

MEDIA KIT 2020

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*, 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.

The *ANMJ* now includes 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.

In 2020 the *ANMJ* will expand its website to include a **Learning and Career Hub**, providing Australia's premier resource for every nurse, midwife, graduate and student throughout their learning, early career and advanced career journey. The hub is a go-to for advice and support on education, professional development, career development and day-to-day management.

PLATFORMS

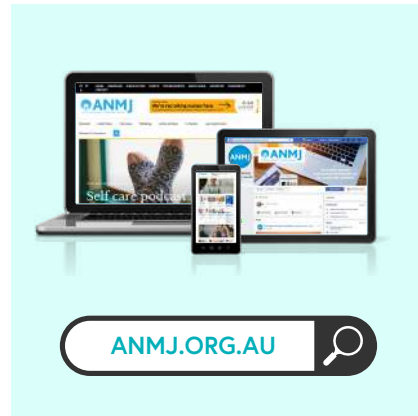


ANMJ

Quarterly publication printed in Jan, Apr, Jul & Oct

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

Available online at *issuu* or via download at *anmj.org.au*



WEBSITE

anmj.org.au

Updated weekly

STATS*

Page views	234,678
Sessions	99,066
Page/session	2.37

* Source – Google analytics Sep – Nov 2019



E-NEWSLETTER

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

STATS

Database	2,330
Opens	38.7%
Clicks	15.1%

* Source: MailChimp Dec 18 – Nov 19



SOCIAL MEDIA



3,888 followers



476 followers

@anmjaustralia

PRINTED JOURNAL



FEATURE

NURSES IN POLITICS: ADVOCACY AND LEADERSHIP



ANM Federal Secretary Annie Butler and Federal President Sally Anne Jones recently met with the leader of the Opposition and Australian Labor Party Bill Shorten to discuss the union's priorities leading up to the federal election in May.

ANM Federal Secretary Annie Butler and Federal President Sally Anne Jones recently met with the leader of the Opposition and Australian Labor Party Bill Shorten to discuss the union's priorities leading up to the federal election in May.

FEATURE

POLITICAL PRIORITIES

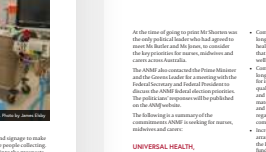


ANM Federal Secretary Annie Butler and Federal President Sally Anne Jones recently met with the leader of the Opposition and Australian Labor Party Bill Shorten to discuss the union's priorities leading up to the federal election in May.

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FEATURE

ANMF calls on political parties to commit to priorities



ANMF Federal Secretary Annie Butler and Federal President Sally Anne Jones recently met with the leader of the Opposition and Australian Labor Party Bill Shorten to discuss the union's priorities leading up to the federal election in May.

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PRINTED COPY

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

ONLINE

issuu*
Impressions 3,856.80
Average distribution per issue 788.8 reads
Average page duration 5.84 mins

* Audit period July – Dec 2019

The ANMJ is also available for download via anmj.org.au



Green crumpler and anaesthetic nurse Darren Bradbuck has been on a sustainability campaign in the operating rooms at Flinders Medical Centre (FMC) in South Australia since 2015. As a result, FMC has diverted over 600-kg of its operating room waste from landfill to a number of renewable streams in just over 18 months.

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PRINTED JOURNAL RATE CARD



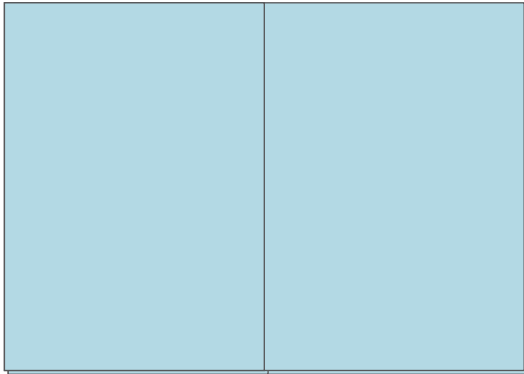
SIZE	CASUAL	2X	4X
Double page spread	\$6,590	\$6,270	\$5,930
Full page	\$3,700	\$3,520	\$3,340
Half page	\$2,130	\$2,030	\$1,920
1/3 page	\$1,500	\$1,420	\$1,340
1/4 page	\$1,215	\$1,154	\$1,100
Inserts	Full Run \$90 per '000		
	Part Run \$100 per '000		

