



MEDIA KIT 2021

The Australian Nursing & Midwifery Journal (ANMJ) is Australia's leading nursing and midwifery journal, reaching more than 110,000+ 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 290,000 nurses, midwives and carers nationwide.

The *ANMJ* now includes multiple digital channels dedicated to the needs of the nursing and midwifery community. Our website is updated weekly and delivers content on practice issues, industry news and information to help fulfil professional goals while achieving a healthy work/life balance.

Content is shared via our fortnightly e-newsletter and across our social media platforms including, Facebook and Twitter.

Recently, the *ANMJ* expanded its website to include a Learning & Career Hub. The hub is a go-to for career advice and support on education and professional development as well as providing tips for day-to-day management, and finding inspiration through real-life stories and role models. It is Australia's premier resource for every nurse, midwife, graduate and student throughout their learning, early career and advanced career journey.

—

PLATFORMS

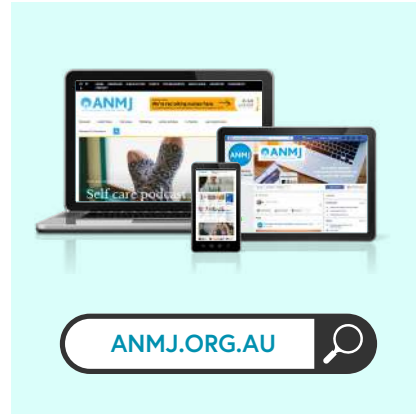


ANMJ

Quarterly publication printed in Jan, Apr, Jul & Oct

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

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



WEBSITE

anmj.org.au

Updated weekly

STATS*

Page views	320,590
Sessions	130,180
Page/session	2.46

* Source – Google analytics Jul–Oct 2020



E-NEWSLETTER

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

STATS

Database	2,760
Opens	43.8%
Clicks	8.9%

* Source: MailChimp Oct '20



SOCIAL MEDIA



8,476 followers
8,107 likes



1,067 followers

@anmjaustralia

PRINTED JOURNAL



PRINTED COPY

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

ONLINE



Total impressions 67,714
Average Impression per Issue 4,175
Average reads per month 11,325
Average read time 5.27 mins

* Audit period Apr – Oct 2020

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

PRINTED JOURNAL RATE CARD



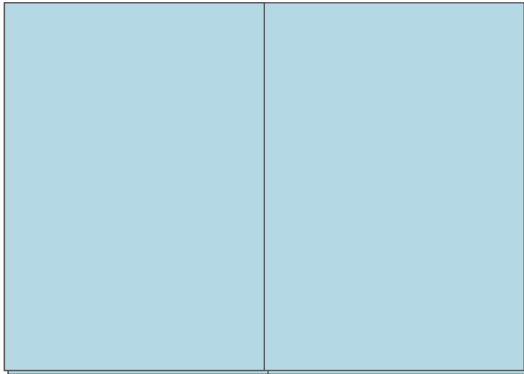
SIZE	CASUAL	2X	4X
Double page spread	\$6,590	\$6,270	\$5,930
Full page	\$3,700	\$3,520	\$3,340
Half page	\$2,130	\$2,030	\$1,920
1/3 page	\$1,500	\$1,420	\$1,340
1/4 page	\$1,215	\$1,154	\$1,100
Inserts	Full Run \$90 per '000		
	Part Run \$100 per '000		

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
Jan-Mar 2021	16 Nov 20	23 Nov 20	7 to 15 Jan 2021
Apr-Jun 2021	24 Feb 21	5 Mar 21	1 to 7 Apr 2021
Jul-Sep 2021	26 May 21	4 Jun 21	1 to 7 Jul 2021
Oct-Dec 2021	25 Aug 21	3 Sep 21	1 to 7 Oct 2021
Jan-Mar 2022	17 Nov 21	26 Nov 21	7 to 15 Jan 2022

