

NZMA publications
RATE CARD
January 2017

Advertising enquiries and material to:
www.medconnect.co.nz

Lorraine Nicholson

Level 4, Exchange Place
5 Willeston Street
Wellington 6011
E:lorraine@medconnect.co.nz

The New Zealand Medical Association (NZMA) is the largest medical organisation in New Zealand. Our members come from all disciplines within the medical profession, and include specialists, general practitioners, doctors in training and medical students. The NZMA provides leadership of the medical profession, and promotes:

- professional unity and values, and
- the health of all New Zealanders.

The NZMA is a strong advocate on medico-political issues, with a strategic programme of advocacy with politicians and officials at the highest levels and a very high public and media profile.

Medicine has become highly specialised, and the major strength of the NZMA is that it represents all sectors of the medical profession. The NZMA has been a major force for the medical profession in New Zealand for over 100 years. We are known, trusted and respected. Advertisers can target their message in any (or all) of our publications, secure in the knowledge that they are using a medium which has high credibility.

The *New Zealand Medical Journal* and the *NZMJ Digest* are published by the NZMA and managed by our wholly owned subsidiary company NZMA Services Ltd.



Lesley Clarke, CEO
New Zealand Medical Association



Who are NZMA members?

The NZMA is a member-based organisation, representing the interests of the medical profession in New Zealand. Membership is voluntary and extremely diverse, covering specialists, general practitioners, doctors in training, medical students and retired doctors. Specialists include those working in private practice and in the public sector. Private specialists earn some of the highest incomes in New Zealand. Incomes for District Health Board specialists range from \$115,000 to \$300,000+ per annum. The incomes of doctors-in-training range from around \$70,000 to \$120,000. GP incomes are

variable, as most run their own business, but their incomes can range from around \$80,000 to well into six figures. Medical students, of course, have a much lower income, but have the potential to earn high incomes when they have completed their training. As a sector with a high disposable income, doctors have many interests — including travel, cars, wine, holidays, clothing, and IT ‘gadgets’ to name but some. All medical practitioners need to keep up to date with scientific and medical knowledge, and the latest research, which is why it is ideal to market your products or services in NZMA publications.

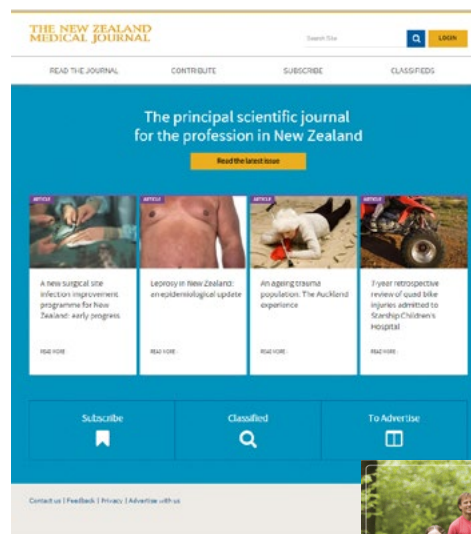
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New Zealand Medical Association ABOUT OUR PUBLICATIONS



RECRUITMENT/CLASSIFIEDS ADVERTISING

\$250
 + GST

One advertising rate (colour or black and white): \$250 + GST
 Advertisements will be placed for one month and can be placed at any time, or can coincide with an issue of the online *NZMJ* (schedules available on request). Recruitment advertisements may list a number of specific positions in one advertisement.

Acceptable formats: Word documents, text files and JPEG/GIF graphics. Advertising agency commission applicable. Material required two days before publication.

New Zealand Medical Journal

The online *NZMJ* is New Zealand's leading scientific journal for medical practitioners. Established in 1887, the *NZMJ* is published 20 times a year and has been online since mid-2002.

The *NZMJ* is available at: www.nzma.org.nz/journal.

The *NZMJ* is attracting record numbers of contributions from authors on a wide range of interesting and relevant topics, and is widely quoted in the media. The *NZMJ* carries banner and classified advertising, and is a premier source of medical recruitment advertisements in New Zealand. In a typical month, the *NZMJ* website will receive more than 40,000 unique visits.

NZMJ banners and sidebar ads currently have approximately 30,000 impressions per week. Up to two sidebar ads can be displayed at a time, and no more than four different banners are on the site concurrently.

- Banners and sidebar ads are present on all *NZMJ* pages, and can be placed at any time.
- Advertising agency commission applicable.
- All prices quoted are \$NZ exclusive of GST, however GST is not applicable to advertising placed and billed overseas.

