



Media Kit 2024





The Australian Nursing and Midwifery Journal (ANMJ) is Australia's leading publication for nurses, midwives, students, graduates, and carers. Combined with its multiple digital channels, the ANMJ is dedicated to the needs of the nursing and midwifery community delivering content on practice issues, industry news and information to help fulfil professional goals while achieving a healthy work/life balance.

Our platforms include a printed quarterly journal, website, e-Newsletter and social media.

PRINTED JOURNAL

Published in Jan, Apr, Jul & Oct

Distribution VIC, SA, TAS and NT via Australia Post. Available online at issuu.com and via ANMJ and ANMF website

Print run	Total issuu impressions	Core audience
120,000	45,107	ANMF members

Source: issuu Jun-Nov 2023

WEBSITE

anmj.org.au
Updated weekly

Monthly page views	Monthly users	Page per session	Core audience
53,896	24,517	1.22	Women aged 18-34

Source: Google Analytics Nov 2023

E:NEWSLETTER

Distributed fortnightly

Database	Avg open rate	Avg click rate	Core audience
3,489	41.0%	6.0%	Women aged 35-54

Source: Mailchimp

SOCIAL MEDIA

@anmjaustralia
Updated daily

Facebook followers	Avg monthly reach	Core audience
3,489	41.0%	Women aged 35-54

Source: Meta

X followers	Avg monthly impressions	Avg monthly profile visits
2.1K	9,500	5.1K

Source: X



ANMJ is Australia's leading publication for nurses, midwives, students, graduates, and carers. Advertising costs and important dates for the journal are listed here.

ADVERTISING COSTS

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		
Sponsored stand-alone publications			POA

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.

IMPORTANT DATES

Issue	Booking	Material	Distribution
Apr-Jun	21 Feb	8 Mar	1-7 Apr
Jul-Sep	22 May	7 Jun	1-7 Jul
Oct-Dec	21 Aug	6 Sep	1-7 Oct
Jan-Mar 2025	20 Nov	29 Nov	1-10 Jan 2025



MONTHLY COSTS

HB	Header Banner	\$2,200
LB	Leaderboard	\$1,500
MR	M-REC	\$1,250
SC	Sponsored content	\$1,800

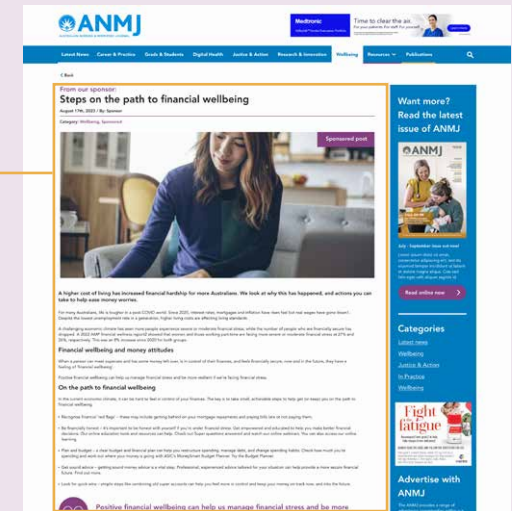
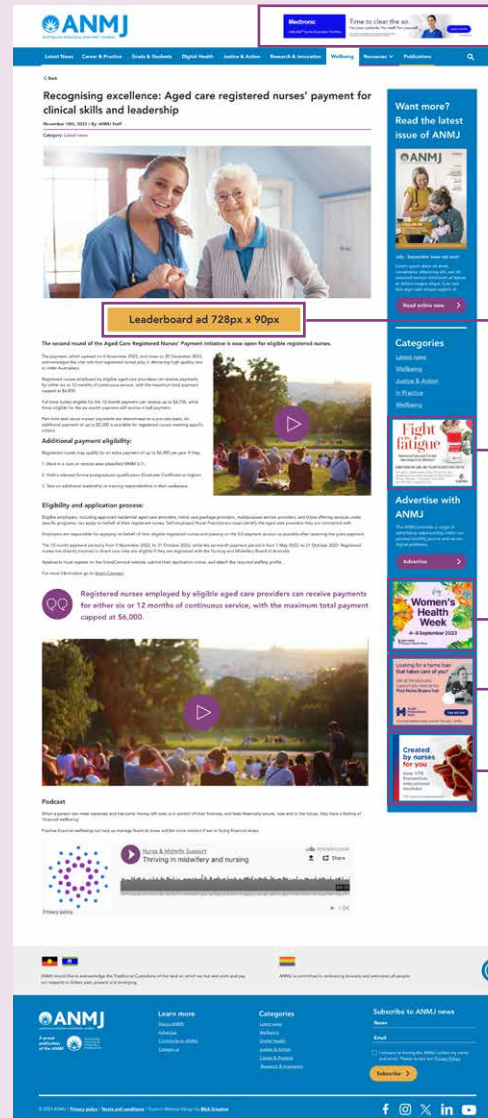
Booking and material deadline

