

ANMF's priorities 2021



MEDIA KIT 2022

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 300,000 nurses, midwives and carers nationwide.

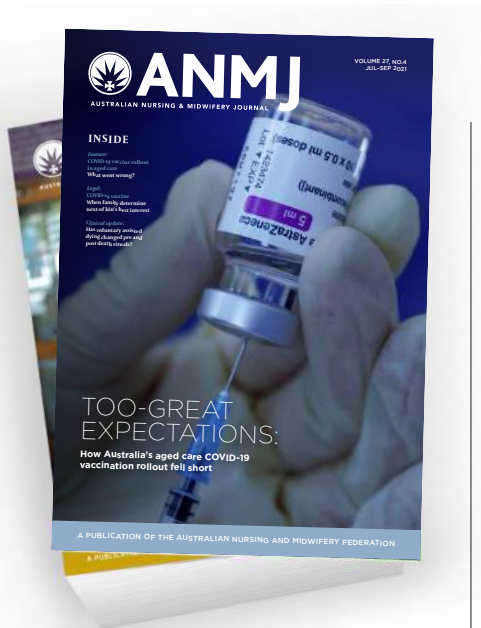
The *ANMJ* now includes multiple digital channels dedicated to the needs of the nursing and midwifery community. Our website is updated weekly and delivers content on practice issues, industry news and information to help fulfil professional goals while achieving a healthy work/life balance.

Included is our comprehensive Learning & Career Hub providing career advice and support on education and professional development.

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

The *ANMJ* 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](https://www.anmj.org.au) or via download at [anmj.org.au](https://www.anmj.org.au)



WEBSITE

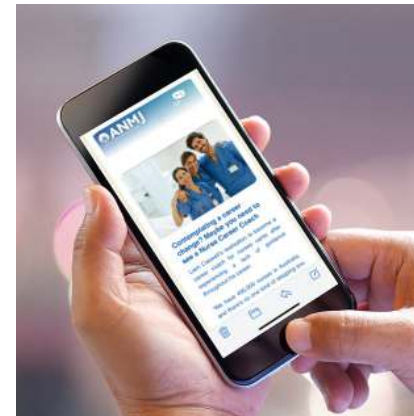
[anmj.org.au](https://www.anmj.org.au)

Updated weekly

STATS*

Page views	564,319
Sessions	158,063
Page/session	3.57

* Source – Google analytics Jul–Sept 2021



E-NEWSLETTER

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

STATS

Database	3,225
Opens	39.8%
Clicks	8.7%

* Source: MailChimp Oct '21



SOCIAL MEDIA



11,576 followers
11,060 likes



1,606 followers

@anmjaustralia

PRINTED JOURNAL RATE CARD



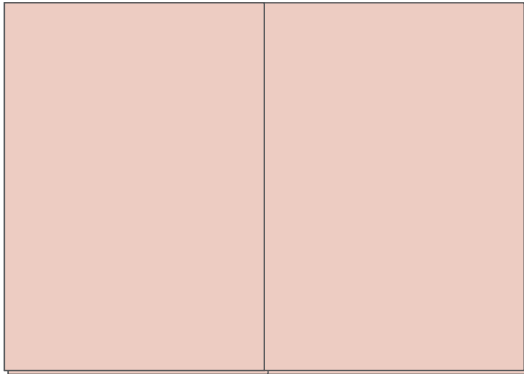
SIZE	CASUAL	2X	4X
Double page spread	\$6,590	\$6,270	\$5,930
Full page	\$3,700	\$3,520	\$3,340
Half page	\$2,130	\$2,030	\$1,920
1/4 page	\$1,215	\$1,154	\$1,100
Inserts	Full Run \$90 per '000 Part Run \$100 per '000		

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 2022	17 Nov 21	26 Nov 21	7 to 15 Jan 2022
Apr-Jun 2022	23 Feb 22	4 Mar 22	1 to 7 Apr 2022
Jul-Sep 2022	25 May 22	3 Jun 22	1 to 7 Jul 2022
Oct-Dec 2022	24 Aug 22	2 Sep 22	1 to 7 Oct 2022
Jan-Mar 2023	16 Nov 22	25 Nov 22	7 to 15 Jan 2023