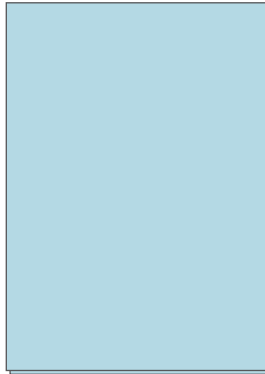
PRINTED JOURNAL MATERIAL SPECS



DOUBLE PAGE SPREAD

420 mm wide x 297 mm high

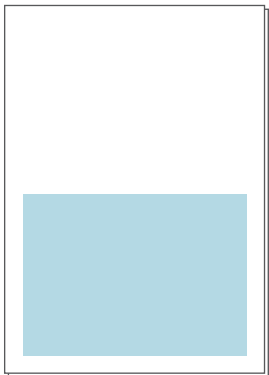
+ 5MM BLEED



FULL PAGE

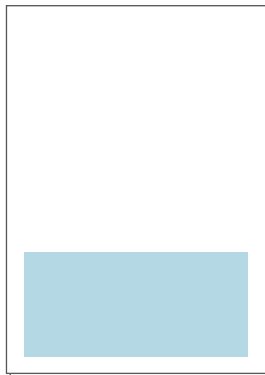
210 mm wide x 297 mm high

+ 5MM BLEED



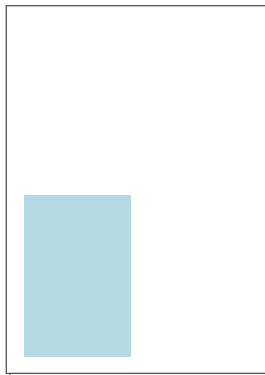
1/2 PAGE

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:

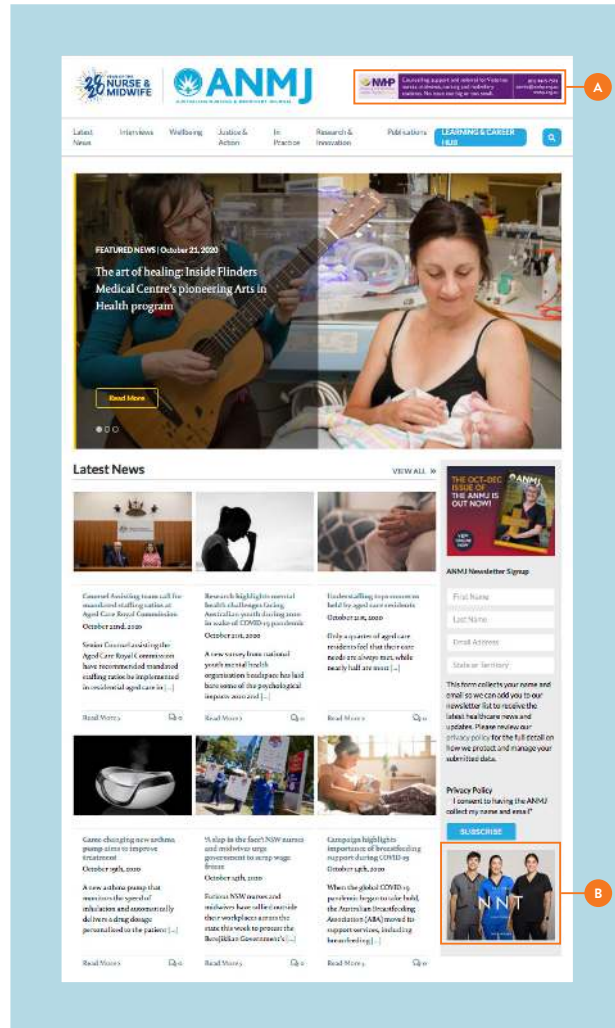
Heidi Adriaanse

hadriaanse@anmf.org.au

0415 032 151

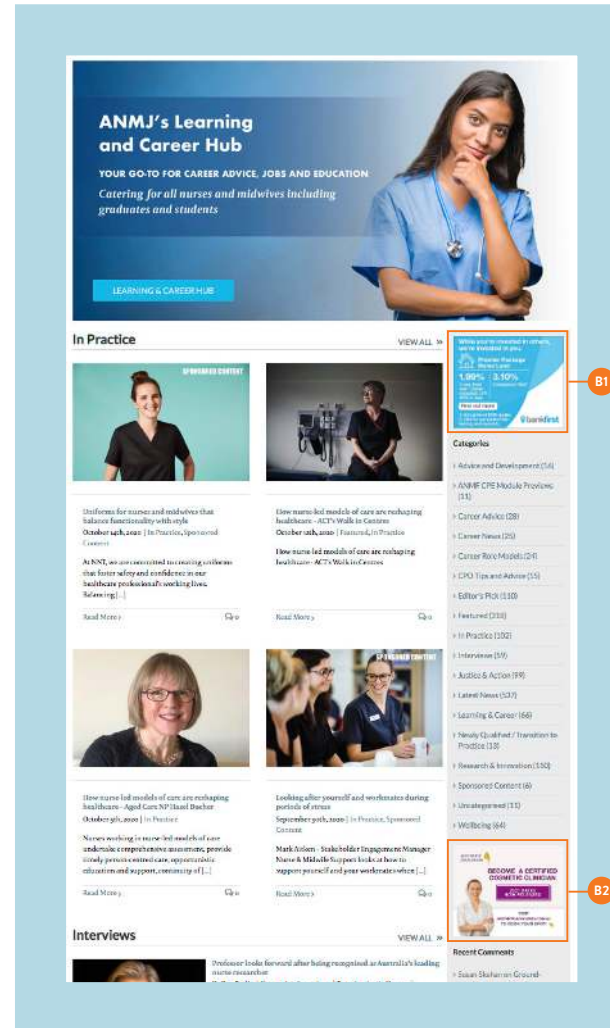
WEBSITE HOMEPAGE

TOP HALF OF WEBSITE



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

LOWER HALF OF WEBSITE



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

WEBSITE RATE CARD

Monthly costs

Homepage

Leader board homepage	\$2,900
M-REC homepage	\$1,250
Sponsored content	\$1,800

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.

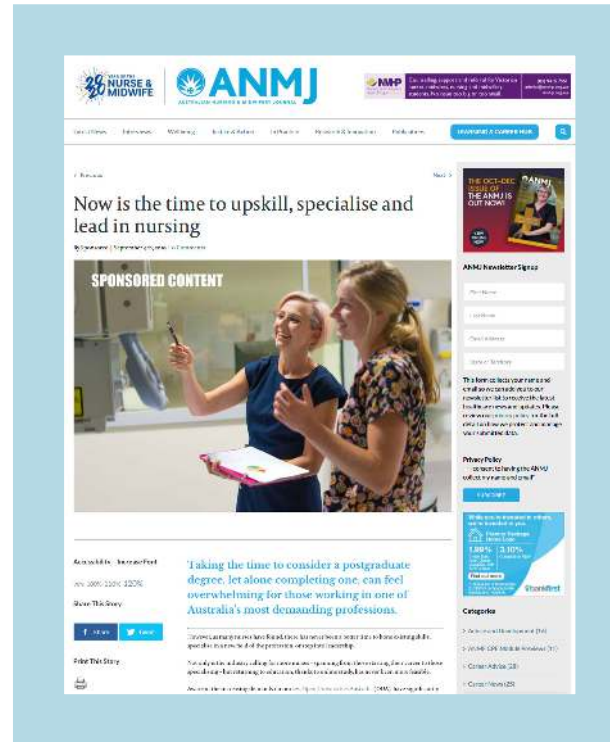
BOOKING DEADLINE:

1 week prior to start date

MATERIAL DEADLINE:

1 week prior to start date

SPONSORED CONTENT



SPONSORED CONTENT 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.

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:
2 weeks prior to start date

MATERIAL DEADLINE:
2 weeks prior to start date

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**.