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 2020	24 Feb 20	2 Mar 20	1 to 7 Apr 2020
July 2020	25 May 20	1 Jun 20	1 to 7 Jul 2020
October 2020	24 Aug 20	1 Sep 20	1 to 7 Oct 2019
January 2021	16 Nov 20	23 Nov 20	7 to 15 Jan 2021

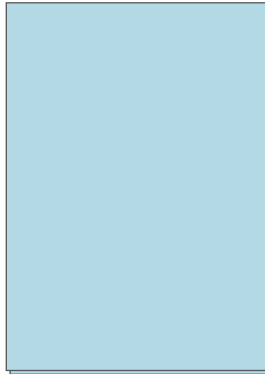
PRINTED JOURNAL MATERIAL SPECS



DOUBLE PAGE SPREAD

420 mm wide x 297 mm high

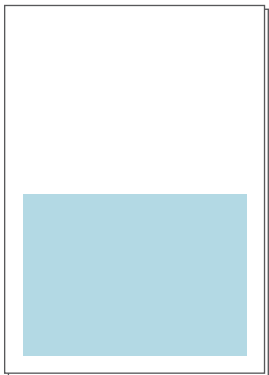
+ 5MM BLEED



FULL PAGE

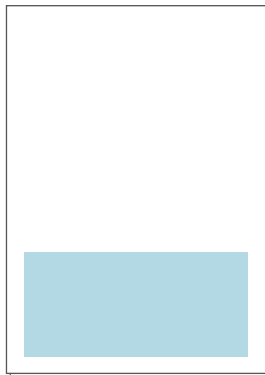
210 mm wide x 297 mm high

+ 5MM BLEED



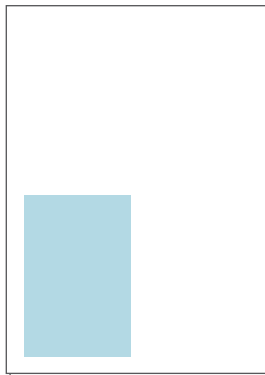
1/2 PAGE

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:

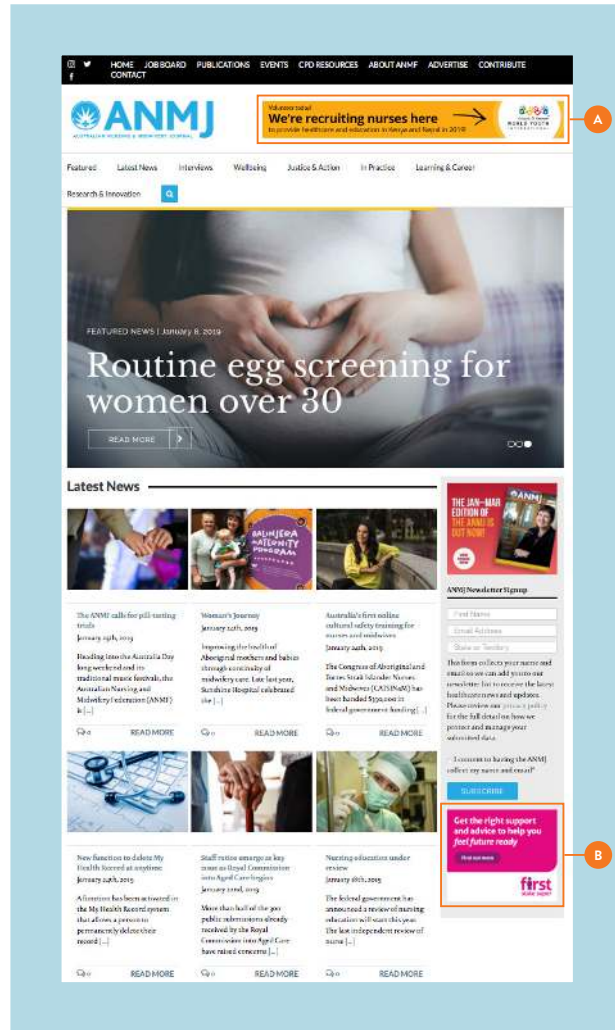
Heidi Adriaanse

hadriaanse@anmf.org.au

0415 032 151

WEBSITE HOMEPAGE

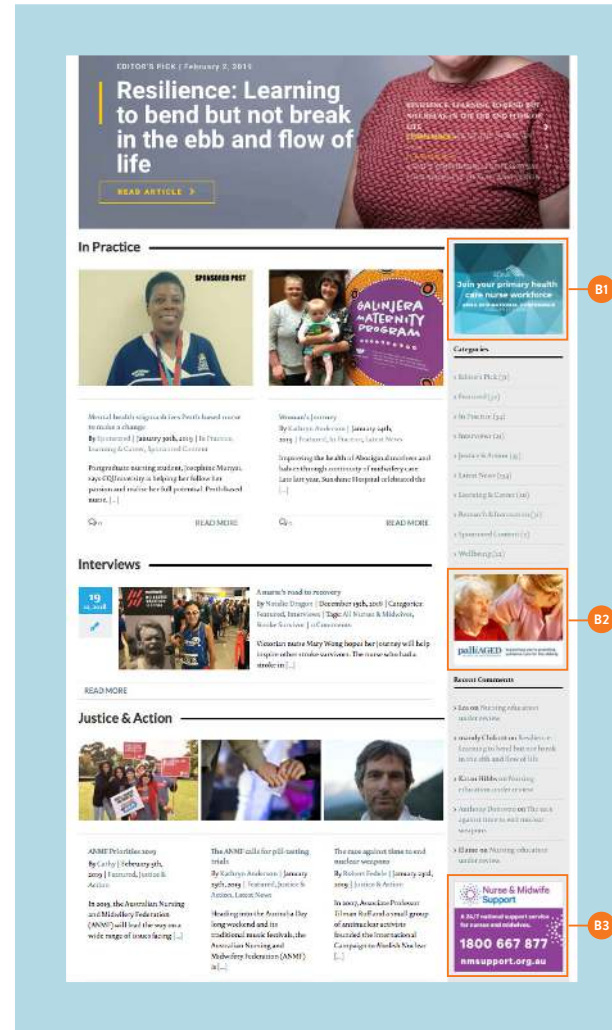
TOP HALF OF WEBSITE



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



WEBSITE RATE CARD

Monthly costs

Homepage

Leader board homepage	\$2,900
M-REC homepage	\$1,250
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.

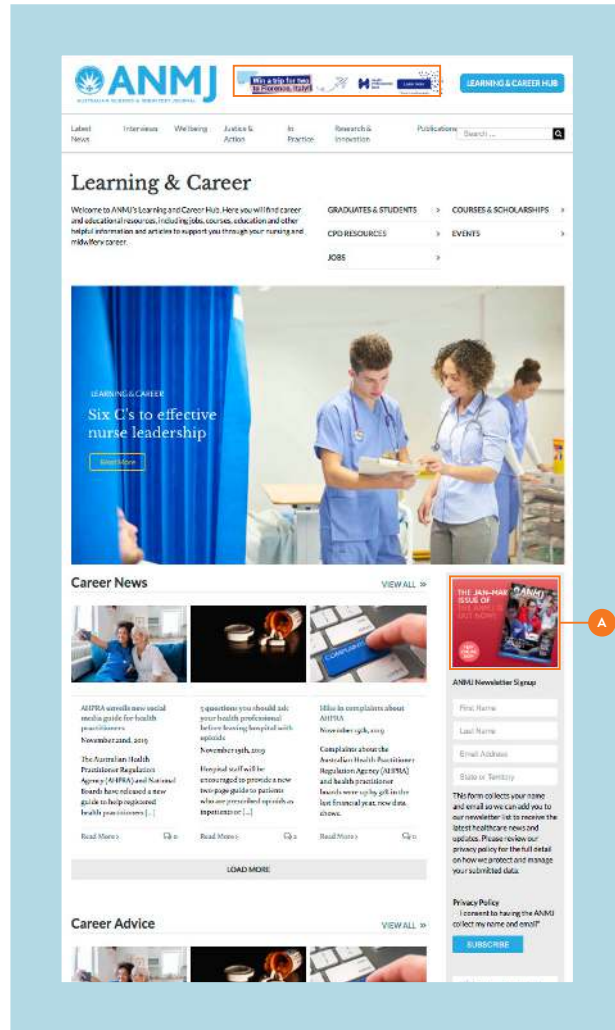
BOOKING DEADLINE:
1 week prior to start date