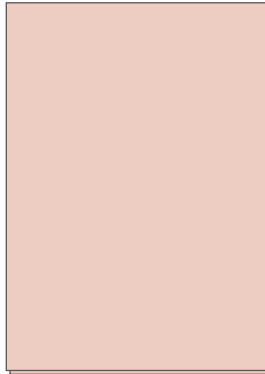
PRINTED JOURNAL MATERIAL SPECS



DOUBLE PAGE SPREAD

420 mm wide x 297 mm high

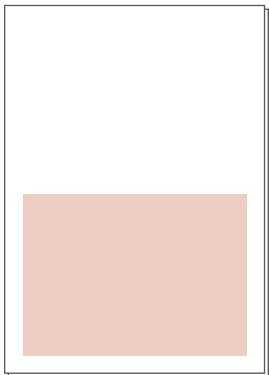
+ 5MM BLEED



FULL PAGE

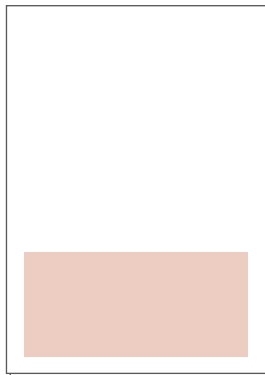
210 mm wide x 297 mm high

+ 5MM BLEED



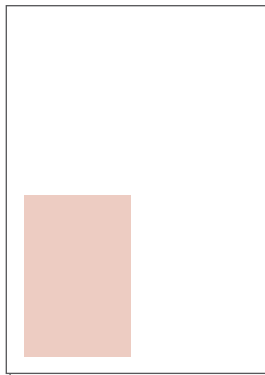
1/2 PAGE

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:

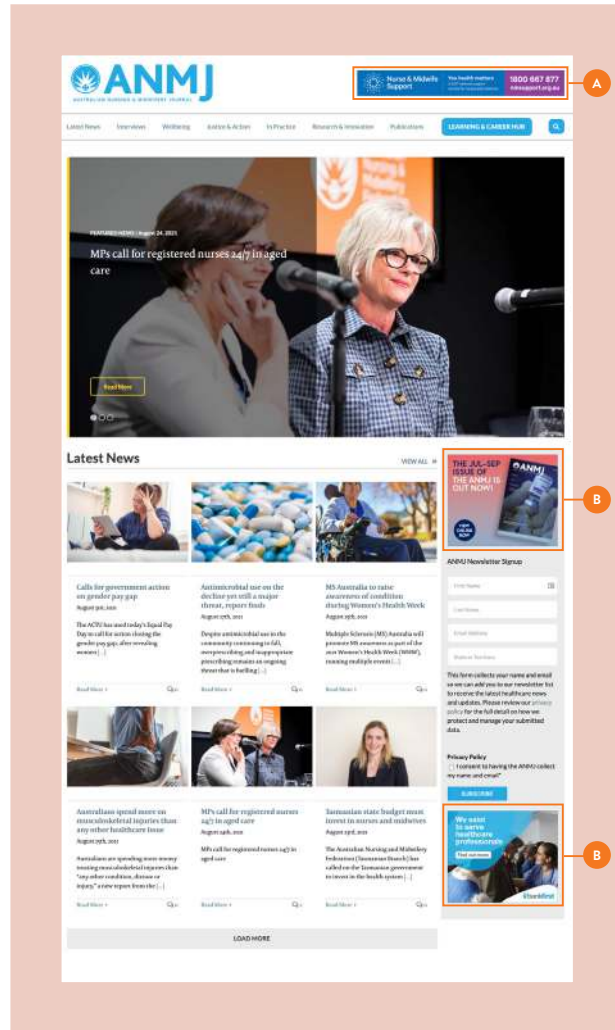
Heidi Hosking

hhosking@anmf.org.au

0499 310 144

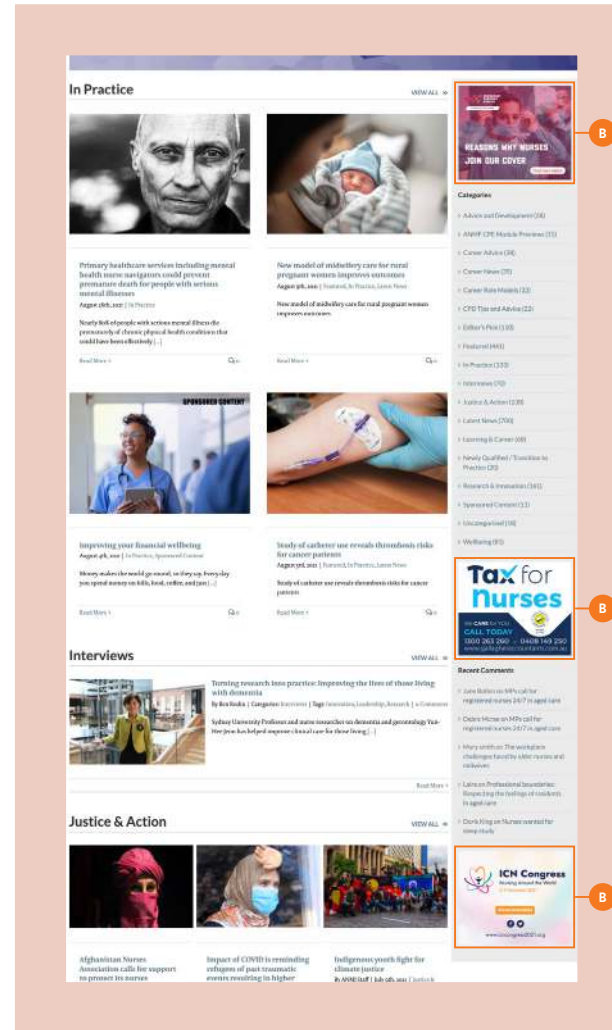
WEBSITE HOMEPAGE

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

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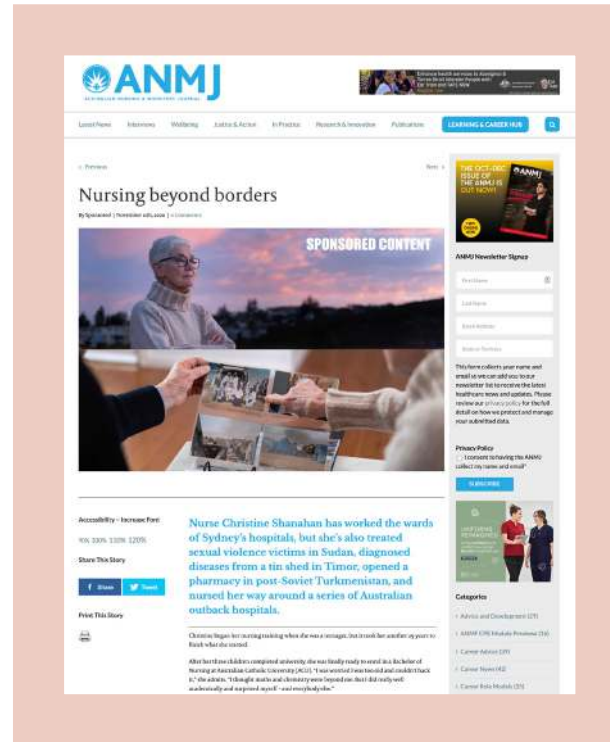
BOOKING DEADLINE:

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 run on the home page for a fortnight, under the section the editor feels is most relevant and then moved to a category page (i.e. In-Practice, Learning & Career, Wellbeing etc...) where it remains LIVE for 2-months.