1 week prior to start date

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.

CLIENTS NEED TO SUPPLY:

- Headline
- Copy (approx 800 words)
- High-res Jpg image (1348px x 899px, no text on image is permitted)
- Pull-out quote
- References (if applicable)



Sponsored Posts are available to advertisers on a limited basis and are subject to editorial approval. They run on the home page for a fortnight, and then moved to the most relevant category page (i.e. Career and Practice, Research, Wellbeing etc.) where it remains LIVE for 2-months. In addition, to the sponsored post appearing on the website, the post appears in the ANMJ e-Newsletter for further exposure and reach.

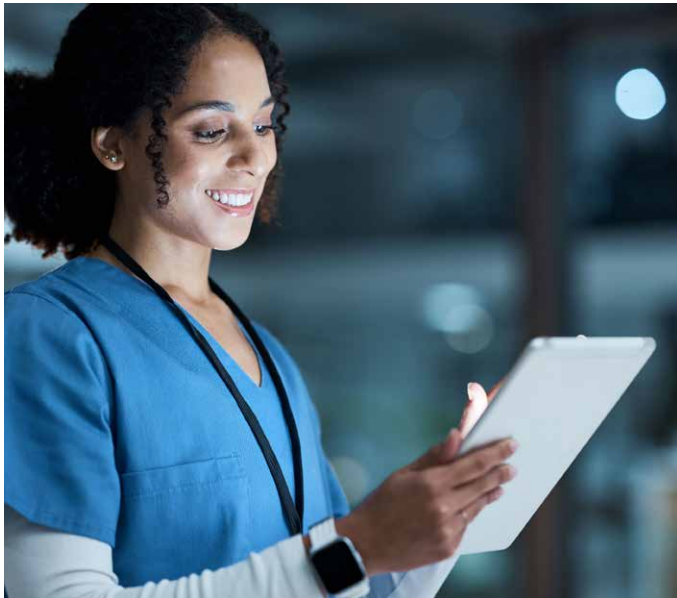
E-NEWSLETTER RATE CARD

NB Newsletter banner ad **\$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 and material deadline

1 week prior to start date




[View this email in your browser](#)




ANMJ
AUSTRALIAN NURSING & MIDWIFERY JOURNAL
The voice of nursing and midwifery in Australia

Can nurses get a good night's sleep?



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor est vel odio commodo, id cursus libero congue. Maecenas bibendum laoreet risus eu sollicitudin. Praesent ac risus ante. Integer ut dapibus augue. Duis sed vehicula dui. Nulla neque est, accumsan id iaculis at, gravida sit amet arcu. Cras id dolor sit amet purus convallis fringilla. Sed a luctus quam, id blandit mauris.

[Read more](#)



Created by nurses for you
New VTE Prevention educational modules
VTE: venous thromboembolism



ANMJ
The voice of nursing and midwifery in Australia

Can nurses get a good night's sleep?

