins
Engages users/ad clicks	23,612

\* Audit period July – October 2018

The ANMJ is also available for download via [anmj.org.au](http://anmj.org.au)

# 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
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.

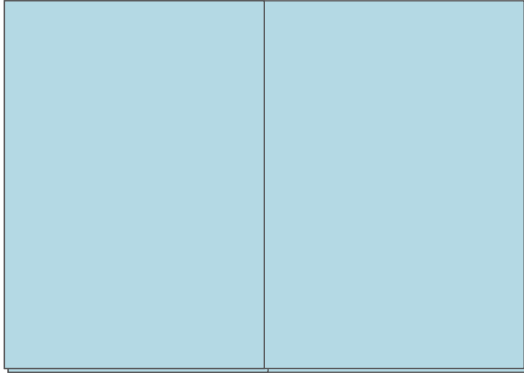
## DEADLINES

ISSUE	BOOKING	MATERIAL	DISTRIBUTION
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
October '19	4 Sep 19	10 Sep 19	1 to 7 Oct 2019
January '20	4 Dec 19	10 Dec 19	7 to 15 Jan 2020



# PRINTED JOURNAL MATERIAL SPECS

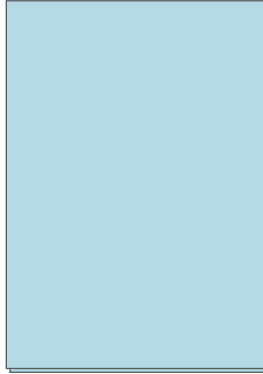
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## DOUBLE PAGE SPREAD

420 mm wide x 297 mm high

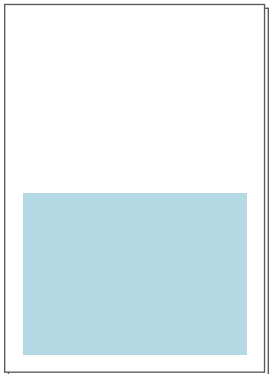
+ 5MM BLEED



## FULL PAGE

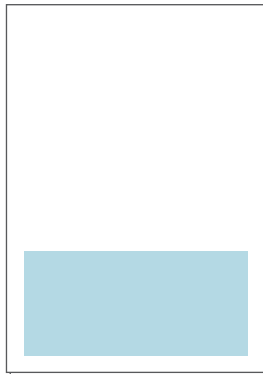
210 mm wide x 297 mm high

+ 5MM BLEED



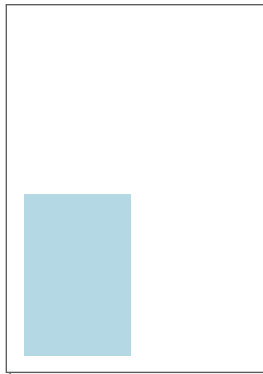
## 1/2 PAGE

180 mm wide x 130 mm high



## 1/3 PAGE

180 mm wide x 84 mm high



## 1/4 PAGE

86 mm wide x 130 mm high

## 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.

- ☐ check ad for correct dimensions
- ☐ ensure all colours are converted to CMYK, including imported from Illustrator
- ☐ type less than 10pt should be 100% black and also set to overprint
- ☐ no alterations will be made to supplied PDFs and, if required, new creative material will need to be supplied.
- ☐ all fonts must be embedded into PDFs.
- ☐ material must be supplied as high-res Press Ready PDFs with 300 DPI @ actual 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.

