



# Media Kit 2025





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](http://issuu.com) and via ANMJ and ANMF website

Print run  
**120,000**

Total issuu impressions  
**45,107**

Core audience  
**ANMF members**

Source: issuu Jun-Nov 2023



## WEBSITE

[anmj.org.au](http://anmj.org.au)  
Updated weekly

Monthly page views  
**53,896**

Monthly users  
**24,517**

Page per session  
**1.22**

Core audience  
**Women aged 18-34**

Source: Google Analytics Nov 2023



## E:NEWSLETTER

Distributed  
fortnightly

Database  
**3,489**

Avg open rate  
**41.0%**

Avg click rate  
**6.0%**

Core audience  
**Women aged 35-54**

Source: Mailchimp



## SOCIAL MEDIA

@anmjaustralia  
Updated daily

Facebook followers  
**3,489**

Avg monthly reach  
**41.0%**

Core audience  
**Women aged 35-54**

Source: Meta

X followers  
**2.1K**

Avg monthly impressions  
**9,500**

Avg monthly profile visits  
**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	<b>\$7,910</b>	<b>\$7,530</b>	<b>\$7,120</b>
Full page	<b>\$4,440</b>	<b>\$4,230</b>	<b>\$4,010</b>
Half page	<b>\$2,560</b>	<b>\$2,440</b>	<b>\$2,310</b>
1/4 page	<b>\$1,460</b>	<b>\$1,390</b>	<b>\$1,320</b>
Inserts	<b>Full Run \$110 per '000</b> <b>Part Run \$120 per '000</b>		
Sponsored stand-alone publications	<b>POA</b>		

The listed rates are in Australian Dollars (AUD) and are exclusive of GST.  
**ANMJ does not account for agency fees. This is between the agency and client.**  
 GST is calculated at 10% and will be added to the advertising rates at time of invoicing.

## IMPORTANT DATES

Issue	Booking	Material	Distribution
<b>Apr-Jun</b>	21 Feb	7 Mar	1-7 Apr
<b>Jul-Sep</b>	23 May	6 Jun	1-7 Jun
<b>Oct-Dec</b>	22 Aug	5 Sep	1-7 Oct
<b>Jan-Mar 2026</b>	21 Nov	28 Nov	1-10 Jan 2026





## MONTHLY COSTS

<b>HB</b>	Header Banner .....	<b>\$2,420</b>
<b>LB</b>	Leaderboard .....	<b>\$1,650</b>
<b>MR</b>	M-REC .....	<b>\$1,380</b>
<b>SC</b>	Sponsored content .....	<b>\$1,980</b>

## Booking and material deadline

**1 week prior to start date**

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**HB**

**SC**

**LB**

**MR**



**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.

## CLIENTS NEED TO SUPPLY:

- ☐ Headline
- ☐ Copy (approx 800 words)
- ☐ High-res Jpg image  
(1050px x 500px, no text on image is permitted)
- ☐ Pull-out quote
- ☐ References (if applicable)