MATERIAL DEADLINE:
1 week prior to start date

WEBSITE

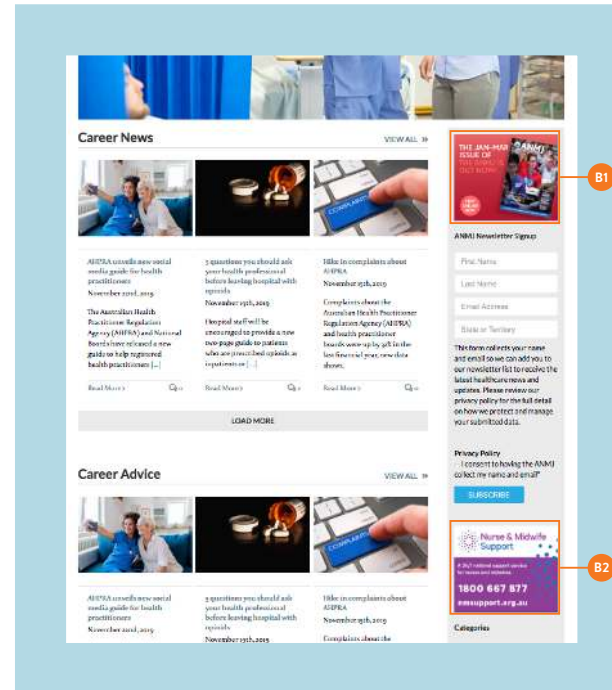
LEARNING & CAREER HUB

TOP HALF OF WEBSITE



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

LOWER HALF OF WEBSITE



B1 **B2** 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

Learning & Career Hub

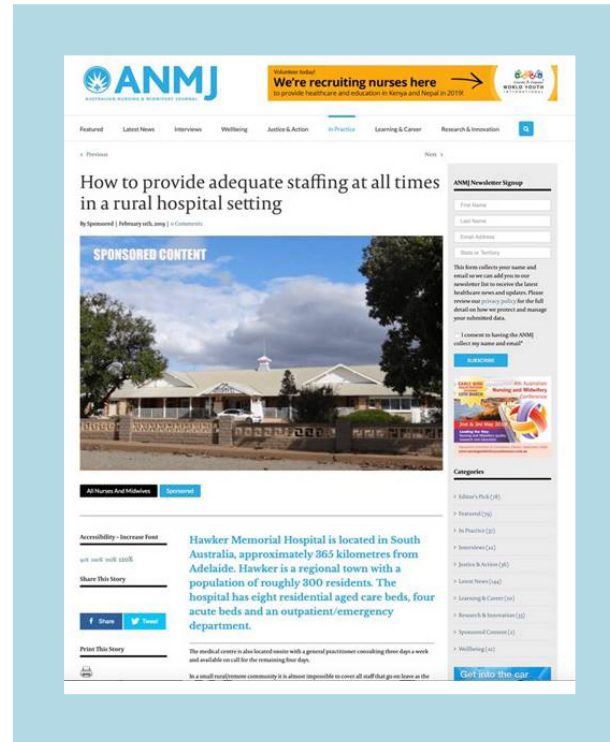
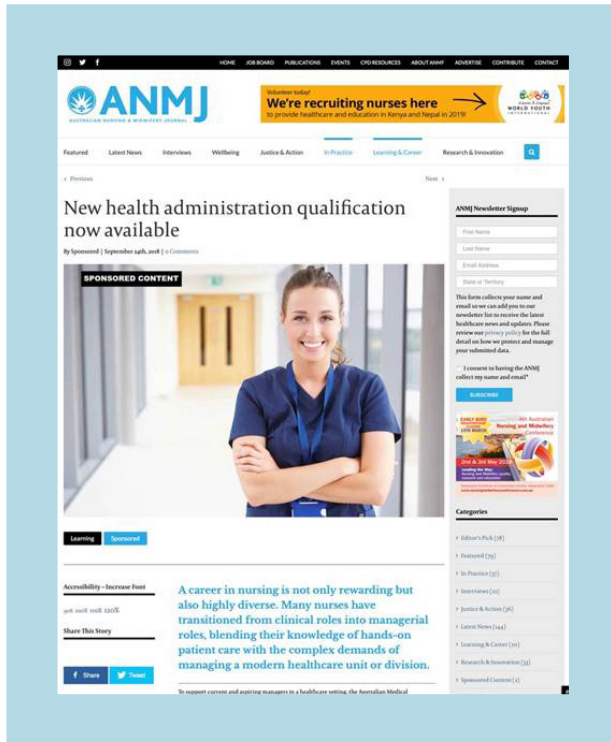
M-REC homepage	\$1,000
Sponsored content	\$1,800

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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 are live for a fortnight. They can be booked to appear on the ANMJ homepage or in the **Learning and Career Hub**.