## FOR ADVERTISING BOOKINGS OR FURTHER INFORMATION CONTACT:

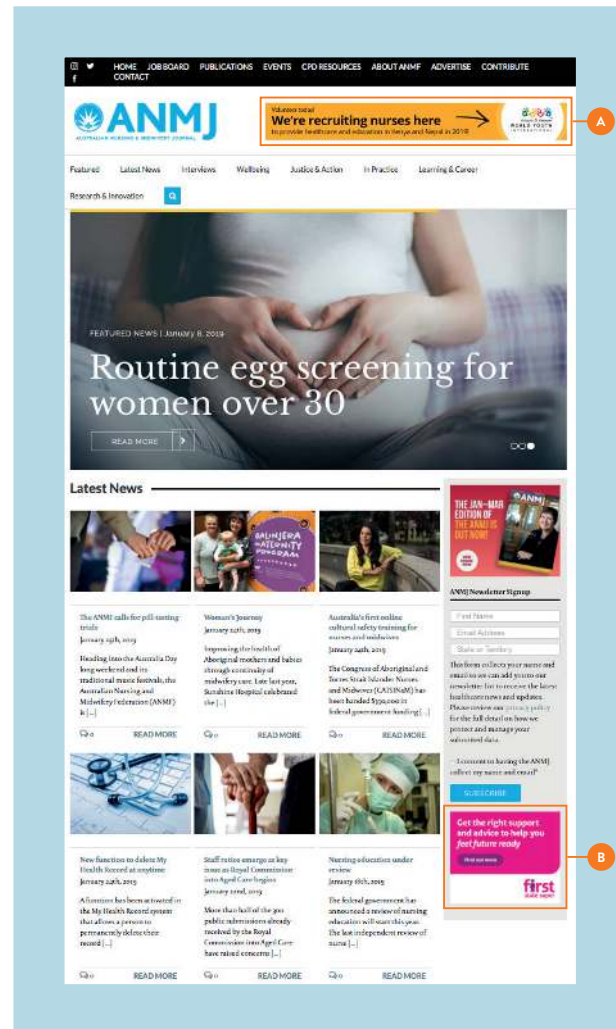
**Heidi Adriaanse**

hadriaanse@anmf.org.au

0415 032 151

# WEBSITE

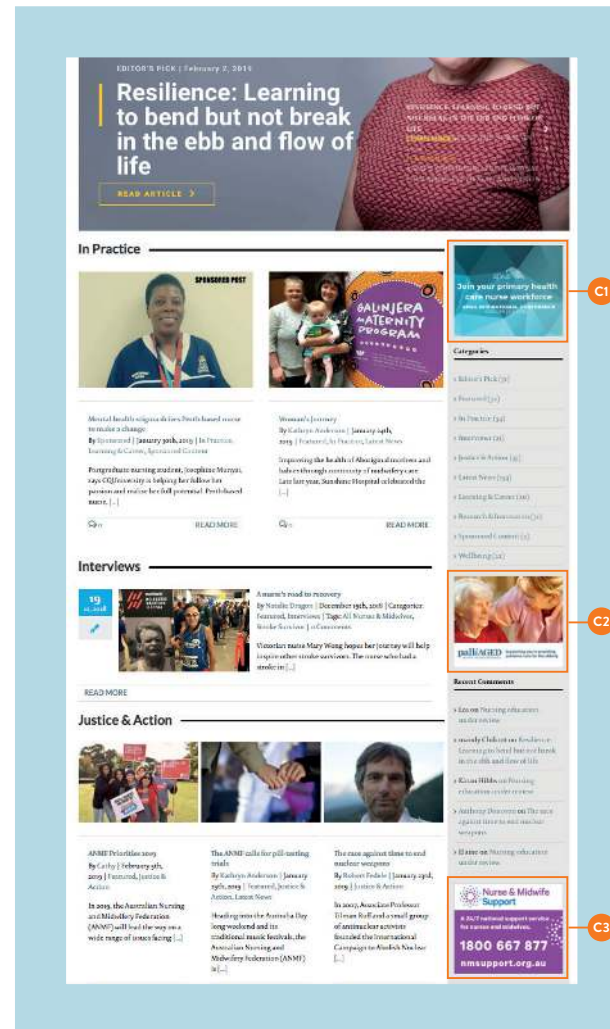
## TOP HALF OF WEBSITE



**A LEADERBOARD**  
728 px wide x 90 px high  
100 KB (GIF, JPG, PNG)

**B MEDIUM RECTANGLE / M-REC HOME PAGE**  
300 px wide x 250 px high  
100 KB (GIF, JPG, PNG)

## LOWER HALF OF WEBSITE



**C1 C2 C2 MEDIUM RECTANGLE / M-REC RUN-OFF-SITE (ROS)**  
300 px wide x 250 px high  
100 KB (GIF, JPG, PNG)

## WEBSITE RATE CARD

### Monthly costs

from October 2018

Leader board homepage	\$3,500
M-REC homepage	\$1,500
M-REC ROS	\$1,000
Sponsored content	\$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.