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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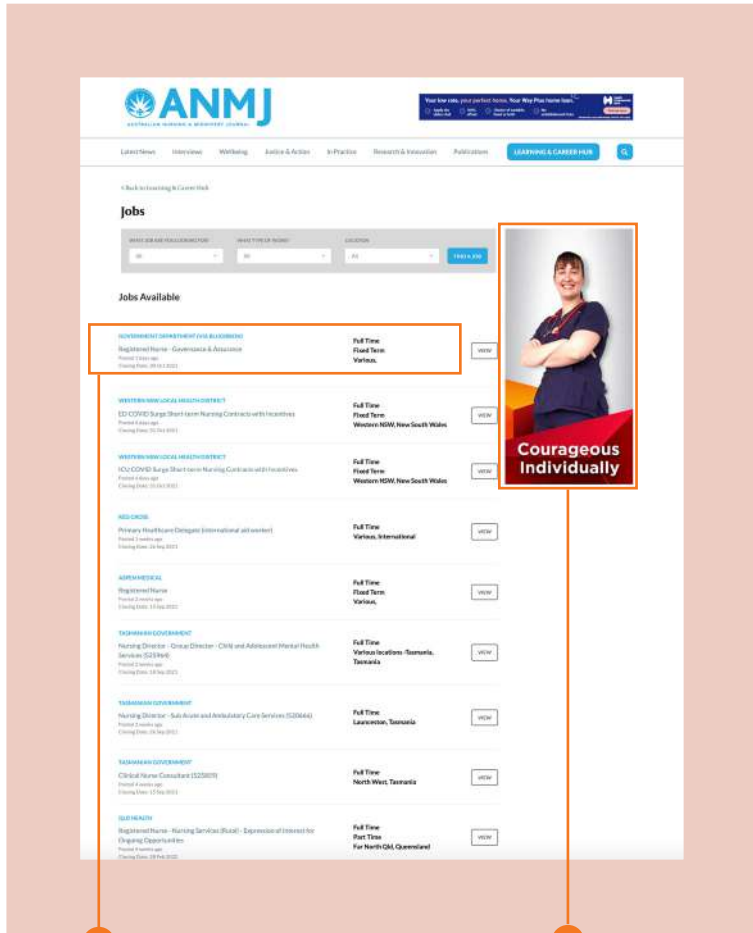
BOOKING DEADLINE:

2 weeks prior to start date

MATERIAL DEADLINE:

2 weeks prior to start date

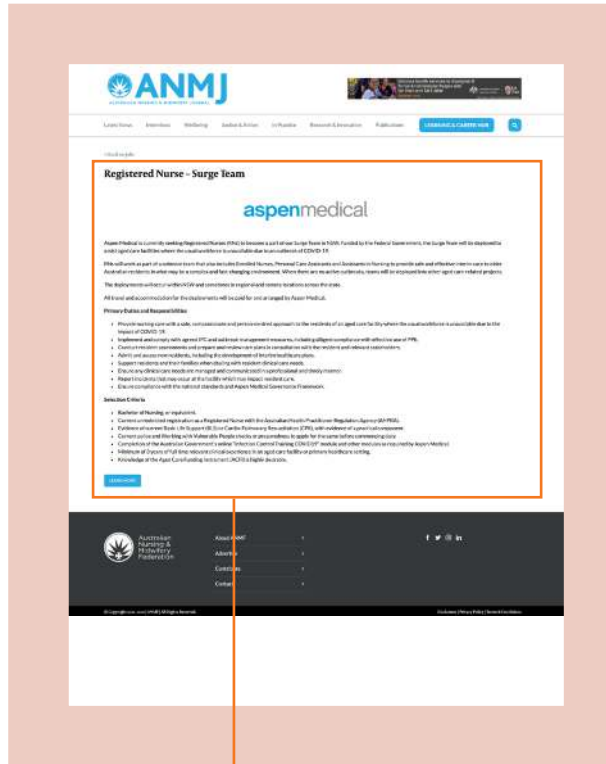
JOB BOARD



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

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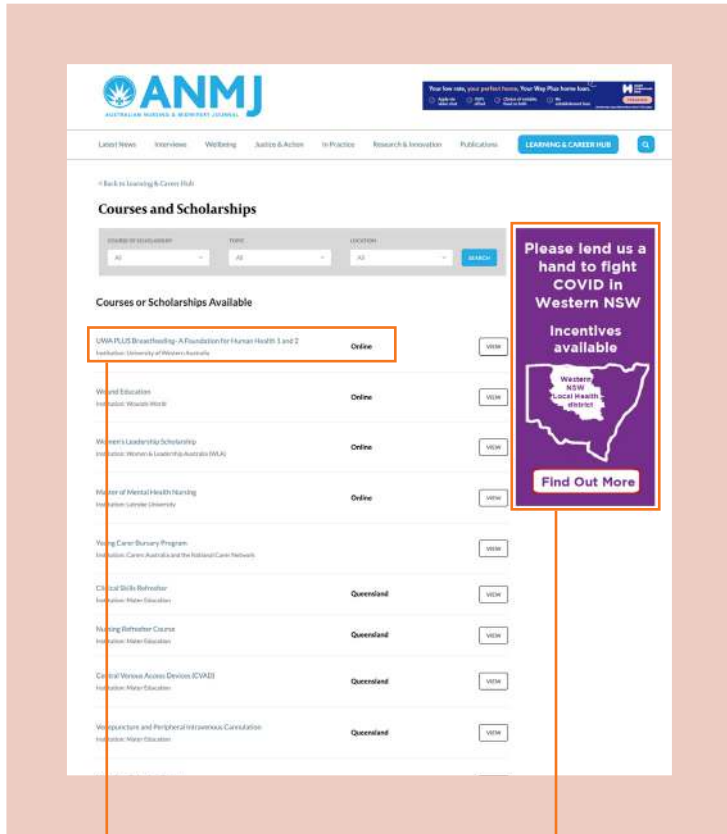
BOOKING DEADLINE:

1 week prior to start date

MATERIAL DEADLINE:

1 week prior to start date

COURSE BOARD



A

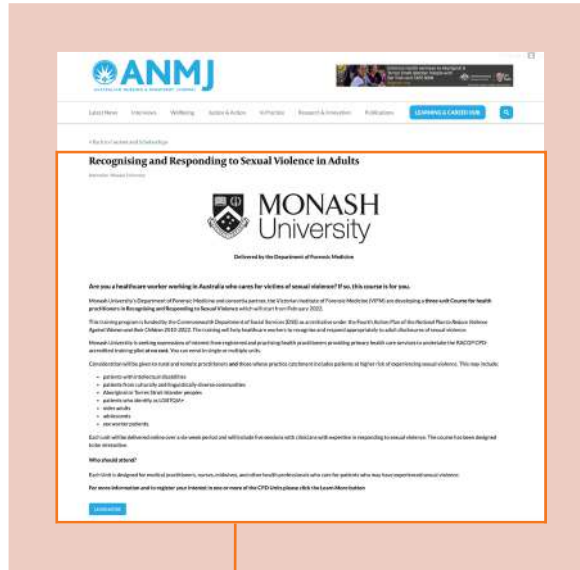
COURSE LISTING PREVIEW



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
Skycraper ad – Course board only	\$350
Skycraper ad – Job + Course board	\$500