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

Sponsored content \$1,800

Sponsored content tile + article link* \$375

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

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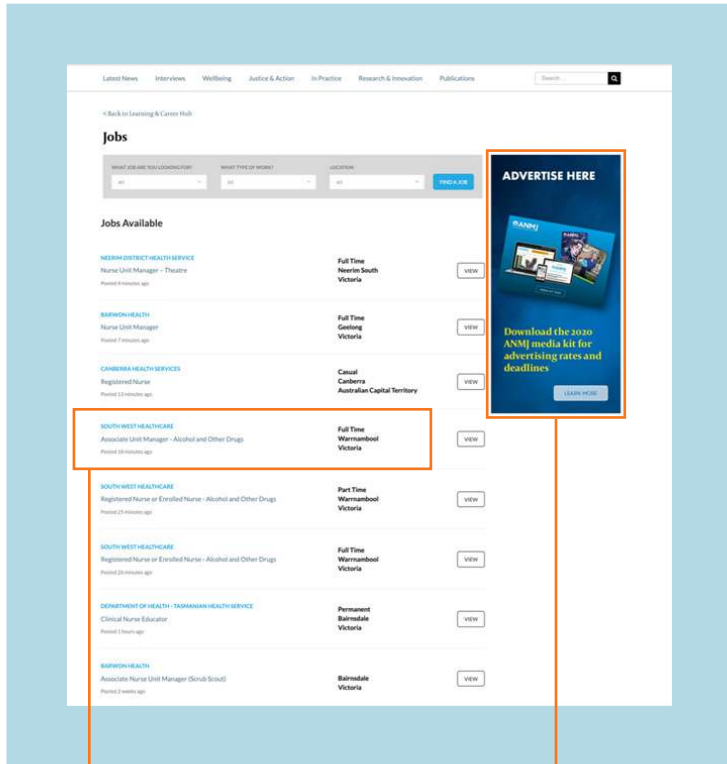
BOOKING DEADLINE:

2 weeks prior to start date

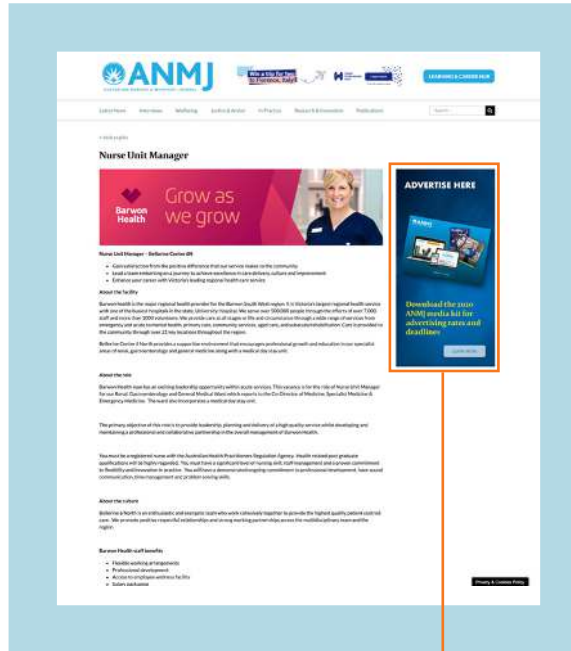
MATERIAL DEADLINE:

2 weeks prior to start date

JOB BOARD



B JOB LISTING



B SKYSCRAPER AD

300 px wide x 600 px high
100 KB (GIF, JPG, PNG)

JOB BOARD RATE CARD

Monthly costs

Job listing	\$95
Job of the week	\$150
Skyscraper ad – job board only	\$350
Skyscraper ad – job + course board	\$500

