

# AMA Victoria Media Kit 2024



## Who are we?

AMA Victoria (AMAV) is the principal voice advancing the Victorian medical profession and influencing policy makers. We proudly connect and support our members, providing a powerful voice to advocate for Victorian doctors and the health of all Victorians.

Membership with AMAV provides doctors with support and representation across the span of their careers.

Whether at the start of a medical career or an experienced doctor, AMAV provides members with exclusive professional support and representation along with access to relevant advisors, resources, information and networks.



## Why join us?

We are independent.  
Our media is targeted  
to doctors and medical  
students with select  
advertisers only.

We have a loyal and  
engaged audience  
with influence and  
spending power.

We can offer integrated  
campaigns across  
multiple platforms.

We have excellent  
reach that is above  
industry benchmarks.

# Who are we talking to?

## Career Stage Members %

CMO + Public Specialist	<b>25.15%</b>
DIT	<b>25.30%</b>
GP	<b>9.25%</b>
GP Reg	<b>1.20%</b>
Private Specialist	<b>13.33%</b>
Retired	<b>7.59%</b>
Student	<b>16.77%</b>
Transition/Gov	<b>1.42%</b>

## Age Spread Members %

18–29	<b>25.08%</b>
30–39	<b>21.23%</b>
40–49	<b>17.25%</b>
50–59	<b>13.43%</b>
60–69	<b>11.93%</b>
70–79	<b>6.48%</b>
80+	<b>4.60%</b>

# Who are we talking to?

## Region Members %

Eastern Melbourne	<b>30.31%</b>
Gippsland	<b>2.24%</b>
Murray	<b>5.66%</b>
North Western Melbourne	<b>26.41%</b>
*Other (outside Vic)	<b>3.04%</b>
South Eastern Melbourne	<b>22.95%</b>
Western Victoria	<b>9.39%</b>

## Gender Members %

Female	<b>44.70%</b>
Male	<b>54.94%</b>
T	<b>0.04%</b>
X	<b>0.15%</b>
Z	<b>0.17%</b>

# How to connect quarterly

AMAV Flagship Digital publication



# How to connect weekly

## AMAV Check-up (eDM)

AMAV

### CHECK-UP

#### Communications and advocacy update

Here's an update on a few of the issues AMA Victoria is working on for members:

- COVID-19 and Frontline Healthcare Workers Study: Report #2
- Consultation: Proposed Amendment Drugs, Poisons and Controlled Substances Regulations 2017 Continued Dispensing Health Workforce Strategy
- Commencement of remaining provisions of the Assisted Reproductive Treatment Amendment Act 2021 and commencement of the Assisted Reproductive Treatment Amendment Regulations 2022
- Department of Health update: Evusheld and Paxlovid Prescribing Guide and Community Pharmacies.

▶▶

#### If you could go back to your intern year, what would you tell yourself?

AMA Victoria is creating a range of resources to support final year medical students to transition and successfully complete internship.

Would you like to share your experiences undertaking emergency medicine, general medicine and surgical rotations?

Whether it's one sentence or a thesis; whether your internship was last year or 40 years ago, we want to hear from you.

We want to know what you wish you'd known when you were an intern. What do you think would have been helpful to know? What advice would you like to pass on?

Your shared experiences and wisdom can help interns get through their first year

Email your experiences and advice to AMA Victoria's Director of Communication and Advocacy at [taryns@amavic.com.au](mailto:taryns@amavic.com.au) and thank you for supporting the next generation of doctors.

AMAV

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# AMAV Flagship Publication

## VICDOC Digital publication

VICDOC digital publication is a magazine dedicated solely to the Victorian medical profession. It is published four times a year.

VICDOC contains essential industrial, legal and health policy information for practising doctors. This ensures that your message will not be lost in the increasingly cluttered digital and print environments in the medical advertising space.

VICDOC is produced four times a year and distributed to up to 9,000 doctors\*, across all disciplines of medicine.

VICDOC is sent to a wide range of stakeholders including: medical workplaces, practice managers and staff, hospitals, universities, government bodies, and key decision makers in the health industry.

## Online and social media

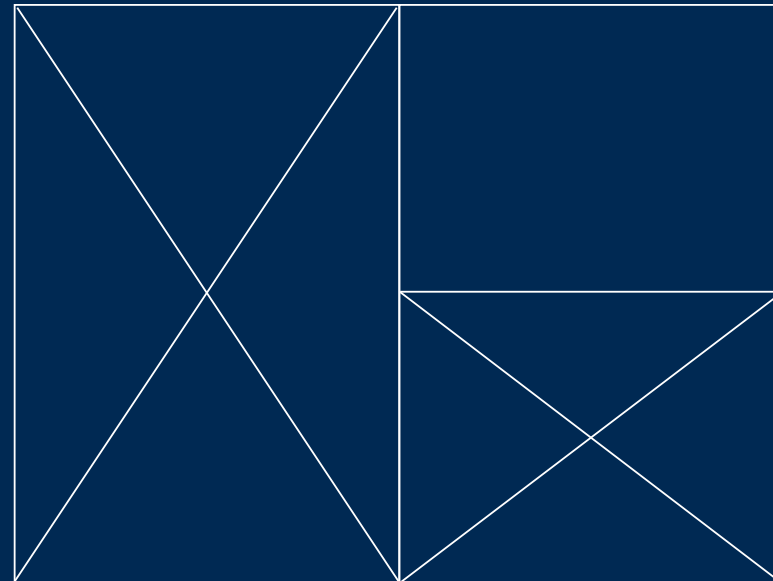
With a strong online presence, VICDOC magazine provides even more exposure to key industry stakeholders. Maximise your reach and promote your brand online and through social media. VICDOC is supported by social media through Facebook, Twitter and LinkedIn.