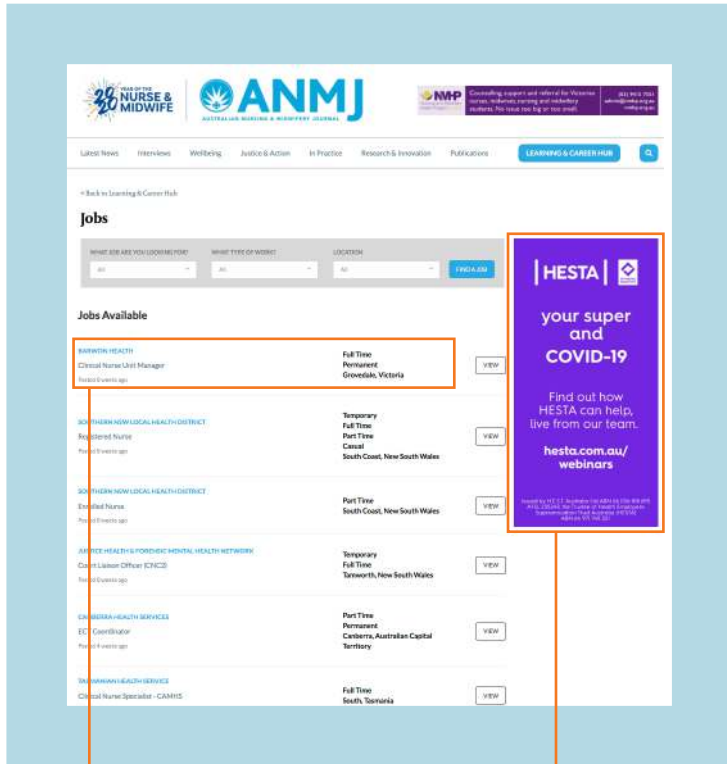
Advertisers are required to supply:

- 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.

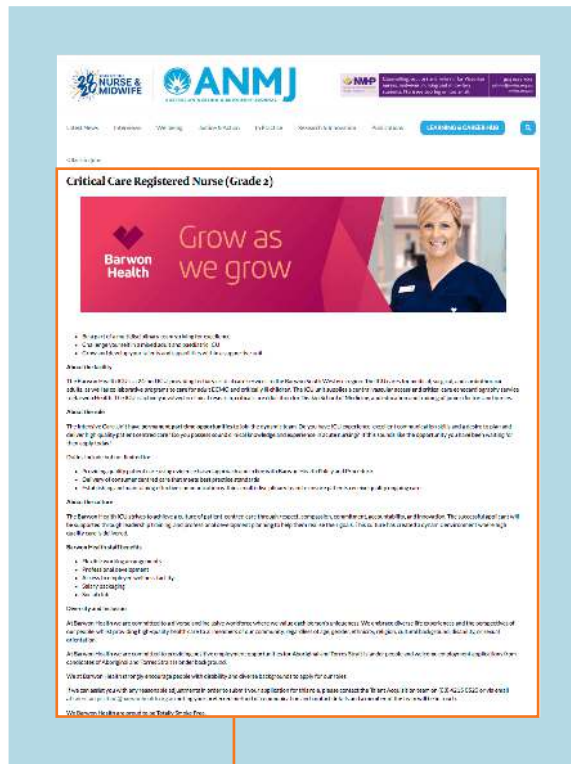
This must be booked to appear during the two weeks the sponsored content is LIVE on the website.

JOB BOARD



C
FULL JOB PREVIEW

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



C
FULL JOB LISTING

JOB BOARD RATE CARD

Monthly costs

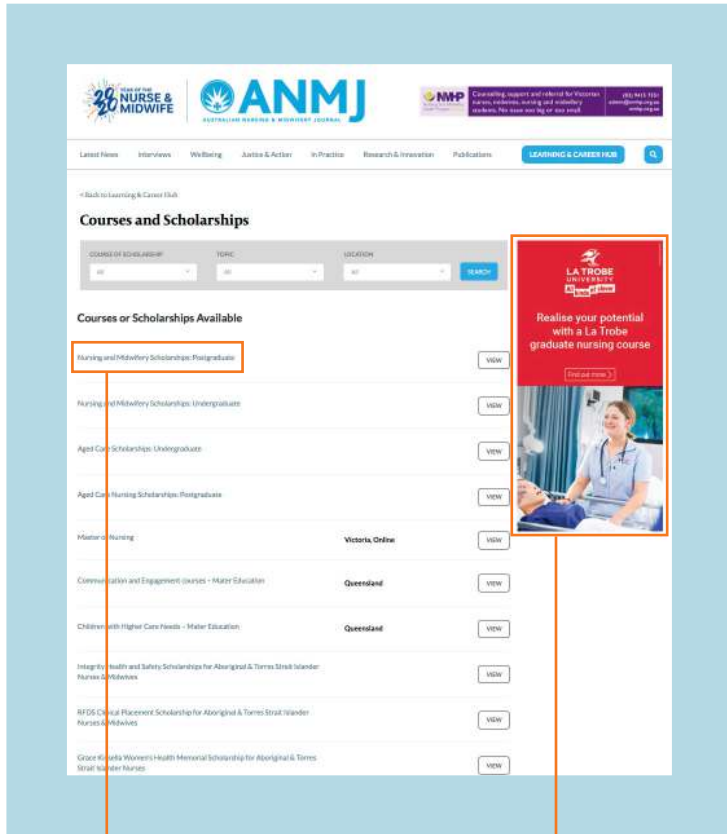
Job listing	\$95
Skyscraper ad – job board only	\$350
Skyscraper ad – job + course board	\$500