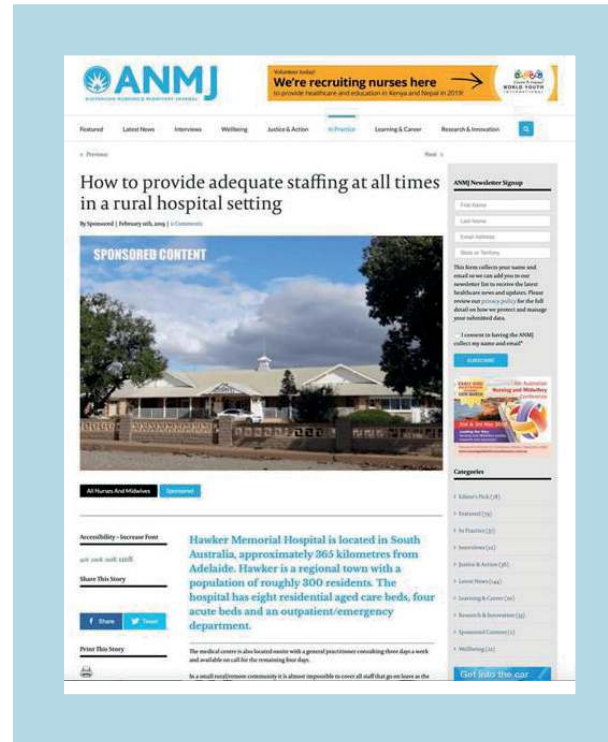
### BOOKING DEADLINE:

1 week prior to start date

### MATERIAL DEADLINE:

1 week prior to start date

# SPONSORED CONTENT



Sponsored content posts are available to advertisers subject to editorial approval.

They are uploaded to our site with the words 'Sponsored content' written across the top and appear on the home page for a fortnight.

Once the space is booked, advertisers are required to supply:

- headline
- copy (approx. 800 words)
- high-res image (1348 x 899 px)
- pull-out quote
- references

Advertisers can also book to have their sponsored post appear on the fortnightly ANMJ e-newsletter.

This must be booked to appear during the two weeks the sponsored content is LIVE on the website.

## SPONSORED CONTENT RATE CARD

### Monthly costs

from October 2018

Sponsored content \$2,500

Sponsored content tile + article link\* \$375

\* this must be bought in conjunction with a sponsored post on the website.

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:

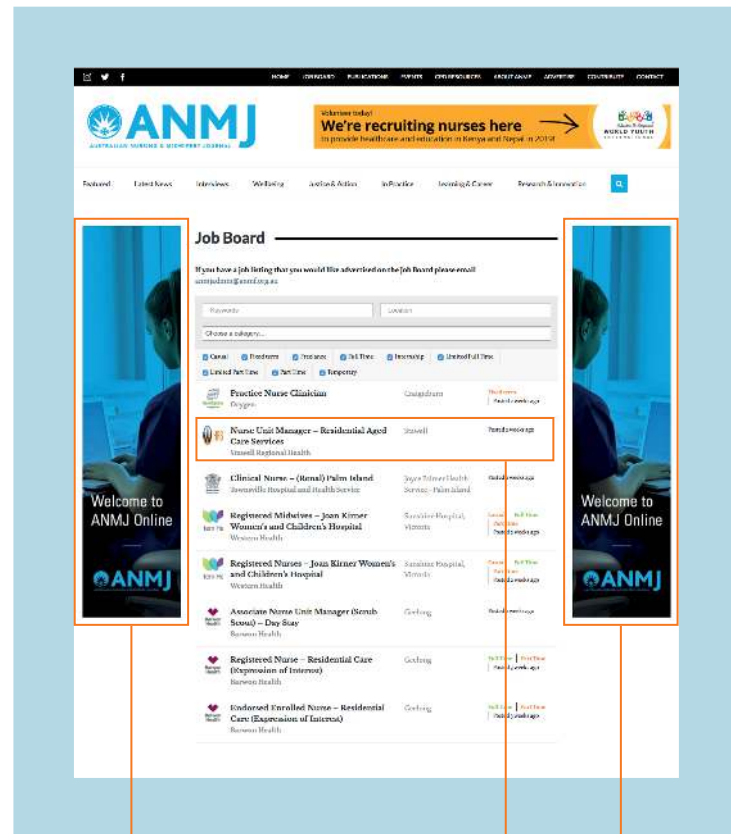
1 week prior to start date

### MATERIAL DEADLINE:

1 week prior to start date



# JOB BOARD



A

## TAKEOVER ADS

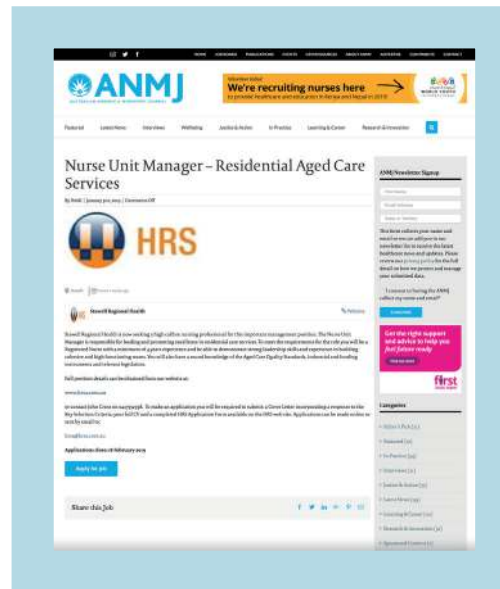
SIDE PANELS

250 px wide x 1000 px high

100 KB (GIF, JPG, PNG)

B

## JOB LISTING



## JOB BOARD RATE CARD

### Monthly costs

from October 2018

Job listing	\$95
Job of the week	\$150
Section take over	\$1,500

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.