## E-NEWSLETTER RATE CARD

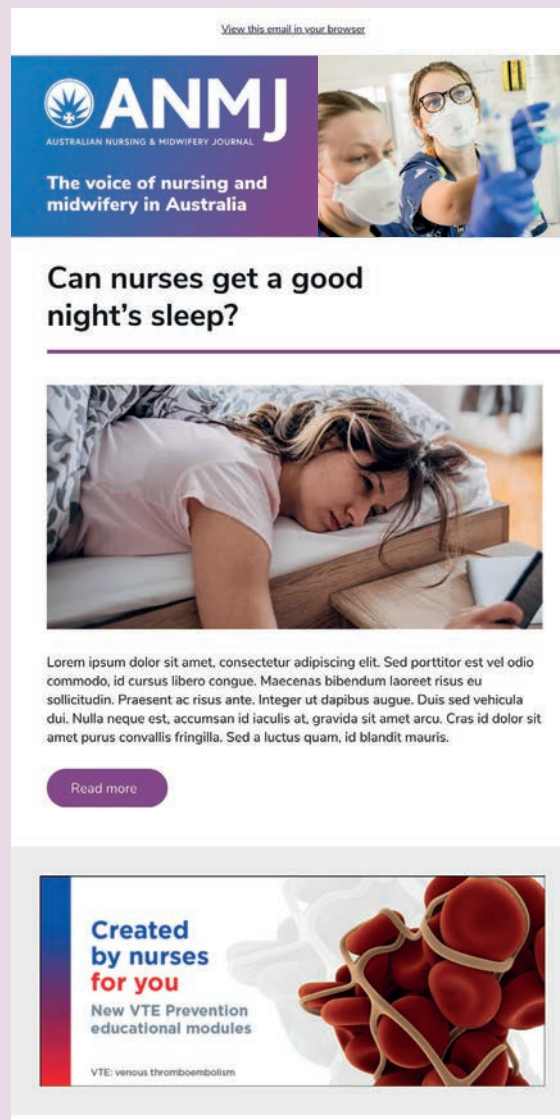
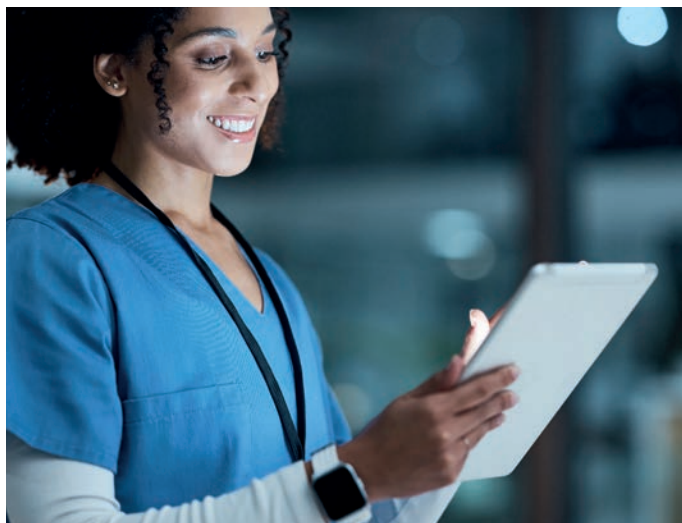
**NB** Newsletter banner ad ..... **\$550**

**SC** Sponsored content ..... **\$1,500**

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### Booking and material deadline

**1 week prior to start date**

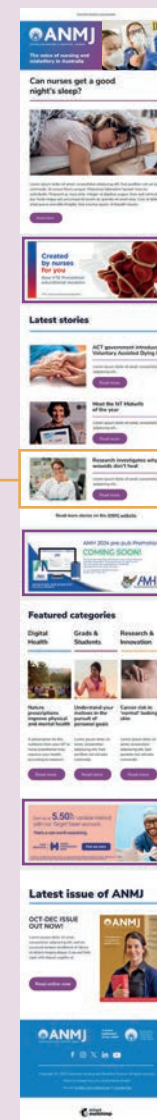


SC

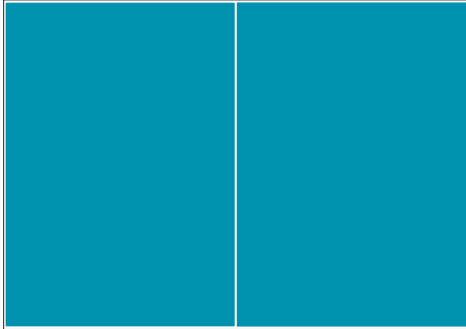
NB

NB

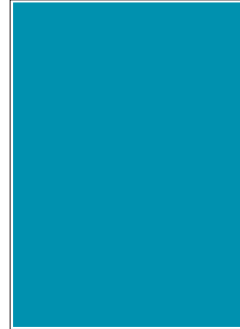
NB



## PRINTED JOURNAL



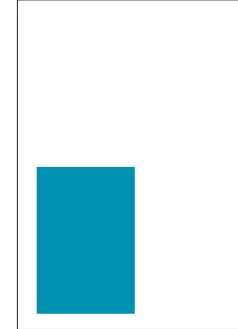
Double page spread  
420 wide x 297 high  
+ 5mm bleed around