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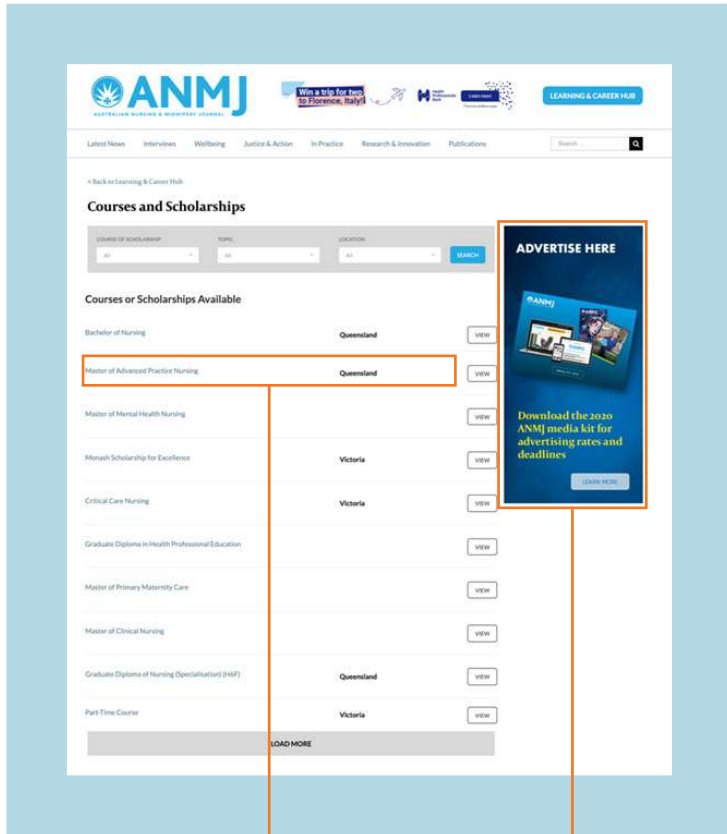
BOOKING DEADLINE:

1 week prior to start date

MATERIAL DEADLINE:

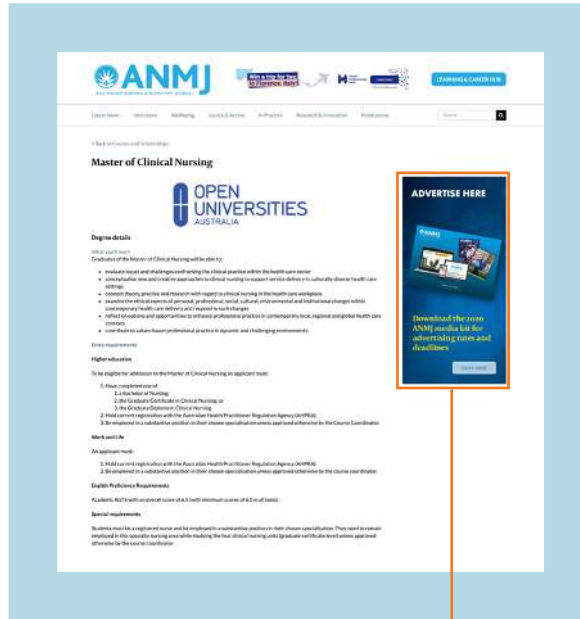
1 week prior to start date

COURSE BOARD



A

JOB LISTING



B

SKYSCRAPER ADS

300 px wide x 600 px high
100 KB (GIF, JPG, PNG)

COURSE BOARD RATE CARD

Monthly costs

Course listing	\$95
Spotlight course	\$150
Skyscraper ad – Course board only	\$350
Skyscraper ad – Job + Course board	\$500

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BOOKING DEADLINE:

1 week prior to start date

MATERIAL DEADLINE:

1 week prior to start date

EVENT BOARD

ANMJ
YES I WANT A LIFE CHANGING ADVENTURE!
LEARNING & CAREER HUB

Latest News Interviews Wellbeing Justice & Action In Practice Research & Innovation Publications Search

← Back to Learning & Career Hub

Events

27TH MARCH 2020
Australasian Cardiovascular Nursing College Conference
EVENT DETAILS

TOPICS: All WHAT LOCATION?: All FIND EVENT

19 - 20 AUGUST 2020 48th Annual Scientific Meeting on Diving and Hyperbaric Medicine
More information to follow.

22 - 24 MAY 2020 GENCA National Conference
More information to follow.

13 - 14 AUGUST 2020 DANA '2020 Vision' Australasian Conference and DRA Nurse Practitioner Symposium
Conference theme: "2020 Vision" - looking to find new ways of thinking, acting and working with people with lived experience of dependence.
EVENT DETAILS

26 - 27 MARCH 2020 Council of Deans of Nursing & Midwifery (CoD & NMI) Symposium
EVENT DETAILS

20 - 22 OCTOBER 2020 CATS/NaM Conference
EVENT DETAILS

14 - 16 OCTOBER 2020 48th International Conference for Emergency Nurses
EVENT DETAILS

Did you know all nurses and midwives are meant to keep records of their CPD activities for five years?
Find out what else is expected to gain CPD hours.