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 BOARD



A

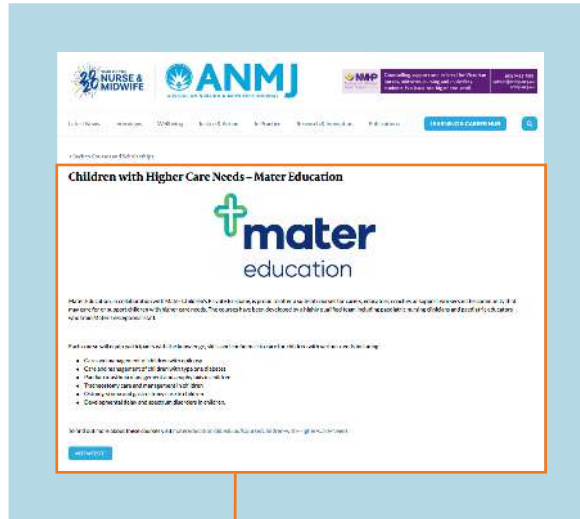
COURSE LISTING PREVIEW



B

SKYSCRAPER AD

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



C

FULL COURSE LISTING

COURSE BOARD RATE CARD

Monthly costs

Course listing	\$95
Skyscraper ad – Course board only	\$350
Skyscraper ad – Job + Course board	\$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.