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



1/2 page  
180 wide x 130 high

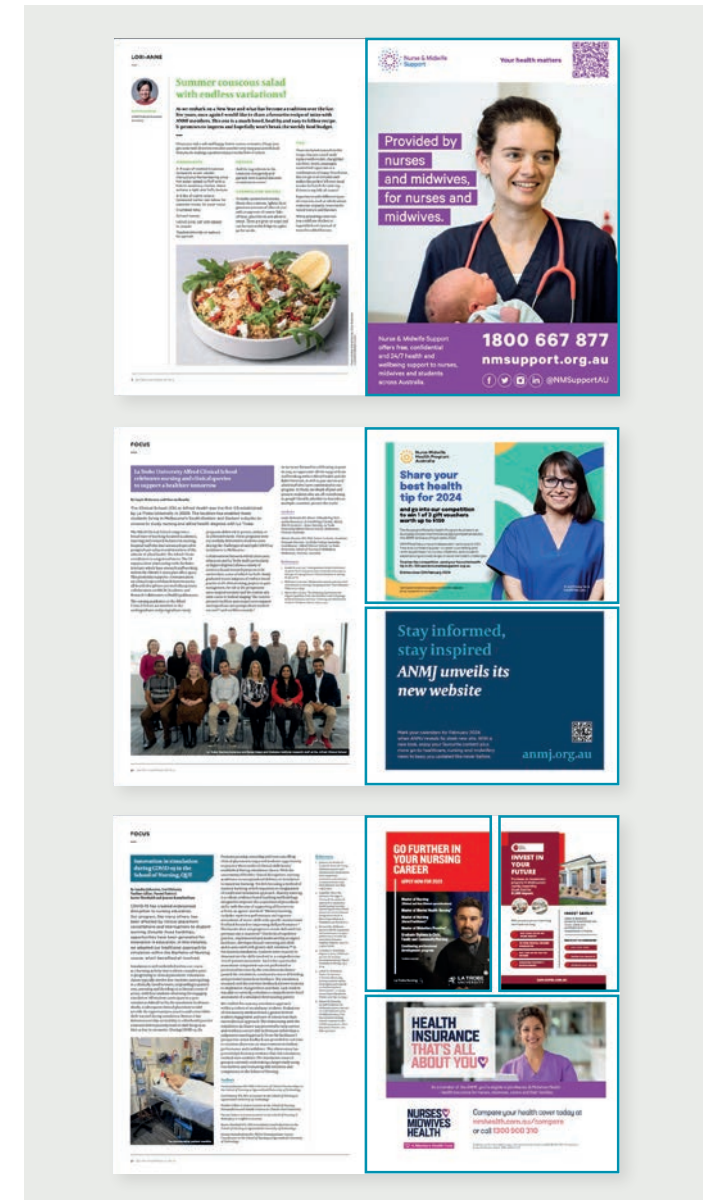


1/4 page  
86 wide x 130 high

## 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](mailto:cmasters@anmf.org.au) / 0428 052 138



## WEBSITE

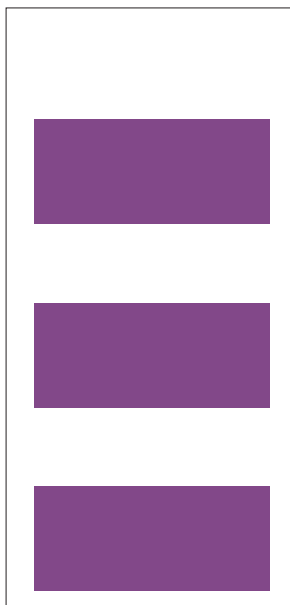


**HB** Header banner  
728px wide  
x 90px high

**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 regarding 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 by for 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 with 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. Payment terms are strictly net 30 days from the date of invoice.
13. ANMJ does not account for agency fees. This is between the agency and client.
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.