ANMJ
YES I WANT A LIFE CHANGING ADVENTURE!
LEARNING & CAREER HUB

Latest News Interviews Wellbeing Justice & Action In Practice Research & Innovation Publications Search

← Back to Learning & Career Hub

DANA '2020 Vision' Australasian Conference and DRA Nurse Practitioner Symposium

DATE & TIME: 13 - 14 August 2020, 9:00 am - 5:00 pm
LOCATION: Kelvin Grove Hotel & Conference, Brisbane QLD, Australia (QLD 4101, QLD)
ORGANISER: Queensland Nurses & Midwives Association, Website: <https://www.qnma.com.au/>

REGISTER NOW | ADD TO CALENDAR

A SKYSCRAPER ADS
300 px wide x 600 px high
100 KB (GIF, JPG, PNG)

EVENT BOARD RATE CARD

Monthly costs

Event listing	\$95
Spotlight event	\$375
Skyscraper ad – Event board only	\$350

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

FORTNIGHTLY E-NEWSLETTER

20th YEAR OF THE NURSE & MIDWIFE ANMJ

“Nurses are the front line of defence against coronavirus, says ICN”

[Read More](#)

Nurses are the front line of defence against coronavirus, says ICN

The International Council of Nurses (ICN) is ramping up its efforts to support nurses around the world responding to the deadly coronavirus outbreak and has welcomed new mental health and psychosocial support guidelines set to be issued by the World Health Organization (WHO) for people affected by the virus and staff caring for them.

[Read More](#)

SA nurse knocked unconscious in yet another violent attack

A South Australian nurse who was knocked unconscious by a patient, having pulse and had no pulse before needing to be revived by a doctor has signed calls for the Australian Nursing and Midwifery Federation (ANMF) for urgent action on rising occupational violence across the state's hospitals.

[Read More](#)

Win a trip for two to Florence, Italy!

Celebrating the Year of the Nurse & Midwife

[Learn more](#)

BANNER AD
600 px wide x 250 px high
100 KB (GIF, JPG, PNG)

Learning & Career Hub

'Empathy moments' in first-year nursing and midwifery student curriculum

[Read More](#)

Empathy is defined as the ability to understand the feelings or ideas of another and to see their experiences as unique without making comparisons to one's own experience. It is recognised as a core attribute in the practice of nursing and midwifery and contributes to therapeutic communication (Rochester, Scott & Walton 2014).

5 Stress-busting activities to help you reset

Nurses and midwives work in high-stress environments that can take their toll physically, mentally and emotionally.

[Read More](#)

Wake-up call for drowsy drivers

Drowsy drivers recognise they are sleepy long before becoming impaired. Yet many ignore the warning signs, Australian research has revealed.

[Read More](#)

#NEXTCARE HEALTH CONFERENCE

4-5 JUNE 2020 ONLINE CONFERENCE AND COLOUR BOOKLET

REGISTER NOW!

Job of the week

TAFE GIPPSLAND

As Teacher Aged Care / Allied

E-NEWSLETTER RATE CARD

Monthly costs

Newsletter banner ad	\$500
Sponsored content tile + article link*	\$375

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

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BOOKING DEADLINE:

1 week prior to start date

MATERIAL DEADLINE:

1 week prior to start date

E-NEWSLETTER DEADLINES

E-NEWSLETTER DEADLINES		
DISTRIBUTION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
8 January	23 December	23 December
22 January	8 January	15 January
19 February	5 February	12 February
27 February	22 January	29 January
4 March	19 February	26 February
18 March	4 March	11 March
1 April	18 March	25 March
15 April	1 April	8 April
29 April	15 April	22 April
13 May	29 April	6 May
27 May	13 May	20 May
10 June	27 May	3 June
24 June	10 June	17 June
8 July	24 June	1 July
22 July	8 July	15 July
5 August	22 July	29 July
19 August	5 August	12 August
2 September	19 August	26 August
16 September	2 September	9 September
30 September	16 September	23 September
14 October	30 September	7 October
28 October	14 October	21 October
11 November	28 October	4 November
25 November	11 November	18 November
9 December	25 November	2 December
23 December	9 December	16 December

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 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.