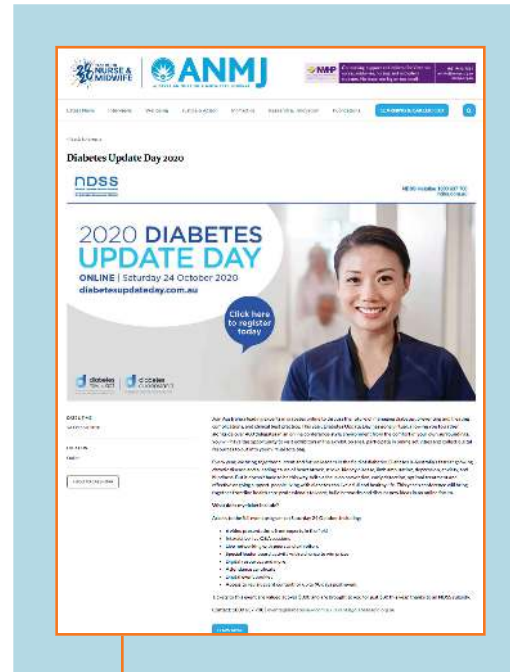
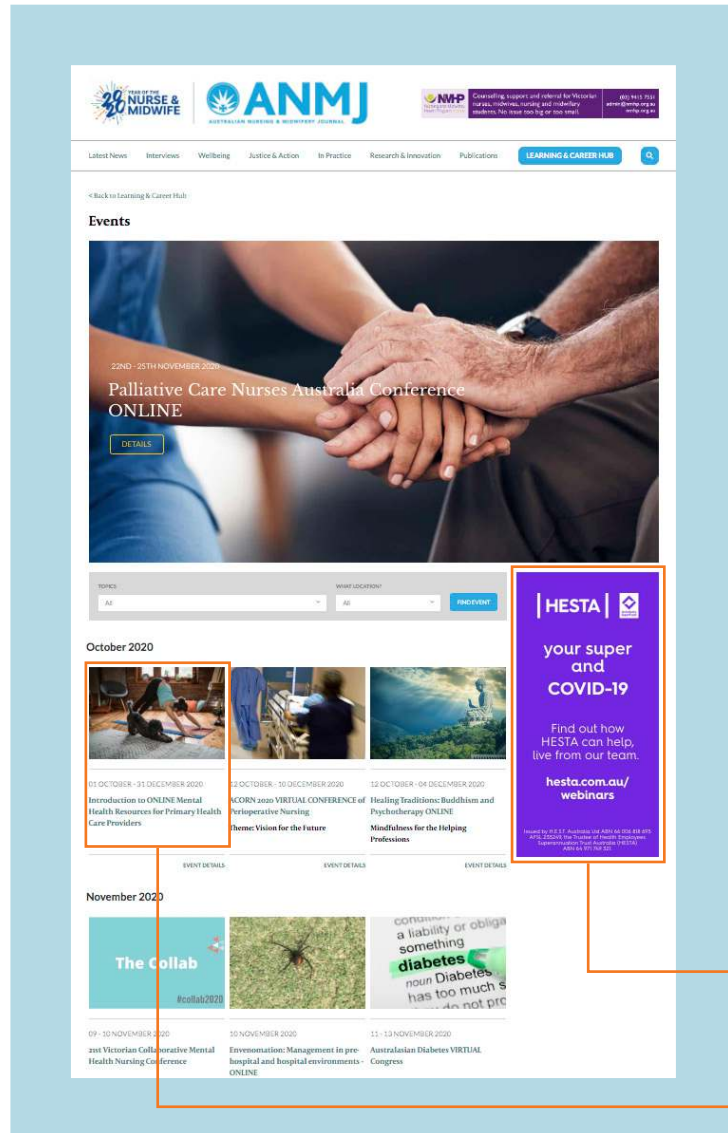
BOOKING DEADLINE:

1 week prior to start date

MATERIAL DEADLINE:

1 week prior to start date

EVENT BOARD



- C FULL EVENT LISTING**
- B SKYSCRAPER ADS**
300 px wide x 600 px high
100 KB (GIF, JPG, PNG)
- A EVENT LISTING PREVIEW**

EVENT BOARD RATE CARD

Monthly costs

Event listing	\$95
Spotlight event	\$150
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

38th YEAR OF THE NURSE & MIDWIFE ANMJ

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

2019-2020
Singapore | Adelaide

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 Organisation (WHO) for people affected by the virus and staff caring for them.

[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 Organisation (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 attacked unconscious by a patient, turned purple and had no pulse before resuscitation to be revived by a doctor has been called by the Australian Nursing and Midwifery Federation (ANMF) for urgent action on doing 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](#)

*Terms & conditions apply

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

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 (Hosior, Scott & Walton 2014).

[Read More](#)

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

DEVELOPING SKILLS & TRANSFORMING HEALTHCARE

4-6 JUNE 2020 ONLINE CONFERENCE FOR NURSES & MIDWIVES

REGISTER NOW!

Job of the week

TAFE GIPPSLAND
Ag 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.

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 DEADLINES

E-NEWSLETTER DEADLINES		
DISTRIBUTION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
6 January	16 December	18 December
20 January	6 January	13 January
3 February	20 January	27 January
17 February	3 February	10 February
3 March	17 February	24 February
17 March	3 March	10 March
31 March	17 March	24 March
14 April	31 March	7 April
28 April	14 April	21 April
12 May	28 April	5 May
26 May	12 May	19 May
9 June	26 May	2 June
23 June	9 June	16 June
7 July	23 June	30 June
21 July	7 July	14 July
4 August	21 July	28 July
18 August	4 August	11 August
1 September	18 August	25 August
15 September	1 September	8 September
29 September	15 September	22 September
13 October	29 September	6 October
27 October	13 October	20 October
10 November	27 October	3 November
24 November	10 November	17 November
8 December	24 November	1 December
22 December	8 December	15 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.