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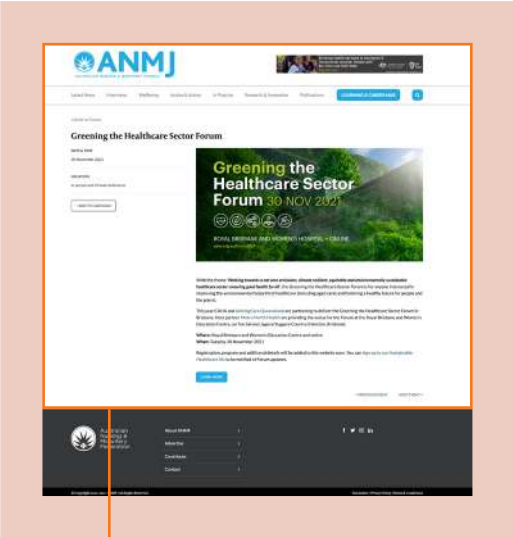
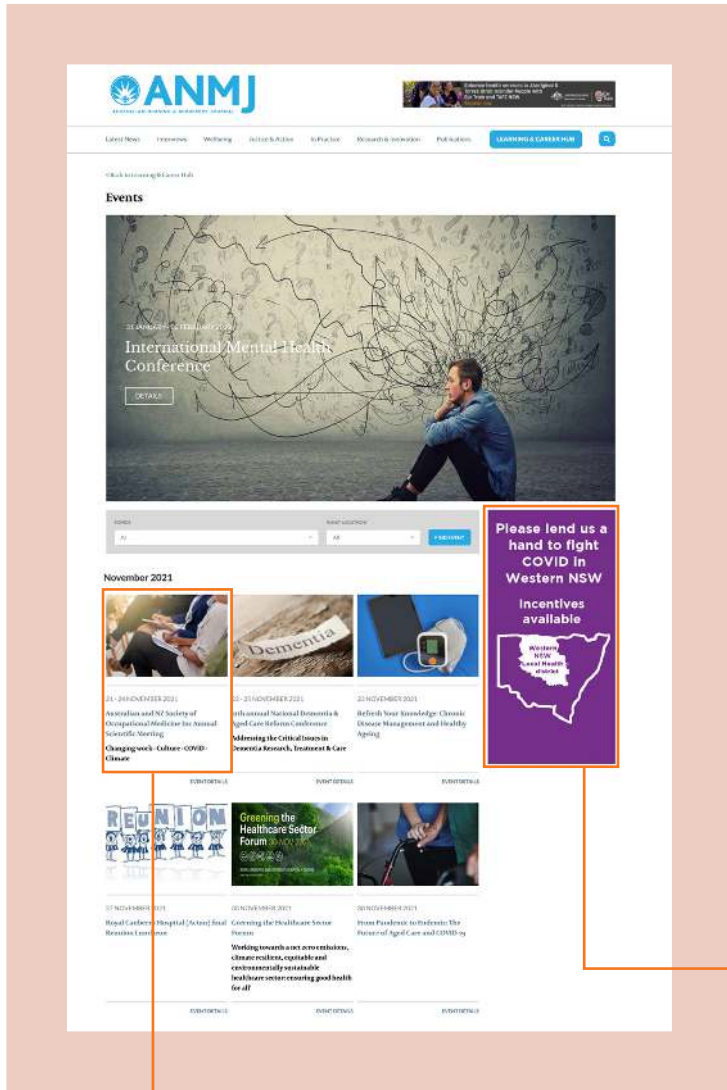
BOOKING DEADLINE:

1 week prior to start date

MATERIAL DEADLINE:

1 week prior to start date

EVENT BOARD



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

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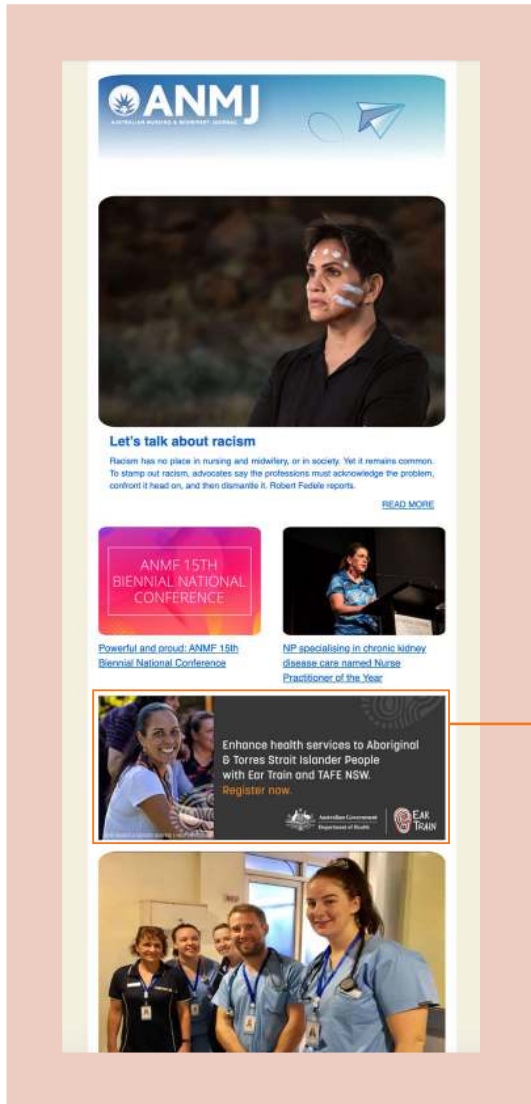
BOOKING DEADLINE:

1 week prior to start date

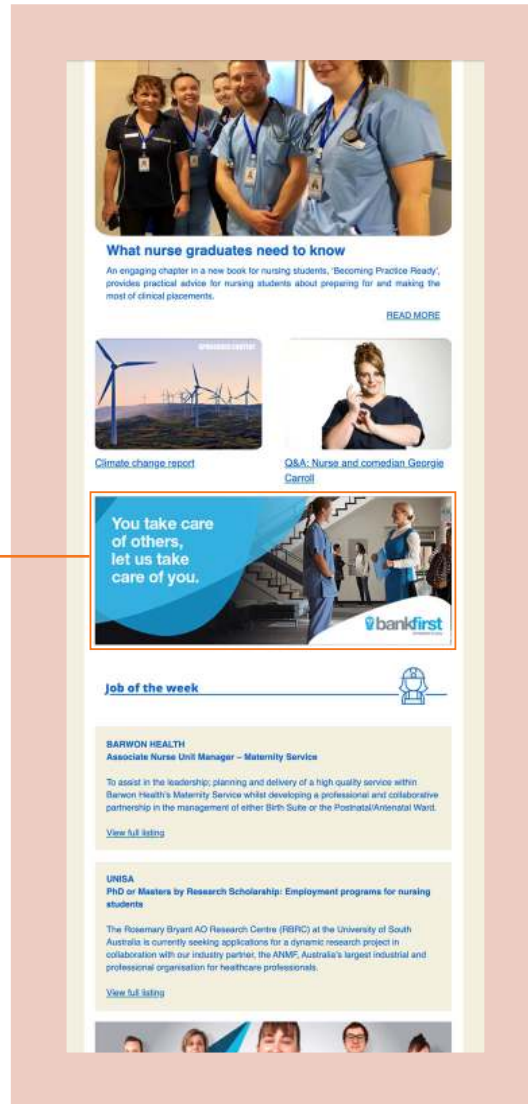
MATERIAL DEADLINE:

1 week prior to start date

FORTNIGHTLY E-NEWSLETTER



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



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

2022 E-NEWSLETTER DEADLINES

DISTRIBUTION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
5 January 2022	15 December 2021	22 December 2021
19 January 2022	5 January 2022	12 January 2022
2 February 2022	19 January 2022	26 January 2022
16 February 2022	2 February 2022	9 February 2022
2 March 2022	16 February 2022	23 February 2022
16 March 2022	2 March 2022	9 March 2022
30 March 2022	16 March 2022	23 March 2022
13 April 2022	30 March 2022	6 April 2022
27 April 2022	13 April 2022	20 April 2022
11 May 2022	27 April 2022	4 May 2022
25 May 2022	11 May 2022	18 May 2022
8 June 2022	25 May 2022	1 June 2022
22 June 2022	8 June 2022	15 June 2022
6 July 2022	22 June 2022	29 June 2022
20 July 2022	6 July 2022	13 July 2022
3 August 2022	20 July 2022	27 August 2022
17 August 2022	3 August 2022	10 August 2022
31 August 2022	17 August 2022	24 August 2022
14 September 2022	31 August 2022	7 September 2022
28 September 2022	14 September 2022	21 September 2022
12 October 2022	28 September 2022	5 October 2022
26 October 2022	12 October 2022	19 October 2022
9 November 2022	26 October 2022	2 November 2022
23 November 2022	9 November 2022	16 November 2022
7 December 2022	23 November 2022	30 November 2022
21 December 2022	7 December 2022	14 December 2022

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.