Special package—*NZMJ* Digest and *NZMJ*

Book a half-page advertisement in the *NZMJ* Digest and the same advertisement will appear free in the recruitment or classifieds section of the *NZMJ*. Book a full page, and it will be carried for in the *NZMJ* two months at no extra charge, with the ability to change copy each month. The combination of the *NZMJ* Digest and the *NZMJ* creates the best opportunity for a satisfactory outcome.

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New Zealand Medical Association

ABOUT OUR PUBLICATIONS

NZMJ Digest

NZMJ Digest is a printable digital publication that includes must-read news and information from the NZMA and the wider health sector, keeping doctors informed about medical politics and health sector policy changes.

The *NZMJ Digest* also contains a selection of material from the *NZMJ*—New Zealand's premier scientific journal for the medical community.

NZMJ Digest is published ten times a year.



Circulation	5000+
Distribution	It has a distribution of around 5400, comprising about 5000 NZMA members (who include GPs, specialists, doctors-in-training and medical students), plus a large number of other health sector players.
Formats	Material may be supplied in JPEG, PDF or EPS formats.
Advertising bookings/material	Bookings are required one week from publication date and material is required two days from publication date.

New Zealand Medical Association ADVERTISING RATES

		Rate per issue/per month (x 1)	Rate per issue (up to 4 insertions)	Rate per issue (5-10 insertions)
NZMJ Classifieds	per month	\$250		
NZMJ website	Banner [across the bottom of the web page] 760x240 pixels	\$800		
	Sidebar ad 240x360 pixels	\$1000		
Digest e-magazine	Full page 282x195mm	\$1500	\$1200	\$1000
	Half page 138x195mm/282x95mm	\$800	\$650	\$500
	Quarter page 68x195mm/138x95mm	\$300	\$250	\$200

*Loading for specified position = 20%

Book a full page in Digest and the same ad will appear in free in the recruitment or classifieds section of the NZMJ.

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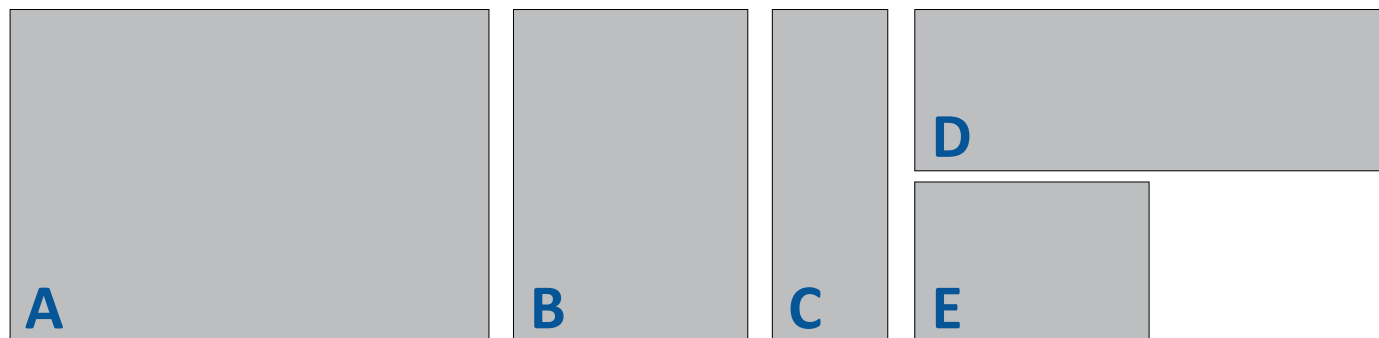
Advertising deadlines

- Ten issues of *NZMJ Digest* are produced a year.
- *NZMJ* is published 20 times a year (schedule available on request).
- Bookings are required one week from publication date.
- Material should be supplied in JPEG, PDF or EPS format.

General advertising conditions

- Existing advertising contracts will be honoured for a 12-month period from the signing of the contract, should advertising rates increase in the meantime.
- The publisher reserves the right to refuse or omit advertising which the publisher believes is unsuitable for publication.
- Cancellation cannot be effected after 5pm on the advertising deadline date, and must be advised in writing.
- All advertising material is to be delivered to the advertising manager without expense to the publisher.
- In the event of material not being submitted by the date for copy, all expenses incurred endeavouring to secure the material will be payable to the publisher as an additional cost.

New Zealand Medical Association DESIGN SPECS (NZMJ Digest)



A*

FULL PAGE
282x195mm

B

HALF PAGE
vertical
138x195mm

C

QUARTER PAGE
vertical
68x195mm

D

HALF PAGE
horizontal
282x95mm

E

Quarter page
horizontal
138x95mm

	Rate per issue (x 1)	Rate per issue (up to 4 insertions)	Rate per issue (5-10 insertions)
Full page (A) <i>282x195mm</i>	\$1500	\$1200	\$1000
Half page (B, D) <i>138x195mm/282x95mm</i>	\$800	\$650	\$500
Quarter page (C, E) <i>68x195mm/138x95mm</i>	\$300	\$250	\$200

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* Full page advertisements can **include extra information** layered on top of the traditional print advertisement. Please contact Lorraine for details and costings.