Created by nurses for you

Latest stories

ACT government introduces Veterinary Assistant Training Bill

Meet the 100 Midwives of the Year

Research investigates why research doesn't help

Read more stories on the ANMJ website

ANMJ 2025 pre-quiz Promotion **COMING SOON**

Featured categories

Digital Health | Grants & Students | Research & Innovation

Read more | Read more | Read more

\$500

Latest issue of ANMJ

OCT DEC ISSUE OUT NOW

ANMJ

Read more

ANMJ

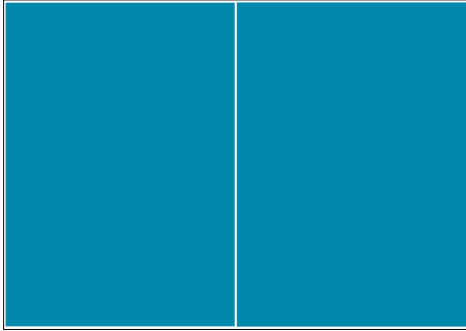
Facebook | Twitter | LinkedIn

NB

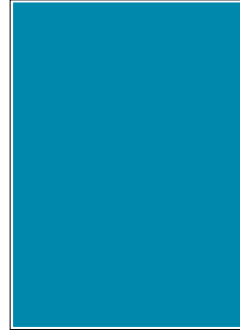
NB

NB

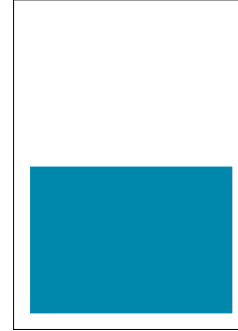
PRINTED JOURNAL



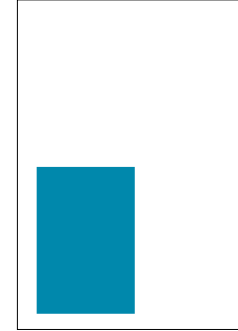
Double page spread
420 wide x 297 high
+ 5mm bleed around