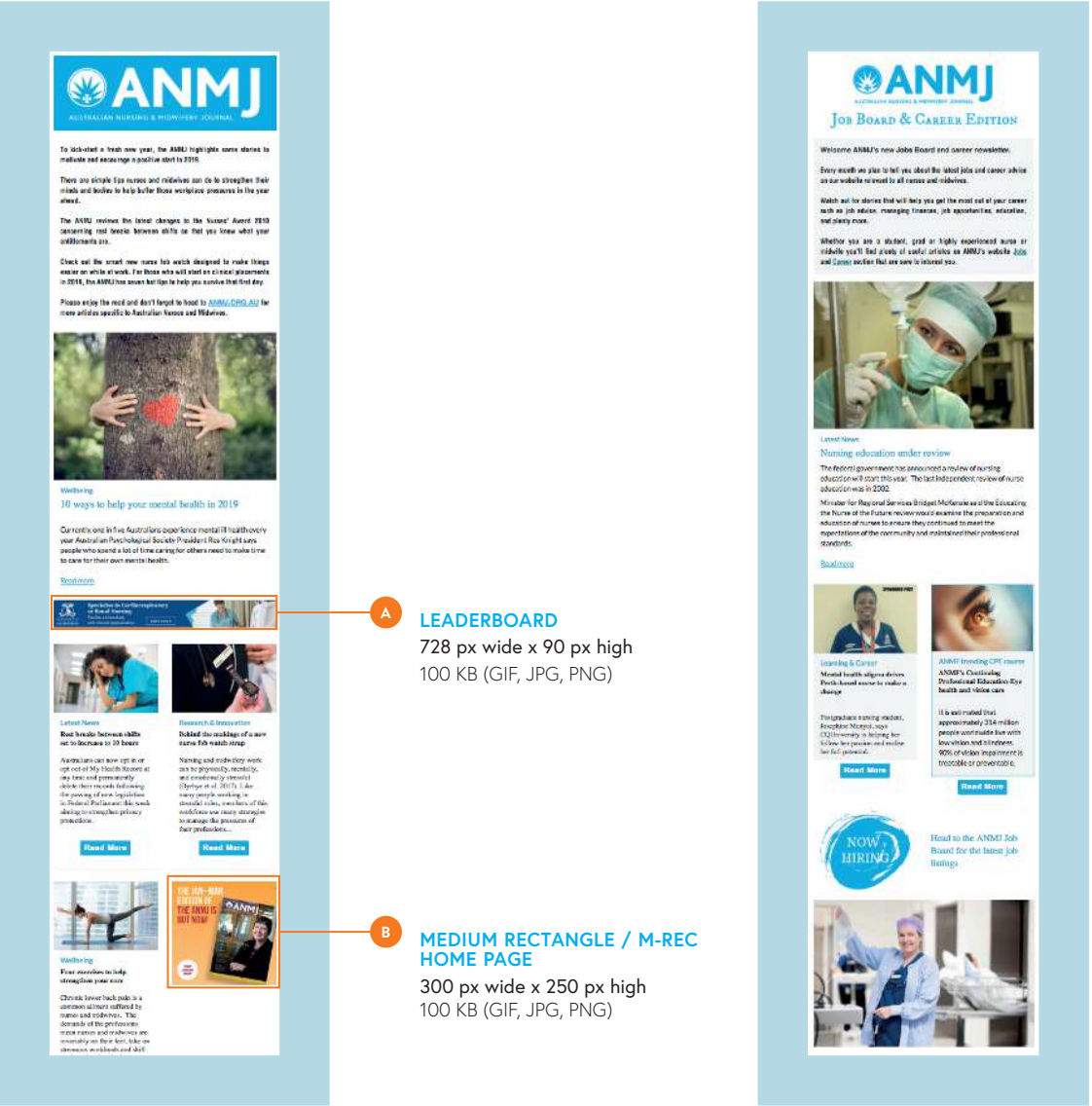
### BOOKING DEADLINE:

1 week prior to start date

### MATERIAL DEADLINE:

1 week prior to start date

# E-NEWSLETTER



## E-NEWSLETTER RATE CARD

### Monthly costs

from October 2018

Newsletter leaderboard	\$875
Newsletter M-REC	\$250
Sponsored content tile + article link*	\$375

\* this must be bought in conjunction with a sponsored post on the website.

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

The ANMJ has two themed newsletters mailed out on alternate fortnights to the same database.

The **first newsletter** is a general newsletter created to inform Australian nurses, midwives and carers of the latest news across a range of healthcare specialities.

The **second newsletter** will have a more specialised approach, focusing on the latest news relating to careers including advice on jobs, managing finances, opportunities, education and plenty more.

# E-NEWSLETTER DEADLINES

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GENERAL		
DISTRIBUTION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
13 February	6 February	11 February
13 March	6 March	11 March
10 April	3 April	8 April
8 May	1 May	6 May
5 June	29 May	3 June
10 July	3 July	8 July
7 August	31 July	5 August
4 September	28 August	2 September
2 October	25 September	30 September
30 October	23 October	28 October
27 November	20 November	25 November
25 December	18 December	23December

JOB BOARD AND CAREER EDITION		
DISTRIBUTION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
27 February	20 February	25 February
27 March	20 March	25 March
24 April	17 April	22 April
22 May	15 May	20 May
19 June	12 June	17 June
24 July	17 July	22 July
21 August	14 August	19 August
18 September	11 September	16 September
16 October	9 October	14 October
13 November	6 November	11 November
11 December	4 December	9 December



# TERMS AND CONDITIONS

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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 for by 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 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 its 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.