All advertising must be supplied:

- **NO BLEED**
- **PDF/EPS/JPEG**
- **RGB**
- **300 DPI**
- **Fonts converted to outlines**

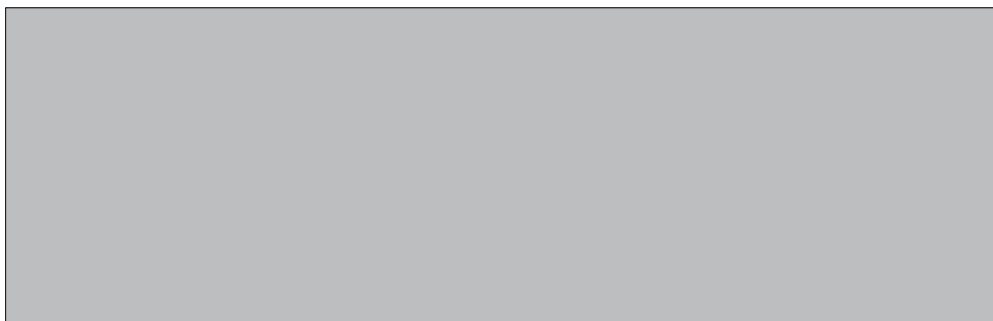
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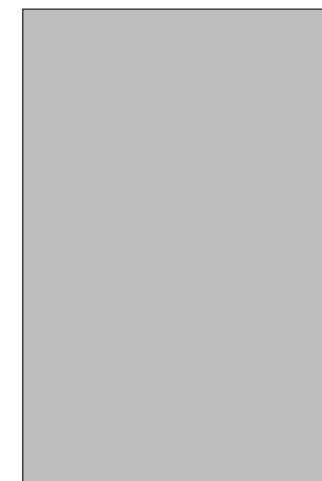
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New Zealand Medical Journal **DESIGN SPECS (DIGITAL)**



BANNER*
760x240 pixels
(\$800 per month)



SIDEBAR
240x360 pixels
(\$1000 per month)

* Banner & sidebar advertisements are for the *New Zealand Medical Journal* only.
Advertisements run for 4 weeks from placement date.

All digital advertising must be supplied:

- NO BLEED
- JPEG
- RGB
- Fonts converted to outlines
- include http reference

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2017 PRODUCTION SCHEDULE

New Zealand Medical Journal

Advertisements may be placed at any time, or can coincide with an issue of the online *NZMJ* (publication dates below).

13 Jan	27 Jan	17 Feb	3 March	24 March	7 April	26 April
12 May	2 June	16 June	7 July	21 July	11 August	1 Sept
22 Sept	6 Oct	27 Oct	10 Nov	1 Dec	15 Dec	

NZMJ Digest

Booking date	25 Jan	1 Mar	5 April	10 May	15 Jun
Material due	30 Jan	6 Mar	10 April	15 May	19 Jun
Publication date	1 Feb	8 Mar	12 April	17 May	21 Jun

Booking date	19 Jul	30 Aug	4 Oct	8 Nov	13 Dec
Material due	24 Jul	4 Sept	9 Oct	13 Nov	18 Dec
Publication date	26 Jul	6 Sept	11 Oct	15 Nov	20 Dec

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New Zealand Medical Association

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Chief Executive Officer

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Ms Lesley Clarke

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Editorial enquiries

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The NZMA has links with a large number of other medical organisations, and close associations with the New Zealand Medical Students' Association.

Strategic partnerships:

NZMA offers mutually beneficial strategic partnerships.

Corporate partnerships:

- Conference Matters (GP CME conference)
- Westpac Banking Corporation
- NZForex

Organisations that help us support our members:

- Accuro Health Insurance
- Air New Zealand Koru Club
- Avis Rent a Car
- Cherrytree
- Beaufort
- Emirates
- Fearfree security and safety management
- Health Informatics New Zealand
- Jetts 24 Hour Fitness
- KeepItSafe
- MagShop
- Medicus Indemnity New Zealand
- Medsure
- MFAS
- Morley Security and Investigation Group
- Noel Leeming
- New Zealand Office Supplies
- NZMA Wine Club
- Petals online florist
- Rothbury Wilkinson Insurance Brokers
- Samsonite
- Volvo