Full page
210 wide x 297 high
+ 5mm bleed around



1/2 page
180 wide x 130 high

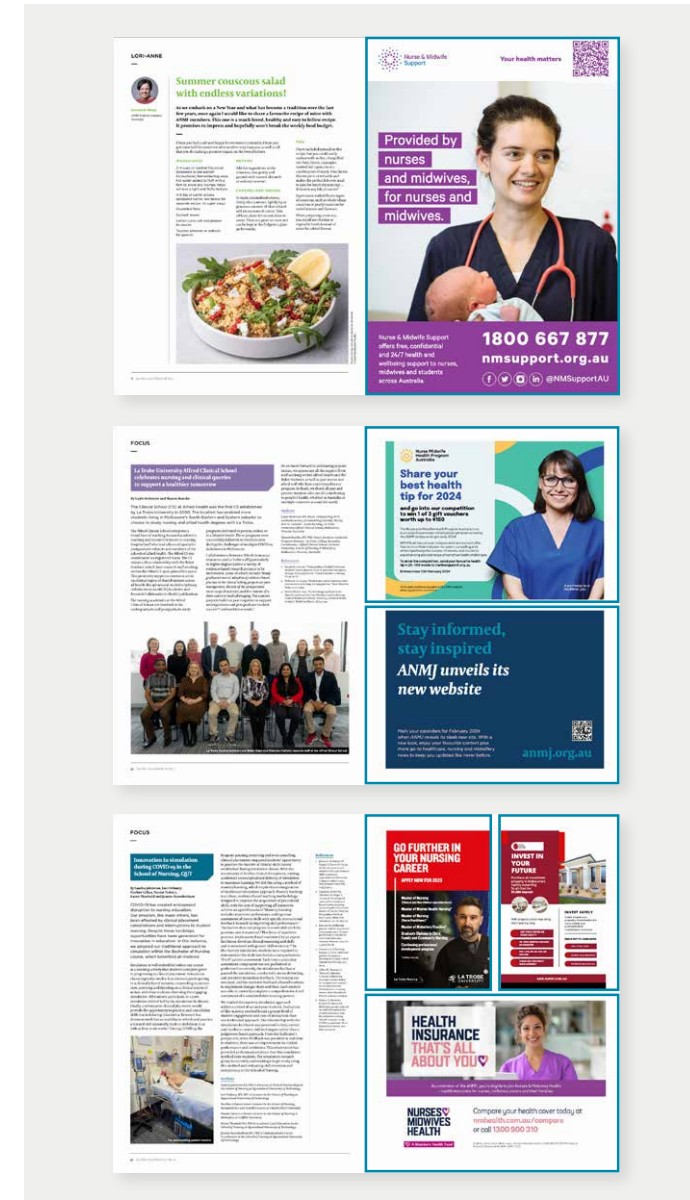


1/4 page
86 wide x 130 high

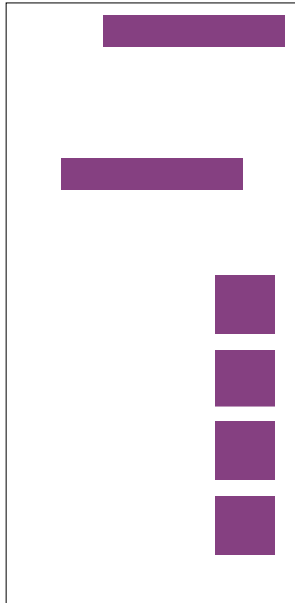
PRINTED JOURNAL FINAL CHECKLIST

- check ad for correct dimensions
- it is recommended that type less than 10pt should be 100% black and also set to overprint
- ensure that no spot colours have been used, and all colours have been converted to CMYK, including from Illustrator
- fonts must be embedded into PDFs
- material must be supplied as high-res press-ready PDFs with 300 dpi at actual size

For advertising bookings or further information: Chris Masters / cmasters@anmf.org.au / 0428 052 138



WEBSITE

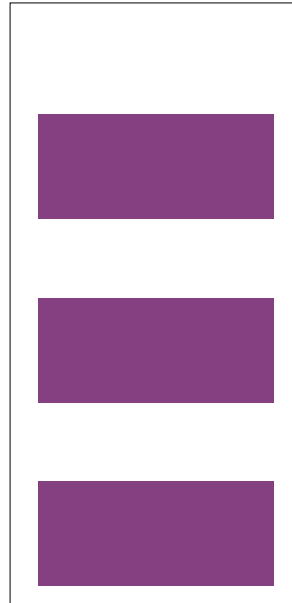


HB Header banner
728px wide
x 90px high

LB Leaderboard
728px wide
x 90px high

MR M-REC
300px wide
x 250px high

E-NEWSLETTER

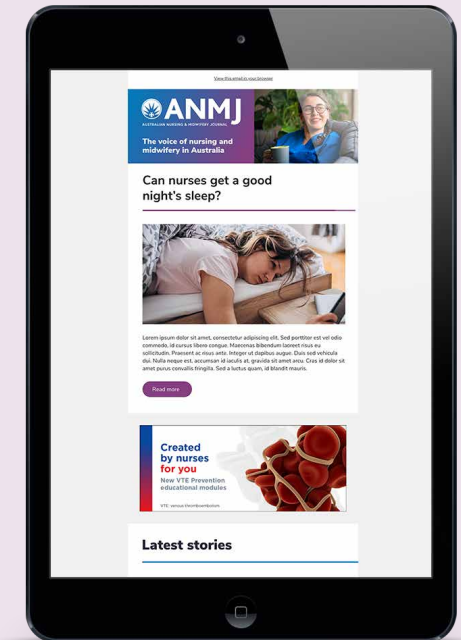


NB Newsletter banner
600px wide
x 250px high

ONLINE MATERIAL FINAL CHECKLIST

- check files for correct dimensions
- files must be no larger than 100 KB and be supplied as either GIF, JPG or PNG

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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 publisher's 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. 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.
10. 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.
11. 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.
12. 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.
13. 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.