\* Approximate number at time of publication.





# VICDOC Schedule + Pricing (per edition)



Advertisement	Size (mm)	Price*
Full page	210mm (w) 297mm (h)	\$1,400.00
Half page horizontal	190mm (w) 134mm (h)	\$780.00
Inside front cover	210mm (w) 297mm (h)	\$2,250.00
Advertorial (500 words)	210mm (w) 297mm (h)	\$1,550.00

\* All prices exclude GST

Publication Dates	Advertorial	Ad material	Publish*
Autumn	29/01/2024	5/02/2024	08/03/2024
Winter	06/05/2024	13/05/2024	14/06/2024
Spring	5/08/2024	12/08/2024	13/09/2024
Summer	4/11/2024	11/11/2024	13/12/2024

\* Dates subject to change

# VICDOC Specifications

## **Ads with hyperlinks:**

Advertising within the VICDOC publication can have more than one hyperlink. They should be supplied separately and not embedded into supplied artwork.

## **Ads with embedded videos:**

Videos are overlaid over the ad artwork as part of the digital magazine production process. Links are to be supplied as a YouTube or Vimeo link. The links should be supplied separately and not embedded into supplied artwork.

## **Supplied artwork:**

No need to have bleed or crop marks on supplied artwork.

## **All hyperlinks:**

Hyperlinks are a great way to link to your content. The AMAV communications team will add all hyperlinks to the digital magazine in the production process.

# AMAV eNewsletter

## Check-Up eNewsletter (weekly)

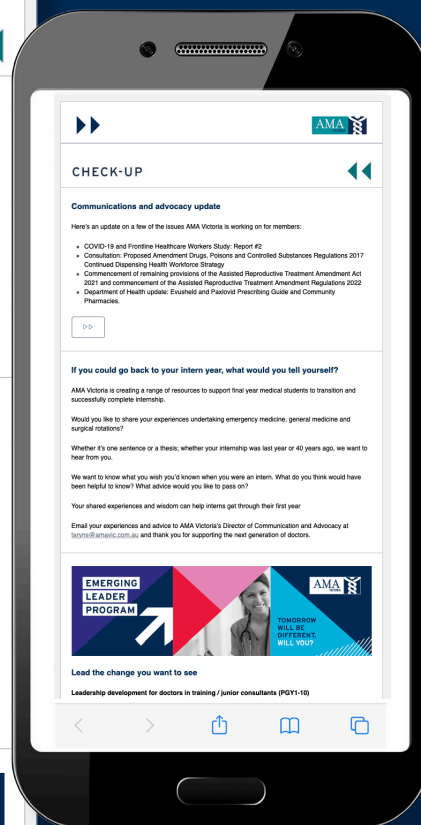
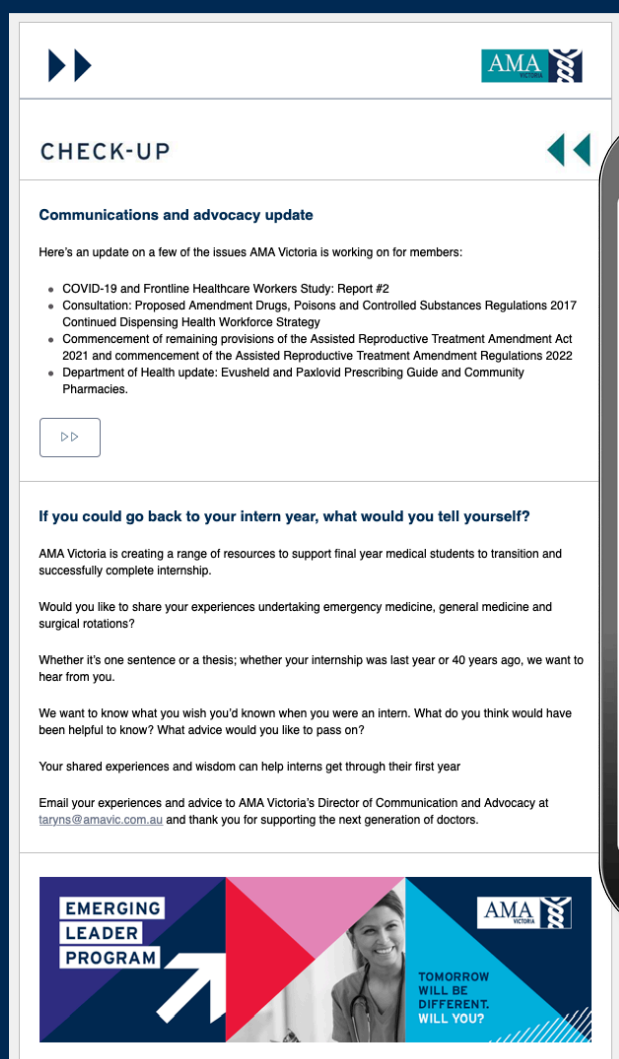
Check-Up is AMAV's flagship eNewsletter sent every Thursday by Electronic Direct Mail (eDM). It reaches up to 9,000 doctors\* each week.

Check-Up is sent to all AMAV members including medical students. It is highly regarded by our members due to its breadth and relevance. It contains engaging content including industry trends, Medicare updates, FairWork wage information, AMA policy submissions and AMA Victoria member news.

AMAV's Check-Up is the perfect way for doctors to 'check in' on the issues that matter to them.

Check-Up is a must-read for doctors. It covers news that directly impacts their professional lives, training and dates for the diary. A limited number of advertising places are offered in our weekly e-newsletter.

\* Approximate number applicable at time of publication



# Check-Up Specifications

## Artwork Requirements

Jpeg or gif file\*

\* static or animated, maximum file size 500kb

## Size (mm)

1000x200px

## Quantity\*\*

Casual

x 5

x 12

## Price (per Ad)

\$750.00

\$685.00

\$600.00

\*\* Subject to change and availability

## Publication Deadline

Artwork is due a week prior to the date(s) your advertisement(s) is scheduled to appear.

## Publication Schedule

The Check-Up will be published weekly from Thursday 18 January 2024 to Thursday 19 December 2024.

## Discounts

10% discount on advertising rate for AMAV members and AMAV Partners.

## Success stories

We have had the pleasure of working together with AMA Victoria for several years now. Through various online & offline communication channels we have been able to reach and engage with the Victorian medical community.

By leveraging the trusted reputation of AMA Victoria, we have had great success with building the equity of our own brand amongst their captive membership. The AMA Victoria team encourage active collaboration, and through constant innovation are leading the way in an ever-changing media environment.

### **Doctors' Health Fund**

At the Bongiorno Group, we have been regularly promoting our services through the VICDOC and CheckUp for the last year with tremendous success. Both publications provide a terrific vehicle to springboard our key messages directly to doctors throughout Victoria in a timely manner.

The AMAV's 'on the pulse' publications have been instrumental in allowing us to connect with our target audience of medical professionals and the response to our tax related articles has resulted in direct calls and meeting requests from doctors across the state.

### **Bongiorno Group**

## Success stories

NobleOak has been in partnership with AMA Victoria for the past couple of years. Our program of online and offline marketing activity has helped drive acquisition targets and brand recognition for our business. We look forward to continuing to work with AMA Victoria and in doing so providing quality, fully underwritten cover to medical professionals at competitive rates. It's been a pleasure dealing with the team and we hope for many more years of adding value.

**NobleOak**

VICDOC has undergone several format changes in recent times. With each transformation, it is looking more sleek whilst never losing sight of the high quality content expected of a professional publication. The biggest difference from a media agency's perspective remains with the Team. Their quest for continuous improvement to the publication and ability to harness great relationships have definitely lifted VICDOC's profile within the medical media industry.

**Impetus Media**



# Building Relationships

## Contact

Ms Frances Morell

AMAV Strategic Partnerships & Events

Email: [francesm@amavic.com.au](mailto:francesm@amavic.com.au)

Telephone: 03 9280 8754



## PLEASE FILL IN YOUR DETAILS

### ORGANISATION INFORMATION / INVOICE DETAILS

Advertiser:

Contact name:

Street (1):

Street (2):

Suburb:

State:

P/code:

Phone:

Email:

## CONFIRMATION OF BOOKING

Please place my booking.

I/We acknowledge that I/we have read and understood the full set of terms and conditions for advertising.

Signature:

Date:   /   /

## CHOOSE YOUR ADVERTISING

VICDOC PUBLICATION	FULL PAGE	HALF PAGE	INSIDE F/COVER	ADVERTORIAL
Autumn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Winter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>CHECK-UP</b> eDM	Casual <input type="checkbox"/>	X 5 <input type="checkbox"/>	X 12 <input type="checkbox"/>	
Date(s) of booking(s):				

## TERMS AND CONDITIONS

I/We have submitted/will submit artwork for publication by AMA Victoria and acknowledge that I/we take full responsibility for the content provided. I/We have ensured that the artwork adheres to the specifications outlined in AMA Victoria's Media Kit and understand that AMA Victoria reserves the right to refuse to publish the artwork/advertorial and takes no responsibility for any errors within the artwork/advertorial supplied.

Prices are GST exclusive. Prices outlined do not include any agency commissions or rebates. Advertising restrictions do apply as exclusivity contracts with suppliers are in agreement. All advertising is subject to the discretion of the editor and publications committee. Advertising options outside the opportunities mentioned in this document are POA and may have unique deadlines and terms. Cancellation policy of 100% applies to all bookings confirmed in writing. PLEASE COMPLETE FORM AND PDF TO: amavic@amavic.com.au